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PUBLISHER'S BINDING

JANUARY 2, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

The man who came to dinner

—and stayed for nineteen years



NINETEEN YEARS AGO — about eight years after we first began pushing sound out of this station — a not very enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into ozone? Buy something he couldn't SEE—FEEL — COUNT the pages of? Well — he would! And he did! And he's used WOR for 19 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've talked so much about. Flanking it is the story of a maker of bread who's also used WOR for 19 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 17 years. Another man has had us coast his entertainment into the homes of hundreds of thousands of people in 430 counties in 18 states for 16 years—two others for 9 years—twenty, or more, for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells everything—fast—at low cost—to more people—more often—than any other station in the United States.

our address is 1440 Broadway, in New York **WOR**

TK 6540
.B85

Again in 1950 WLS

WILL LEAD IN SERVICE

TO THE 15 MILLION PEOPLE OF CHICAGO AND MIDWEST AMERICA

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

WLS CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

★ ★ ★

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising messages in programs (day and night) that get concentrated listening.

It's a simple, old fashioned radio advertising story designed to deliver product sales for the advertiser.

Ask your Petry Man for the Plan

Or call Yankee at Boston, COmmonwealth 6-0800

★ ★ ★

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

THERE MAY BE one or more practical broadcasters on new delegation to grapple with NARBA problem when sessions of recessed Montreal Conference are resumed in U. S. (probably Washington) next April. State Dept. understood considering recommendation to President Truman, in light of heat engendered at Montreal wherein Cuba demanded assignments on AM channels which would have all but wrecked service of some clear and regional stations.

FCC's RENEWAL of Don Lee-owned station licenses (in practical effect "proposed" decision is final because there are no other parties) does more than settle that issue, even though FCC didn't so announce. Gleaned from concurring opinion of Comr. Robert F. Jones is obvious conclusion that FCC tacitly has decided to drop charges against NBC, CBS and ABC involving network regulations, since Comr. Jones' opinion is premised upon his unwillingness to rap regional Don Lee when major networks were not taken to task (see page 23).

CONVERSATIONS between NBC and G. Bennett Larson, vice president and television director of WCAU-*Philadelphia Bulletin*, presumably looking toward appointment as TV program director of NBC, were terminated last week. It's expected, however, that Mr. Larson, erstwhile crack network producer and standout TV executive, shortly will become managing head of important independent TV station in East.

SECOND MEETING of Eric Johnston's high level movie industry committee with Justin Miller's NAB radio committee, tentatively slated in Los Angeles following NAB board meeting in Phoenix Feb. 8-10. Moviedom's interest concerns not only censorship, but also fate of exhibitors as TV licensees in view of anti-trust decree affecting producer-ownership of exhibition houses. Also awaiting FCC decision is plea of motion picture industry for allocation of specific bands for large-screen TV relays.

AND HINGING upon FCC's ultimate determination of qualifications of motion picture people in TV will be degree to which producers will seek to participate in network-station ownership and operations, with eye inevitably toward TV and its effect upon box-office. 20th Century-Fox overtures toward ABC last year, now dormant, and conversations looking toward program-operating tieup of Loew's Inc. (M-G-M) with Mutual, likewise cooled off, are cases in point.

STANDARD BRANDS, New York (Royal Pudding), through agency, Ted Bates, New York, to expand present spot schedule in number of markets. Spots placed on 52-week basis, starting early in January.

LOOKS LIKE Harry Stone and Jack Stapp, general manager and program director, re-

(Continued on page 70)

Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 15-17: Mid-winter conference of Advertising Assn. of the West, Hotel Sainte Claire, San Jose, Calif.

Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

(Other Upcomings on page 53)

Bulletins

FORD DEALERS of America will sponsor precedent-setting array of 21 network programs on CBS and MBS, costing approximately million dollars, for two-week period Jan. 4-17 to introduce 1950 Ford cars. Programs are in addition to its spot announcement campaign on 400 stations.

MBS Friday estimated its total gross billings for 1949 would be $18,071,695. According to Publishers Information Bureau figures, network's gross in 1948 was $22,728,802. Biggest single sponsor on Mutual in 1949 was Miles Labs., which spent $1,316,129. Top billing agency on network was Cecil & Presbrey with $1,872,202.

LEVER TO EXPAND BUDGET, SAYS LUCKMAN

LEVER BROTHERS 1950 advertising plans include increased television appropriations, Charles Luckman, president, said Friday in New York, but none of it will be taken from radio.

Company negotiating with Ilka Chase and CBS-TV for quarter-hour TV show to start Feb. 1, Thursday, 9:30-45 p.m. for its Harriet Hubbard Ayer line, Mr. Luckman revealed.

He said company plans to spend more advertising money for its Surf than for any other product in its history.

Surf will take over sponsorship of Bob Hope show in markets where it has distribution.

In discussing move of firm from Cambridge to New York, Mr. Luckman said one advantage was ability to establish central television department for parent company and its integrated divisions.

CITIES SERVICE RENEWS

CITIES SERVICE Co. has renewed its NBC radio program, *Bands of America*, for another year effective Jan. 23, while dropping TV version on NBC effective with Jan. 9 telecast. Company plans video film spot campaign in selected markets while waiting for "wider distribution of TV stations and home receivers in Cities Service marketing areas." Firm's statement said "results of the network TV test exceeded expectations."

Business Briefly

BLOCK BUYS ● Block Drug Co., Jersey City, Jan. 2 starts heavy spot radio drive for Minipoo dry shampoo in markets throughout nation. Special live spots used in addition to ET's in New York to show advantages of Minipoo during water shortage. Agency, Joseph Katz Co., New York.

NAMED BY WRFD ● Taylor-Borroff Co. named as national representative by WRFD Worthington, Ohio, effective Jan. 2. Station is 5 kw daytime AM outlet on 880 kc. James R. Moore is general manager, Edgar Parsons station manager and Robert Burns national sales manager.

MIDWEST SCHEDULE ● Lehon Co., Chicago (Mulehide roofing) in February starts schedule of quarter-hour recorded musical shows in 12 midwest markets, 26-week minimum, and will renew quarter-hour live show on WLS Chicago. Agency, Schwimmer & Scott, Chicago.

REGIONAL PROJECT ● Hanford Hotel, Mason City, Ia., names Schoenfeld, Huber & Green, Chicago, to handle advertising. Regional radio expected to be used.

AM, TV PLANNED ● Adams Corp., Beloit, Wis. (Korn Kurls), which recently named Earl Ludgin Agency, Chicago, to handle its account, expects to buy radio and TV this year. Details not set. Montgomery McKinney is account executive.

TEST CAMPAIGNS ● Venice Maid Co., Vineland, N. J. (food), names Schoenfeld, Huber & Green Agency, Chicago, to direct advertising. Test radio and TV campaign to be started this month in Buffalo.

CUNNINGHAM & WALSH ELECTS NEW OFFICERS

CUNNINGHAM & WALSH, New York, formerly known as Newell-Emmett Co., last week elected following officers: Fred H. Walsh, president; John P. Cunningham, executive vice president; Earl H. Ellis, George S. Fowler, G. Everett Hoyt, Robert R. Newell, and William Reydel, vice presidents; Richard L. Strobridge, secretary.

In new organization, Newman McEvoy will continue as director of media. Present Cunningham & Walsh radio and TV clients include: Liggett & Myers Tobacco Co.; Western Electric Co.; Sunshine Biscuits; American Telephone & Telegraph Co.; Kirkman & Son; Southern Railway System; American Lead Pencil Co.; Decca Records Inc.; Northwest Airlines; Wheeling Steel Corp.; E. R. Squibb & Sons.

AVERY-KNODEL NAMED

AVERY-KNODEL Inc. appointed national representative for WROL Knoxville, Tenn. Harry E. Cummings, of Jacksonville, Fla., will continue to represent WROL in Southeast.

LEFT, HADLEY; RIGHT, FLETCHER



double play: PITCHER TO FIRST BASE

Here's *real* news for an advertiser looking for a big sports audience in New England!

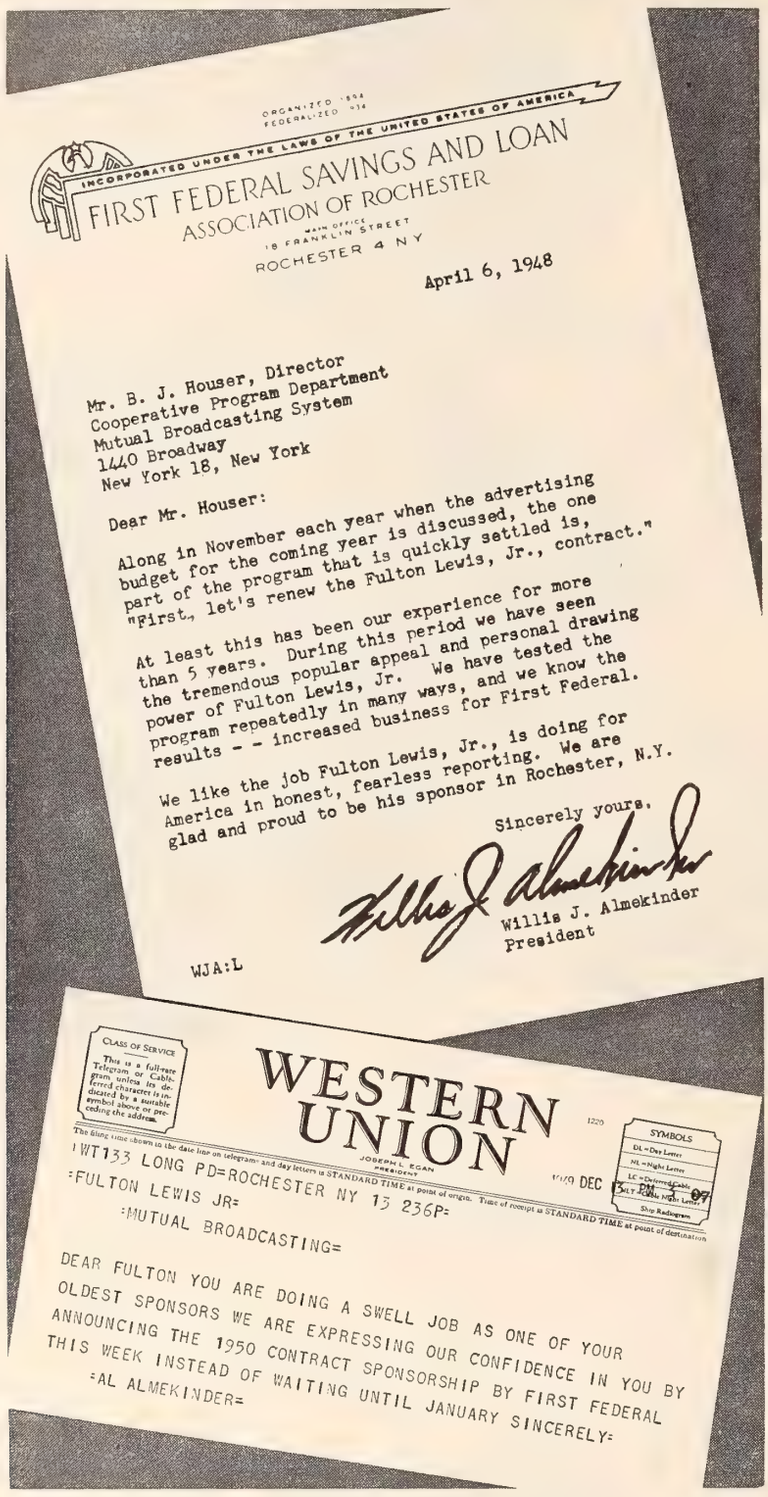
"Elbie" Fletcher, Boston Braves' first-sacker, has joined "Bump" Hadley, erstwhile Yankee moundsman and veteran air-waves luminary, to give the WBZ sports department a *double attraction.*

With a mighty assist from Fletcher, Hadley will not only handle his current shows on radio and TV.. but also be able to deliver his tremendous following to an *additional* sponsor or two.

Yes, you now can get two national sports figures.. at economical cost.. on WBZ. Backed by WBZ's 50,000 watts, Hadley and Fletcher will carry your program to sports fans throughout approximately 80 per cent of prosperous New England. For details, check WBZ or Free & Peters.

WBZ Boston's 50,000 Watt NBC Affiliate (synchronized with WBZA Springfield) and WBZ-TV

WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



ORGANIZED 1934
FEDERALIZED 1934
INCORPORATED UNDER THE LAWS OF THE UNITED STATES OF AMERICA
FIRST FEDERAL SAVINGS AND LOAN
ASSOCIATION OF ROCHESTER
MAIN OFFICE
18 FRANKLIN STREET
ROCHESTER 4 N Y

April 6, 1948

Mr. B. J. Houser, Director
Cooperative Program Department
Mutual Broadcasting System
1440 Broadway
New York 18, New York

Dear Mr. Houser:

Along in November each year when the advertising budget for the coming year is discussed, the one part of the program that is quickly settled is, "First, let's renew the Fulton Lewis, Jr., contract."

At least this has been our experience for more than 5 years. During this period we have seen the tremendous popular appeal and personal drawing power of Fulton Lewis, Jr. We have tested the program repeatedly in many ways, and we know the results - - increased business for First Federal.

We like the job Fulton Lewis, Jr., is doing for America in honest, fearless reporting. We are glad and proud to be his sponsor in Rochester, N.Y.

Sincerely yours,

Willis J. Almekinder
President

WJA:L

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

1220

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

1949 DEC 13 PM 2 07

This filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

JOSEPH L. EGAN, PRESIDENT

1WT133 LONG PD=ROCHESTER NY 13 236P=
=FULTON LEWIS JR=
=MUTUAL BROADCASTING=

DEAR FULTON YOU ARE DOING A SWELL JOB AS ONE OF YOUR OLDEST SPONSORS WE ARE EXPRESSING OUR CONFIDENCE IN YOU BY ANNOUNCING THE 1950 CONTRACT SPONSORSHIP BY FIRST FEDERAL THIS WEEK INSTEAD OF WAITING UNTIL JANUARY SINCERELY=
=AL ALMEKINDER=

Another Sponsor Approves . . . and Renews . . .

First Federal of Rochester again on WVET

The Fulton Lewis, Jr. program offers a ready-made audience . . . network prestige at local time costs with pro-rated talent costs. Though currently sponsored on more than 300 stations, there may be an opening in your city. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



Love is still Box-Office

"Young Love" is that merry, warm-hearted comedy of college-vs.-marriage, with Janet Waldo and Jimmy Lydon scoring as a pair of star-crossed campus lovers. The hilarious complications of a secret student marriage have kept a big and growing audience howling for more.

Billboard says: "a happy blend of... slick production... bright scripting."

Cue says: "fun to listen to."

Hollywood Variety says: "it's a winner ... the kids can't miss."

CBS says: you couldn't ask for a nicer show to go steady with, than this fast-paced, top-comedy CBS Package Program, from the able stable that put "My Friend Irma" and "Our Miss Brooks" in the winner's circle.

A CBS PACKAGE PROGRAM

COMPARATIVE NETWORK SHOWSHEET

EVEN

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (149)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (180) R	Anahist Adv. of the Falcon	"
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (150)	The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Sylvan Levin Opera Concert	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	Muntz Rebuttal	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	co-op Jackie Robinson	Dance Orchestra S	Don Wright Chorus	Pet Milk Bob Crosby (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (148)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A A of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	" *	"
9:00	Kate Smith Calls S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	TBA	A. F. of L. Commentators	Lever Bros. Big Town (133)
10:15	"	"	co-op Newsreel	"
10:30	A. F. of L. As We See It	Frankie Carle's Orchestra	"	Brown & Wmsn. Peoplearefunny (164)
10:45	C. of C.	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (142)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P Tth Pwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Baby Snooks (153)
8:45	"	"	" *	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	TBA	A. F. of L. Commentators	Lever Bros. Big Town (133)
10:15	"	"	co-op Newsreel	"
10:30	A. F. of L. As We See It	Frankie Carle's Orchestra	"	Brown & Wmsn. Peoplearefunny (164)
10:45	C. of C.	"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Isreal S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	Silver Strings
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)
10:45	Serutan Victor Rindlahr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	General Mills Modern Romances (126)	Liggett & Myers Arthur Godfrey (185) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (69)	Burrus Mills Light Crust D. B (M.-W.-F.) (60)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (166)	B & D Chuckle Wagon	Hometowners
12:45	"	Whitehall Our Gal Sunday (159)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (111)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn People are Funny (17)
9:45	"	Terry Morse Garden Gate (173)	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (16)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162
11:45	"	"	"	"
12:00 N	Ranch Boys S	Armstrong Cork Theater of T'day (166)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (150)	Smoky Mt Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

DAYTIME

	ABC
1:30	National Vespers S
1:45	"
2:00	Around the World (150) S
2:15	"
2:30	Co-op Mr President
2:45	"
3:00	Fruehauf Trailer Harrison Wood (75)
3:15	P J Ritter Betty Clark (18)
3:30	Lthrn Laymen Lutheran Hour (190)
3:45	"
4:00	Voices that Live S
4:15	"
4:30	Milton Cross Opera Album
4:45	"
5:00	Family Closeup S
5:15	"
5:30	Goodyear T & R Greatest Story Ever Told (64)
5:45	"

FOR JANUARY 1950

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Dinner Date S	Miles Labs. News of World (148)
R. B. Semler Gabriel Heatter (215)	Echoes from the Tropics S
I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris This Is Your Life (144) R
"	"
International Airport	Kraft Foods Great Gilder-sleeve (151)
" *	"
Mr. Feathers	Bristol Myers Break the Bank (163)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (163)
"	"
A. F. of L. Commentators	Am. Cig. & Cig. The Big Story (164)
co-op Newsreel	"
Okla. State Symphony	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:1.-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R
"	"	"	"
Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (151) R	Mail Pouch Fishing & Hunting Club (133)	G. F.—Maxwell Father Knows Best (154) H R
"	"	" *	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (162) H
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (158)
Lee Hats R. Montgomery (266)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators	Chesterfield Supper Club Perry Como (163)
" *	"	co-op Newsreel	"
Someone You Know, Mental Health Series S	Rosefield Skippy Hollywood Theater (59)	"	Dragnet L&M-Fatima (140) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (111) R	Russ Morgan Show	Schlitz Halls of Ivy (146)
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds—Jello My Favorite Husband (153)R	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz, Advntrs. of Ozzie & Harriet (207)	Am. Tob.-Rol Tan, Leave It to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pac. C. Borax The Sheriff (191)	The Show Goes On	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (210)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	"	A. F. of L. Commentators	RCA Victor Screen Direstr's. Playhouse (164)
"	"	co-op Newsreel	"
"	Capitol Cloak Room S	"	Col.-Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Albert Warner S	News Bancroft S	Modern Music	News
Bible Messages S	Memo From Lake Success	"	Religion in the News S
Co-op H Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S
Harmonaires S	News L. Leseuer S	Mel Allen	"
Remember S	Johnny Dollar S	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Rich'd Diamond Private D'tective S
"	"	7:55-8 Kennedy Chamberlain	"
Superman S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H
"	"	"	"
Phil Bovero S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (141) R
"	"	"	"
Dick Jurgens S	General Foods Gangbusters (151) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (166) R
"	"	"	"
Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Danova (144) H
"	"	"	"
Shamrock Hotel Bands S	Carter Prod. Sing It Again (134)	"	R. J. Reynolds Grand Ole Opry (159)
"	Luden's Sing It Again (138)	"	"

6:00 PM
6:15
6:30
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10:45

SUNDAY

CBS	MBS	NBC
TBA	American Radio Warblers	U of Chicago Round Table S
"	Michael O'Duffy	"
my Kaye unday nade S	Chamber Music	NBC Theatre S
"	"	"
ableday n Drake (57)	Co-op Bill Cunninyhan (55)	"
ableday ily Quiz (57)	Veteran Wants to Know S	"
Phil'monic ony Orch S	Treasury Variety Show	One Man's Family S
"	"	"
"	Genera Foods Juvenile Jury (223)	Miles Labs Quiz Kids (162)
"	"	"
"	General Foods Hopalong Cassidy (482)	Living—1949
"	"	"
rday at Chase S	Wm Gargan Private Investgr (380)	American Forum of the Air
"	"	"
for You	Grove Labs D L & W Coal The Shadow	Radio City Playhouse S
"	"	"
It Rich S	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (165)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (98)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (86)	Checkerboard Jamboree	The Playboys
Co-o Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Miles Labs. Ladies' Fair (410)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201-204) R	Toni Co. Nora Drake (155)	Miles Labs. Queen for A Day (423)	General Mills Today'sChildren (73)
"	P & G Brighter Day (82)	"	General Mills Light of World (73)
Pick a Date with Buddy Rogers S	Babbitt, Nona From Nowhere (149)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (129)	"	P & G Road of Life (149)
TBA	Pillsbury House Party (151) *	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Carter Family S	Garry Moore Show S *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	"	Georgia Jamboree	P & G Lorenzo Jones (144)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Treasury Bandstand S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Malan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (142) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices and Events S
"	"	"	"
Texas Co. Met. Opera (235)	Borden County Fair (157)	"	TBA
"	"	"	"
"	Wm. Wise Get More Out of Life (53)	Dance Music	"
"	"	"	"
"	Report From Overseas	"	"
"	Adventures in Science	"	"
"	CBS Farm News	"	"
"	Cross Section U.S.A.	"	"
"	Treasury Bandstand	Dunn on Disc	"
"	"	"	"
"	Noro Morales' Orchestra	"	"
"	"	"	"
Tea and Crumpets	George Torme Orchestra	Anahist Quiz	"
"	"	"	"
"	Stan Daugherty Presents	TBA	"
"	"	Hallicrafter Hollywood Quiz	Hunt Club Dog Fd., Confidential Closeups (60)

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

9:55-10 PM Thurs., Personality, Portraits, S.

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.

10-10:30 PM Sat., Voices That Live.

10:30-10:45 PM Sat., Irving Fields in East.

10:45-11 AM Mon., Wed. & Fri., Serutan Co., V. Lindlahr, 69 stations.

11:30-12 noon, Mon., Wed., Fri., Quaker Oats sponsors Quick as a Flash, program carried sustaining at this time Tues. and Thur.

12:25-12:30 PM Mon.-Fri., Westinghouse Co. sponsors Ted Malone on 225 stations.

7-7:05 PM Mon.-Fri., Miles Labs sponsors Edwin C. Hill on 67 stations, remainder of network taking co-op program, Headline Edition.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 164 stations.

11:00-11:05 AM Sun. Animal Fdtn. Allan Jackson News, 62 stations.

3:55-4 PM Mon.-Fri., Pillsbury Cedric Adams over 151 stations.

4:55-5 PM News.

MBS

5:55-6 PM Mon.-Wed-Fri., E. Johnson, Ry-Krisp, 482 stations.

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

11:45-12 noon, Tues., Thurs., Bob Poole.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

January 2, 1950 Copyright 1950

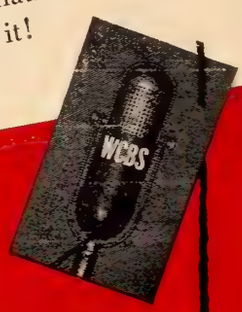
Looking for the biggest?

Daytime, too, station breaks on WCBS are New York's biggest buys

By day, *all ten* of Pulse's "Top Ten" network programs—plus *seven* of the ten biggest local programs—are on WCBS.* And thanks to our rotating average-rating plan, WCBS station break advertisers get next to several of these big-audience shows each week (they don't just reach the same listeners each day).

Night *and* day, WCBS station breaks give greatest circulation at lowest cost per thousand. Let us prove it!

*Pulse of New York, Nov. 1949



Represented by Radio Sales

Agencies



ROBERT E. ZEH, vice president, copy director and account executive with Henri, Hurst & McDonald Inc., Chicago, for three years, resigns. Before joining HH&McD he was with J. Walter Thompson Co. for 10 years as group head and copywriter.

WILLARD HEGGEN, account executive of Compton Adv. Inc., New York, elected vice president. He joined Compton in 1944 and is executive on New York Life, Goodyear, Kelly-Springfield accounts, besides the export division of Socony-Vacuum.



Mr. Heggen

BENJAMIN C. BOWKER named president of new advertising and public relations agency, **Bowker & Co.,** Toledo, Ohio. Parent offices of new agency will be in Toledo, but temporary offices are presently located in Manhattan Bldg., New York. Mr. Bowker resigned as director of public relations and assistant to the president and assistant to chairman of the board of Willys-Overland Motors, to form his own agency.

ROBERT E. BOUSQUET, with Lever Bros., New York, for 25 years, appointed executive vice president of Chambers & Wiswell Inc., Boston. Appointment is effective tomorrow (Jan. 3).

ROBERT C. CHAPIN, account manager, specialist in merchandising of consumer goods, elected secretary and a member of board of directors of John Falkner Arndt & Co., Philadelphia. **JOHN F. ARNDT,** president, will assume additional title of treasurer. **EARLE C. THOMPSON** appointed to serve on management committee.

CARL RHODES and **LYMAN AVERY** shifted from Detroit office of J. Walter Thompson Co. to New York office.

LEE STRAHORN, formerly in charge of production of Lucky Strike shows for Foote, Cone & Belding, joins New York staff of Young & Rubicam with production assignment on Fred Waring TV show.

WILLIAM E. BECKER, former account executive with Chris Lykke & Assoc., San Francisco, joins William E. Guyman & Assoc., same city, in similar capacity.

CATHARINE FINERTY, copywriter for Anderson, Davis & Platte Inc., New York, elected vice president and member of agency's plans board.

LEE STRAHORN joins radio and television department of Young & Rubicam, New York. He previously was with Foote, Cone & Belding and was independent radio producer for the last year.

WM. J. FROST elected vice president of Kenyon & Eckhardt Ltd., Toronto.

RICHARD M. CLEMENT, former chief of public relations for Veterans Adm., Philadelphia, joins John LaCerda Agency, that city.

FRED P. FIELDING appointed vice president in charge of radio of McLain-Dorville Agency, New York.

SIDNEY GARFIELD, of Garfield & Guild, San Francisco, named chairman of management section of National Advertising Agency Network.

LAWRENCE WISER, formerly with Lawrence Fertig & Co., and Federal Adv. Agency, New York, appointed to executive staff of Storm & Klein, New York.

WINIUS-DRESCHER-BRANDON Inc., St. Louis, effective tomorrow, (Jan. 3) changes name to **WINIUS-BRANDON Co. ENNO D. WINIUS** remains with firm as its president and **C. A. BRANDON** retains his position as senior vice president. **JOHN M. DRESCHER** resigns from agency. Operations will continue from present address, 1706 Olive St., St. Louis.

ROBERT BLACK, formerly public relations director of Milton Weinberg Adv., Los Angeles, joins Dan B. Miner Co., same city, as assistant radio and television director. He previously was with KFI Los Angeles as manager of recording division.

SEWARD SMITH joins New York staff of Brooke, Smith, French & Dorrance Inc.

GEORGE R. LAMONT joins Young & Rubicam Ltd., Toronto, as office manager and supervisor of media.

ON THE
WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV

presents, between 6 and 11 p.m.

7½ hours

of Local and National Spot Advertiser

Sponsored Programs Weekly

more than double the other 3 Washington TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0
Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri.
sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays
sponsored by Arcade-Pontiac Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays
sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays
sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays
sponsored by L. P. Steuart, Inc.—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays
sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays
sponsored by Phillip's Radio & Television Co.—RCA
"Capitol Close-Up"—7:30 to 7:45 PM—Fridays
sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays
sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays
sponsored by Duffy-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8¾ Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 **WMAL-TV** WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.



55 ADVERTISERS

utilizing WGY 10 years ago

are using WGY today

...reason?

They've found it Pays!

Represented Nationally by NBC Spot Sales

WRGB TELEVISION

CHANNEL 4

Serving Eastern New York, Western New England, Albany, Troy and Schenectady

810 on your dial 50,000 Powerful watts affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

New Business



RIKERS Inc., New York restaurant chain, appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used. Contract has been signed with WJZ New York for 13-week test campaign.

STANDARD VARNISH WORKS, New York, and Chicago, appoints Lucerna Co., New York, to handle advertising for its "Kover-Floor" paint and other products. Radio and television plans in works for entire country.

SHIVAR SPRINGS Inc., Shelton, S. C. (Shivar Ginger Ale and soft drinks), appoints Henderson Adv., Greenville, S. C., to handle its advertising. Radio will be used. **J. E. Fitzpatrick** is account executive.

JORDAN BAKING Co., Tacoma, Wash., appoints O'Connel Regan Agency, that city, to handle regional advertising. Spot radio will be used. **Howard O'Connel** is account executive.

STANDARD VACUUM CLEANER Co., Los Angeles, appoints Ad Fried Adv., Oakland, to handle its Northern California advertising. Campaign includes KROW Oakland, KSJO San Jose, KSFO San Francisco and daily participating sponsorship of Edith Green's *Your Home Show* on KRON-TV San Francisco.

SCOTT & BOWNE (Canada) Ltd., Toronto (Anohyst), appoints Foote, Cone & Belding International Corp., Montreal, to handle advertising. Radio spot campaign planned.

NATIONAL CARBON Co. (Eveready batteries) through its agency William Esty Co., New York, preparing television spot announcement campaign to start in January in six metropolitan cities, Boston, Philadelphia, Baltimore, Chicago, Detroit and Los Angeles.

MURRY F. FIELDS Assoc. (toy manufacturing representative) appoints Ad Fried Adv., Oakland, Calif., to handle all advertising. Radio will be used.

WM. WRIGLEY Jr. Co. Ltd., Toronto, extends its sponsorship of *Cisco Kid*, Frederic W. Ziv Co. package, to between 20 and 26 stations, covering entire Dominion of Canada. Wrigley has been sponsoring series for 13-weeks on trial basis over CKEY Toronto, CFPL London and CFRA Ottawa. Contracts on new basis are for 39-weeks. Agency is J. Walter Thompson Co.

Network Accounts • • •

SUN OIL Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, renews for 52 weeks its *Three Star Extra* news program on NBC, Mon.-Fri., 6:45-7 p.m.

COLGATE-PALMOLIVE-PEET Co. renews for 52 weeks its sponsorship of 5:45-6 p.m. segment of *Howdy Doody*, Tues. and Thurs. on NBC-TV. Program was placed through Ted Bates & Co. Number of outlets bought by agency was increased to 24 with addition of WKTV (TV) Utica, N. Y.

Adpeople • • •

WALLACE C. ROSS, formerly in radio production, joins public relations division of Mutual Life Insurance Co., New York, to assist in company's public service radio program on health subjects. He formerly was with KOA Denver, KTBC Austin, Tex., WVBR Ithaca, N. Y., and WHCU Ithaca, N. Y.

ROBERT H. DAVIDSON, advertising assistant in General Foods' Jell-O Div. appointed assistant advertising manager of division. He joined GF in 1940 as retail salesman in Rochester, N. Y., territory, Syracuse district.

HENRY F. WOULFE, president of Pepsodent Div. of Lever Bros. Co., elected vice president in charge of parent company's Midwestern operations. He will assume his duties early in February in Chicago. Meanwhile he will supervise move of Pepsodent Div. from Chicago to new quarters of Lever Bros. in New York. He also will continue to serve as president of Pepsodent Div. until successor is named.

WROL

serving more radio families in East Tennessee

than any other Knoxville station

---

announces as its national representative *

Avery-Knodel, INC.

New York • Atlanta • San Francisco • Los Angeles • Chicago

WROL will continue to be represented in the Southeastern states by Harry E. Commings, Jacksonville, Fla.

* effective January 1, 1950

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Up-to-date' Data

EDITOR, BROADCASTING:

I want to buy an extra copy of the 1950 BROADCASTING YEARBOOK when it is available, to put in the UNESCO Library. They should have up-to-date information of a reliable character on American broadcasting. This is in addition to the copy of the YEARBOOK which comes to me for Institute use. . . .

Wilbur Schramm, Director
Institute of Communications Research
U. of Illinois
Urbana, Ill.

* * *

Offers FM Hours Views

EDITOR, BROADCASTING:

I read with interest the protests against the proposed FCC minimum hours regulation in your Dec. 19 issue.

All of those who expressed opposition to the proposal apparently do not realize that there is adequate provision in the proposed regulation for "hardship" cases; however, it would seem that there are many cases of limited hours operation by FM affiliates which can hardly be justified on any reasonable basis. I think it is clearly the desire of the Commission to do everything reasonable possibly so as to avoid the necessity of any FM station going off the air for economic reasons.

Three 50 kw AM network affiliates in Chicago operate their FM transmitters only a limited schedule. With more FM homes in the Chicago area than there are radio homes in any one of seventeen states, doesn't the moderate expense for an extra engineer and power seem justified when there are no programming costs whatsoever involved? The ever increasing number of FM only and TV-FM sets (without AM) are further reasons for duplication of operating hours.

Every area and every station has its own particular problems with regard to FM, but it certainly does not seem unreasonable to require a 50 kw AM station to keep its FM transmitter on the air in Chicago.

I honestly feel that a good guide post for the Commission would be to inquire whether or not the increased cost of operation due to full-time FM duplication exceeded the cost for the janitorial and ushering staff in any one week:

Edward A. Wheeler,
President
WEAW (FM) Evanston, Ill.

* * *

What Ails Radio

EDITOR, BROADCASTING:

. . . So many small town radio stations over the past year have been grumbling and wonder what is wrong with business, and why more retail stores, or local accounts don't advertise more with them. In the first place, the very first line of defense, the first voice that listeners hear, their announcers, in a great many cases are the lowest paid group of any in the business, especially in the South. It's that announcer's voice and personality that first conveys the message to the listener, hence he should not only be a well paid person, but one with that personality that sells to the listener and for the client. What do we find in most small town stations? We find that there are announcers who are getting $40 for 40 hours and no overtime.

I realize some of these announcers are not worth more, but why fool with that kind. Pay a decent salary and expect and "get" good announcers. If a station cannot afford good announcers, management and continuity writers, then they should not have installed a station and expect to give the public the only kind of radio that makes for good listening.

Second; Why must any radio station "double spot?" If they are an independent station, they have plenty of time, and if they are a network station, they can certainly shift programs around to where they can handle spot announcements without double spotting. A great many of the small town stations seem to think that "programs" are taboo, and lean to spot announcements because they sell quicker. Do they try intelligently, to sell a local client on programs? Or do they take the lines of least resistance and sell spots? The answer can be found in most any small town station.

I've proven over the past five years as manager of station WOLS Florence, S. C. and also at WBUY Lexington, that programs will sell for a client if properly put over. A small town station must present programs and radio generally as good or near as good as the 50,000 watt network stations, or later, find not much local audience.

Nat L. Royster,
WHED Washington, N. C.

* * *

Columbus Mix-up

EDITOR, BROADCASTING:

Many thanks for including my release in [Dec. 19] edition.

However, the pic you ran was

(Continued on page 42)

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas



A SALUTE TO 1950

and Best Wishes to Everyone in Radio—for the most prosperous New Year in Broadcasting history. To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let's All Tell the World in 1950 That Radio Is America's Greatest Advertising Medium*

Represented by
PETRY

WJR

50,000
WATTS

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the board

CBS
DETROIT

HARRY WISMER
Ass't to the President

MICHIGAN'S GREATEST ADVERTISING MEDIUM

**It's estimated there will be more than 90,000,000 radio sets serving America in 1950*

SPARK PLUG...

DULUTH, MINN.—"Me . . . not the horse," says Otto Mattick moseying along on his hay-burning tracti-steed. "I'm the one who's jockeyed KDAL into first place in the rich Duluth-Superior Market and that's where we'll stay!" KDAL will, too. Because KDAL never lets up when it comes to personalities, programming and listener promotion. That's why KDAL has topped the Hoopers here for a long time. And that's why KDAL can do the top selling job for you in this market. But you've got to give us the opportunity. Put us on the list for your next campaign.



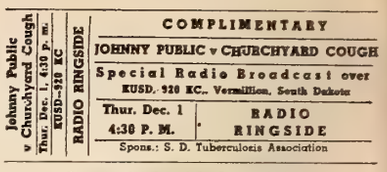
The KDAL Story is a succession of success stories for its advertisers. Avery-Knodel will be glad to give you full details. Ask them now.

Feature of the Week

BATTLE against the nation's worst enemy—the germ—is waged with weighted punches each Thursday at 4:30 p.m. in the *Fight for Life* series over KUSD Vermillion, S. D.

Irving R. Merrill, KUSD general manager and treasurer of the Fight for Life Advertising Committee, adds, "so far as we know it represents the first time in the history of American radio that the (health) groups have united to present a single series of radio programs of public health education over a single station."

The program, considered by Mr. Merrill as the best promoted one the station ever has carried, delivers its message—that of combating disease—to the public with dramatic impact. Format resembles a blow by blow radio account of a boxing bout. In one corner is the germ-infested disease (e. g. "Churchyard Cough," the tuberculosis attacker) and in the other, "Johnny Public." Invited guests describe various aspects of the problem to announcers who set up boxing ring atmosphere with appropriate sound effects. Gov. George T. Mickelson, endorsee of the series, appeared on the first program.



One of the 'fight' tickets

* * *

Total budget for the series, which started Oct. 20, 1949, and will last through June 1 this year, is $1,433.60, Mr. Merrill explains, all of which is made up by contributions from the 13 participating health groups. Radio time, including program and spot announcements, is donated by KUSD. Key sponsors in addition to the station are the South Dakota State Dept. of Health and the U. of South Dakota school of medicine. Other participants include medical associations, tuberculosis, mental

(Continued on page 66)

On All Accounts

A FEW blocks away from the White House in Washington, James Gordon Manchester, 31-year-old hustling account executive, is showing advertisers that radio not only can help sell corn to rural dwellers, but also sell packaged frozen fried shrimp to inlanders. His position as radio and television director at Lewis Edwin Ryan Advertising Agency, he admits, means he sleeps, eats and thinks radio.

While philosophy now usually takes a back seat to more practical subjects directly related to the advertising business, Mr. Manchester began his studies in the books of Plato, Socrates, Descartes and the other scholars. A descendant of a long-line of college professors, Gordon (he seldom uses James) decided to test his mettle elsewhere. He gave up philosophic studies at various schools—the U. of the South, Sewanee, Tenn.; American U., of Washington, D. C., and U. of Vermont, Burlington, Vt. —to find "peace of mind" in radio production in New York City.



GORDON

Gordon pegs his original interest in radio's environs to an inborn fixation for the dramatic. Radio, he believes, has these qualities wrapped up in a powerful pocket and it was his decision in 1940 to unwrap the trappings.

Gordon feels that all his life he has been one step out of the classroom. His father, Dr. Allen W. Manchester, now retired, was president of Storrs Agricultural College (now the U. of Connecticut) prior to becoming a member of Franklin D. Roosevelt's inner government circle of intellectuals. Dr. Manchester served in three successive executive posts in New Deal agricultural agencies. Quick to note this, Gordon says he knows to whom to refer problems on foods.

The list of educators does not stop with his dad. Gordon's mother was a Columbia U. professor. His two brothers are college professors, John Wilbur at U. of Maine and Alden Coe at Harvard U. (Gordon speaks of them as "John Alden"). His own name, he says, was put together by his mother "who had a crush on Harry Lauder and believed James Gordon sounded Scotch." When he talks of his family, Gordon threads through decades of American history. His forebearer — a Brewster — fled religious persecution and reached New England soil in 1621. In the same century, other ancestors—

(Continued on page 62)

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Them that *has*...

GITS!

There's an *extra punch* in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 21-Nov. 21):

Newspaper Ad Lineage	**19,617**
Newspaper Publicity Lineage	**2,160**
Spot Announcements	**525**
"Biggest Show" Spots (Daily Feature, 8:45-9:00 AM)	**624**
Downtown Display Windows	**11**

plus trailers, dealer cards and letters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*



Here's a Cross Section of the Scores of Stations that are Sold on M-G-M—

KFI, Los Angeles . . . WLNH, Laconia, N. H.
WFIL, Philadelphia . . . KEYY, Pocatello, Idaho
WGN, Chicago . . . KICA, Clovis, N. M.

. . . M-G-M's GREAT FOR ALL!

M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!

M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR. KILDARE
CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

THE TRADE PRESS RAVES!

VARIETY

Adventures of Maisie. "Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way."

THE BILLBOARD

M-G-M Theatre of the Air. "In slickness of production this hour-long program compares very favorably with its network brothers. Name value stars."

VARIETY

Crime Does Not Pay. "Solid commercial package . . . slambang entertainment."

The Story of Dr. Kildare. "Crackerjack show . . . solid dramatic impact . . . rising line of tension."

THE NATION'S PRESS CHEERS!

WALTER WINCHELL

"*The 'Hardy Family'* has moved from the cameras to the mikes . . . Thanks to Mickey's peppery Rooneying."

ST. LOUIS GLOBE DEMOCRAT

M-G-M Theatre of the Air. "Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars."

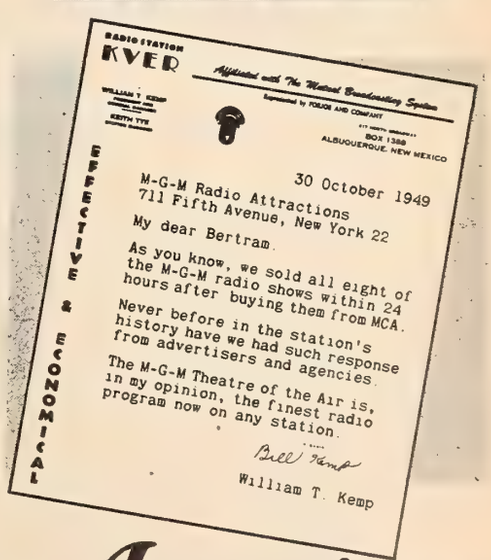
CLEVELAND PRESS

"Offers stations an inexpensive way of competing with such enterprises as NBC's 'Theatre Guild'."

HOUSTON PRESS

"With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you'll like *M-G-M Theatre of the Air* best."

THE STATIONS ACCLAIM!



RADIO STATION KVER
Affiliated with The Mutual Broadcasting System
Represented by FORJOE AND COMPANY
BOX 1388
ALBUQUERQUE, NEW MEXICO

EFFECTIVE & ECONOMICAL

30 October 1949

M-G-M Radio Attractions
711 Fifth Avenue, New York 22

My dear Bertram.

As you know, we sold all eight of the M-G-M radio shows within 24 hours after buying them from MCA.

Never before in the station's history have we had such response from advertisers and agencies.

The M-G-M Theatre of the Air is, in my opinion, the finest radio program now on any station.

Bill Kemp

William T. Kemp

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . . MUSIC CORPORATION OF AMERICA

NEW YORK	CHICAGO	BEVERLY HILLS	SAN FRANCISCO	CLEVELAND	DALLAS	DETROIT	BOSTON	MINNEAPOLIS
598 MADISON AVENUE	430 N. MICHIGAN AVE.	9370 SANTA MONICA BLVD.	105 MONTGOMERY ST.	UNION COMMERCE BLDG	2102 N. AKARD ST.	1612 BOOK TOWER	1044 LITTLE BLDG	NORTHWESTERN BANK BUILDING
PHONE PLAZA 9-7500	PHONE DELAWARE 7-1100	PHONE CRESTVIEW 6-2001	PHONE EXBROOK 2-8922	PHONE CHERRY 6010	PHONE CENTRAL 1448	PHONE WOODWARD 2-2604	PHONE LIBERTY 2-4823	PHONE LINCOLN 7863



9 (COUNT 'EM) 9

This mama boxer had exactly nine puppies.

And nine is exactly the number of years that W·I·T·H has been providing advertisers with the biggest bargain in Baltimore radio.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.



WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 1 WASHINGTON, D. C., JANUARY 2, 1950 $7.00 A YEAR—25¢ A COPY

ABC TOP COMMAND

Woods Named Vice Chairman; Kintner President

MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

Edward J. Noble, principal stockholder in the network, continues as chairman of the board.

The change was said to have been made to free Mr. Woods from administrative duties and enable him to make wider use of his persuasive abilities as a salesman.

The shift in top command at ABC last week was not unlike that which occurred at NBC a month ago when Niles Trammell, also celebrated as a salesman, was moved from president to chairman of the board, and Joseph H. McConnell, a crack administrator, was elected president.

Mr. Kintner, as executive vice president, has been assuming more and more top administrative assignments in the past year, to permit Mr. Woods to concentrate his energies in high-level trouble-shooting on sales, talent and programming problems.

Salary Question

Both Messrs. Woods and Kintner have five-year contracts with ABC signed only a year ago. As president, Mr. Woods received $75,000 a year, and as executive vice president Mr. Kintner was paid $50,000. Whether salary changes were involved in the change of positions last week was not known.

With his election last week—effective Jan. 1—Mr. Kintner became the youngest president of a major network. He is 40 years old.

Although no official comment was made on the subject, it was learned authoritatively that the position of executive vice president at ABC will be abandoned.

The elevation of Messrs. Woods and Kintner to new jobs was not regarded in informed quarters as suggesting renewed activity in the often rumored negotiations of the sale of ABC.

Recent reports of reawakened buyer interest in the network have been denied by all sides.

That Mr. Noble, who, as principal stockholder in unquestioned control of the company, is the man to say yes or no to any buyer proposition, was not entirely closing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past year.



Mr. KINTNER



Mr. NOBLE



Mr. WOODS

The acquisition of several million dollars worth of television studios and equipment in New York and Hollywood was seen as enhancing the real value of the network and inevitably influencing any sale price.

Mr. Woods, a veteran broadcaster, entered radio in the early 1920's as a financial officer, assistant secretary and office manager of the AT&T subsidiary company that operated WEAF New York (now WNBC).

After the formation of NBC he joined the network in an executive capacity, rising to assistant executive vice president and administrative officer.

He became president of the Blue Network Inc. when it became a separate entity from NBC in 1942.

Mr. Kintner joined ABC—his first venture into radio—after his release from Army duty in 1944. Before the war, in which he served as a lieutenant colonel, Mr. Kint-

(Continued on page 69)

'49 REVENUE

Time Sales Up 4.5%, NAB Finds

By J. FRANK BEATTY

GROSS broadcast revenues from time sales rose 4.5% to $435 million for 1949, according to NAB, but industry profits continued their downward trend. Operating costs were up 4% for 1949, NAB estimates.

Annual estimates of the industry's financial status for 1949 were made by Dr. Kenneth H. Baker, NAB research director, and C. Meryl Sullivan, assistant director, on the basis of a sampling of the membership along with comparisons with FCC 1948 figures and the status of business.

The gross income figure of $435 million for 1949 compares with FCC's 1948 total of $416,720,279. Gross income comprises station and network time sales after trade discounts but before deduction of agency commissions.

National spot business continued its sharp upward trend last year, rising from 1948's $104,759,761 to an estimated $118,425,000, an increase of 13%. This category runs far ahead of other sources of broadcast income in rate of increase.

Overall average of station profits (before federal taxes) was 17.1% in 1948, Dr. Baker said, but "it is expected that 1949 will be the second consecutive year in which they have been less than 20%. They may fall as low as 16% in 1949."

Actual profits after deduction of federal taxes, however, will run under 10%, it was indicated on the basis of tentative calculations.

The continued upward trend in operating costs brought this figure from $342.9 million in 1948 to $356.3 million in 1949, according to NAB's calculation.

These figures, it was explained, "do not preclude the possibility of large increases in expenses in the case of individual operations engaged in AM-FM-TV expansions."

Dr. Baker said local retail business "has consistently been underestimated. In 1948 it amounted to $170.9 million (instead of the estimated $157 million). An evaluation of reports from stations and an overall appraisal indicates another 5.3% increase for 1949, bringing the revenue from this source to $180 million."

Network revenues will show a drop of 3.3% below the 1948 gross, it was estimated, declining from $133,723,098 to $129.3 million in 1949.

Revenue to stations increased from $314.7 million in 1948 to $333.6 million in 1949, a gain of 6%. The increase was derived entirely from local retail, regional and national spot business, it was pointed out.

A large part of the station increase was ascribed to business done

(Continued on page 67)

CBS REALIGNS

Six Executives Promoted, Taylor Resigns

SIX high CBS executives were given new jobs last week in what the network described as a move to integrate television and radio activities in the areas of programming, sales, program business affairs and general program operations.

A seventh executive, Davidson Taylor, for more than two years vice president and director of public affairs, resigned.

Under the realignment William C. Gittinger, former vice president in charge of AM network sales, becomes vice president and assistant to the president—a senior management assignment.

Hubbell Robinson Jr., vice president and director of radio programs since 1947, becomes vice president in charge of network programs with general direction of all programming, both radio and television.

J. L. Van Volkenburg, vice president and director of television operations, becomes vice president in charge of network sales, directing sales for both radio and television.

James M. Seward, vice president in charge of operations, becomes vice president in charge of business affairs, network programs. Mr. Seward will handle all negotiations and contracts regarding network talent, rights and programs, literary clearances and budgets for the program department and CBS package programs, and will direct business management of all CBS program subsidiaries.

Falknor Made V. P.

Frank Falknor, one of radio's pioneer engineers, assistant general manager of the CBS-owned WBBM Chicago, becomes vice president in charge of program operations, and will move to CBS headquarters, New York. All departments and divisions of radio and television "having to do chiefly with putting programs on the air" as well as general service departments will be grouped under Mr. Falknor, the network announced.

Sig Mickelson, now director of public affairs and production manager of the CBS-owned WCCO Minneapolis, becomes CBS director of public affairs, succeeding Mr. Taylor but without the title of vice president. Mr. Mickelson a month ago was slated to move to New York as director of the CBS division of discussion [BROADCASTING, Dec. 5]. With the resignation of Mr. Taylor, Mr. Mickelson's new assignment was changed to the bigger job.

The network's official announcement of Mr. Taylor's resignation said he had taken that course because he felt he could not work effectively under the plan of reorganization.

The essence of the changes at CBS was an integration of television and radio functions—an organizational concept that was in direct antithesis to the recently inaugurated redesign of NBC.



Mr. Gittinger



Mr. Falknor



Mr. Van Volkenburg



Mr. Robinson

* * *

The unification of CBS command over the various program functions of radio and television was in contradistinction to the NBC policy of establishing separate entities of radio and television with individual commands.

Veterans at CBS

All of the executives, save Mr. Robinson, are veterans in the service of CBS.

Mr. Gittinger joined the network in 1934 as director of sales development. Soon afterward he became sales manager. He was elected vice president in charge of sales in 1940.

Mr. Van Volkenburg joined CBS in 1932 as general manager of the network-owned KMOX St. Louis. In 1936 he became assistant to H. Leslie Atlass, CBS vice president in charge of the Western Division at Chicago. In 1945 he moved to New York as general manager of CBS Radio Sales.

He became director of station administration in 1948 and a few months later was elected vice president and director of television operations.

Mr. Robinson joined CBS in 1947 as vice president and director of programs. His radio experience began with Young & Rubicam, which he joined in 1933, rising to a vice presidency. In 1944 he became vice president and director of programs of the Blue Network.

A year later he joined Foote, Cone & Belding as vice president in charge of radio, leaving that post in 1947 to go to CBS.

Mr. Seward has been with CBS since 1933 when he became a member of the production department. He was promoted to assistant to the first vice president in 1934, to assistant treasurer in 1935, to director of operations in 1942. He became vice president in charge of operations in 1948.

Mr. Falknor joined CBS in 1933 as chief engineer of WBBM Chicago. In 1937 he was promoted to chief engineer of the network's Central Division. From 1943 to 1945 he served in the Army, leaving as a Lieutenant Colonel to rejoin CBS as general manager of KMOX. In November 1945 he became assistant to Mr. Atlass in

(Continued on page 37)

PARAMOUNT

Transfers Station Interests

PARAMOUNT PICTURES Inc., under court anti-trust decree to separate its theatre-owning and movie production-distribution interests, last week filed applications with FCC to cover disposition of holdings in WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, March 7, 1949].

To Paramount's accompanying request for action prior to Jan. 1, date set for the formal initial steps to effect the separation of interests, the Commission on Thursday afternoon observed that Paramount, and not the court, had set the date and FCC declared it couldn't process the applications on such short notice. FCC reported Thursday morning the applications were filed. Letter of transmittal was dated Dec. 22, FCC said.

Under the Paramount reorganization plan, submitted to the U. S. District Court for the Southern District of New York for approval early last year, the firm's theatre operating activities are to be placed under a new firm known as United Paramount Theatres Inc., while the movie production-distribution are to be placed under another new firm known as Paramount Pictures Inc.



Drawn for BROADCASTING by Sid Hix

"Better wear these for protection, Flitwick, some station managers get quite abusive when they learn its a P.I. deal we offer them!"

The present Paramount Pictures Inc. itself is to be dissolved with stockholders being given stock in the new picture company and certificates of interest in the new theatre company. The latter firm is to be administered by a voting trustee under provisions whereby complete divorcement of the two new firms would be accomplished in five years. Certificates of interest in the theatre company are not convertible into stock until the holder has given up all interest in the new picture firm.

According to the transfer applications filed with the Commission, United Paramount Theatres would obtain 99% of the stock of Balaban & Katz, licensee of WBKB and WBIK, from Paramount Pictures. United Paramount Theatres also would obtain 50% interest in WSMB Inc. through a multiple transaction. Other 50% interest in WSMB is retained by Maison Blanche Co.

In the WSMB transfer, Paramount Pictures is to turn over to United Paramount Theatres its

(Continued on page 37)

NBC TODAY

Yearend Report Cites Record Sales

NBC's REPORT on 1949, a voluminous document, is released today (Jan. 2) covering the network's achievements in radio and TV programming and sales, and the realignment of top executive personnel for more efficient operation in both types of broadcasting. Some of the report's highlights follow:

In sales, the total gross income of its radio and television facilities reached an all-time high. Television network sales alone were fivefold over 1948, which were tenfold over the preceding year, 1947. The total gross network radio billings for the year were higher than those of any other network.

On Jan. 1, 1949, NBC had 24 stations on its television network, and by Dec. 15 the figure had zoomed to 55, 28 of which were interconnected and 27 non-interconnected.

WDAK Columbus, Ga., was added to the NBC radio network to bring the total number of radio affiliates to 171, and contracts were signed with KIT Yakima, Wash., to join the network on Jan. 1, 1950. Six radio stations improved their power.

By Dec. 1, 93 NBC radio affiliates were operating companion FM stations, as compared with 87 on Nov. 15, 1948. Four other stations also had construction permits, and two had applications pending for permits.

Top Echelon Changes

On Oct. 7, the NBC board of directors elected Niles Trammell, network president, to the position of chairman of the board, and upon the recommendation of Mr. Trammell, elected Joseph H. McConnell as president. Mr. McConnell, 43, came to NBC from RCA, where he had been executive vice president. He had been with RCA for 12 years.

In order to cope with the great expansion of NBC television, Sylvester L. (Pat) Weaver, head of radio and television for Young & Rubicam, and a former top advertising executive for the American Tobacco Co., was named to head the newly-created television network. Meanwhile, at the end of the year, separate organizations were in the process of formation for radio, television, and owned-and-operated stations.

New accounts sold by NBC during 1949 included U. S. Steel's *Theatre Guild on the Air;* The Assn. of American Railroads, *The Railroad Hour;* Bristol-Myers, *Break The Bank;* Blatz Brewing, *Duffy's Tavern;* Gulf Oil, *We, The People;* Wildroot, *Sam Spade;* American Tobacco Co., *Light Up Time,* and Liggett & Myers, *Perry Como's Supper Club.*

In the daytime, NBC sold Kraft the 15-minute five-day-a-week *Marriage For Two,* and Sealtest the 15-minute five-day-a-week *Dorothy Dix Show.* Procter & Gamble brought *Welcome Travelers,* a half-hour daytime series, Monday through Friday, to NBC from a competing network and also purchased NBC's *Lorenzo Jones.*

In addition, these six NBC-created package programs were sold during the last two months of the year: *Dragnet* to Liggett & Myers; *Baby Snooks Show* to Lewis-Howe; *The Halls of Ivy* to Schlitz Brewing; *Screen Directors' Playhouse* to RCA Victor; *One Man's Family* to Miles Labs., and *Richard Diamond* to Helbros Watch Co.

82% Renewal

Eighty-two per cent of the 1949 NBC advertisers renewed their contracts during 1949. Twenty-seven of these advertisers have been on NBC for over 10 years.

New business came from 26 U. S. advertisers on the NBC radio network, while evening advertisers at the end of the year were using a greater proportion of NBC's affiliated stations than ever before.

The average program was carried by 148 NBC stations, or 87.6% of all affiliates, as compared with 141 stations or 83.9% of all affiliates for 1948. In 1945 the average program was carried by 82.1% of the stations.

Concomitant with the television set increase (to 3,700,000 at year's end) was the tremendous growth of stations in the U. S. In January 1949, NBC had 24 stations. By December 1949, the total was 55, or more than double the number at the start of the year.

New advertisers and old flocked to NBC television. Bringing in new programs, some of them NBC packages, were R. J. Reynolds Tobacco Co., National Dairy, Mohawk Carpet Mills, Buick, U. S. Tobacco, P. Lorillard, Firestone, Pabst Sales Co., Miles Labs., American Cigar & Cigarette Co., Chesterfield, Bristol-Myers, Lever Bros., Cities Service, Gulf Oil, Admiral, Elgin-American, Ronson Art Metal Co. and Hamilton Watch.

Of the well-established programs continuing on NBC television throughout the year, Milton Berle's *Texaco Star Theatre* remained the nation's number one video program by a wide margin; Chevrolet *Tele-Theatre, Colgate Theatre* and *Philco Television Playhouse* ranked among the top dramatic programs, as did the *Kraft Television Theatre,* video's longest-running continuous drama show. Gillette Safety Razor Co.'s Friday night boxing bouts were a top sports attraction.

Maintaining its top position in the world of research and engineering for video, NBC was authorized by the FCC to build the nation's first experimental ultra high frequency station in Bridgeport, Conn., which was completed by the end of 1949. Elimination of venetian-blind type of interference in fringe areas was announced by O. B. Hanson, NBC vice presi-

(Continued on page 69)

FCC Actions

PROPOSED decision to renew licenses of Don Lee stations KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles, and initial decision to deny renewal to KXXL Reno, Nev., reported by FCC last week. Six station transfers approved, including sale by Merritt C. Speidel of certain of his radio interests to associate John Ben Snow. Details of these and other FCC actions are given in Actions of the FCC on page 60 and FCC Roundup on page 68.

FM AUDIENCE

ARB Studies D. C. Area for NAB

AN AUDIENCE comprising 7.3% of the Washington metropolitan area population, or 102,200 people, listens to FM broadcasting an average of 1 hour, 46 minutes per day, according to a study conducted by American Research Bureau for the NAB FM Executive Committee.

One of a series undertaken by the committee, headed by Cecil D. Mastin, WNBF-FM Binghamton, N. Y., the survey covers the highly competitive nation's capital and environs, having 3 FM-only stations, 4 AM-only, 10 AM-FM and 4 TV stations, a total of 31.

Techniques Utilized

Results of the study, prepared by Arthur C. Stringer, NAB staff director and secretary of the FM Executive Committee, are based on field work employing both diary study and interview techniques. This field work was conducted Oct. 15-31.

The survey shows that 51,282 families (13.2%) in the area own sets capable of receiving FM. This is based on the Census Bureau's figure of 388,500 families as of Jan. 1, 1949.

On the basis of 3.5 persons to the family, the potential FM audience is 179,487 compared to 102,200 actual listeners (7.3% of the 1,402,000 population who actually listen).

Taking this 102,200 figure, with an average of 1 hour, 46 minutes listening per day, American Research Bureau calculated that FM listening on an average day amounts to 180,553 person-hours.

Of the FM set owners, 87.2% of owners interviewed felt that FM reception was worth the additional cost, 10.9% felt it was not and 1.9% were undecided. Depth interviewing was employed to show why families bought FM sets and how they felt about it.

This technique showed that 68.2% of persons interviewed bought an FM set "for a particular purpose such as less static, higher fidelity, wider choice of programs or the prestige of having an additional type of radio reception," according to the NAB committee.

The other 31.8% of FM owners acquired them for reasons other than those mentioned above, some receiving FM sets as gifts.

In its finding that 13.2% of the persons interviewed had sets in working order capable of receiving FM in their home, the researchers excluded sets not in working order.

Because set owners often report FM ownership when they actually do not have one, the interviewers inspected each reported FM set and recorded type of equipment as well as length of ownership.

Average length of FM set ownership was found to be 15 months, distributed as follows: FM-AM, 75.5% of sets capable of receiving FM; FM-AM-TV, 10.9%; FM-only, 9.1%; FM-TV, 4.5%.

Producers of Washington owned sets, capable of receiving FM, and ownership percentages, are: Philco, 17.3%; RCA-Victor, 10.9%; Stromberg-Carlson, 8.2%; Zenith, 8.2%; Emerson, 7.3%; Westinghouse, 6.4%; Admiral, 5.5%; Silvertone, 5.5%; Magnavox, 4.5%; 19 others, 26.2%.

American Research Bureau used an area sample of 1,000 persons for the diary study and interviews. Listening results are compiled in terms of people, not families. The diary study, based on a sample chosen by the probability method, records the total listening of the one person with whom the diary was placed. It records his listening through the entire week, covering programs heard at home, in the office, in automobiles, taxis, buses, restaurants and other public places. The completed diary shows the total listening of the one person rather than parts of the listening done by a varying number of persons within the family.

Personal Interviews

Besides the diary study, 932 personal interviews were conducted with heads of the family group.

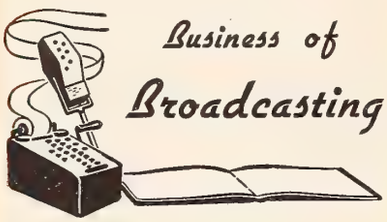
Members of the NAB FM Executive Committee, besides Mr. Mastin, are Matthew H. Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Ray A. Furr, WIST (FM) Charlotte, N. C.; Milton L. Greenebaum, WSAM-FM Saginaw, Mich.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.

The Laundryman Calls by Radio



MORE AND MORE housewives are deciding to do their laundry at home, and more and more empty-binned laundries are wondering what to do about it. One hundred and thirty such laundries, members of the Chicago Laundry Owners' Assn., have found a solution.

Early in 1949 the association picked up an inexpensive tab on a local show built by WBBM-CBS Chicago. It is called *Pickup Time*, and is custom-styled for the laundry group. The format requires a personalized approach, as the daytime show needs to appeal directly to housewives in the home.



One of a Series

The sales message is of necessity "institutional," but not in the usual formalized sense. Because no specific item or concern could be promoted in 15 minutes, the show "sells" time-saving and health-saving qualities of laundry service.

The program was designed to sell laundry service and also to buck cash-laden competition of the major soap manufacturers, who last spring were spending an estimated $30,000 weekly in time alone on Chicago stations. Their appeal to thrift and economy was basic.

Because WBBM has a high listenership rating early in the morning, John W. Shaw Agency, Chicago, asked station executives to work up a program with mass appeal to women. Program Director Al Morey and Local Salesman Stan Levey developed a show around a fictitious but friendly laundry route man, Patrick O'Riley.

Fifteen announcers were auditioned for the part, but each was found to have a voice that was too professional or false. Show planners found exactly what they wanted—a warm, friendly personality and a voice that could sell good will — in Val Sherman, WBBM program manager who had been away from air work for about six years. Mr. Sherman re-transferred his talents to the microphone to sing and talk the role of Patrick O'Riley.

Adlibs Show

Patrick adlibs the entire show, building patter and songs around jokes sent in by listeners. The five women sending in the best jokes each week are given a week's laundry service free. Mr. Sherman, who has a deep, resonant baritone voice, works with Singer Jeanne MacKenna and a five-piece musical combo headed by Harold Kartun.

Mr. Sherman and Miss MacKenna are used also by Shaw agency in live presentations before non-member laundry owners in the city and suburbs to get them to join association activities. The agency believes it has converted the association from a "strong tendency" to use newspaper space. This was preferred previously because a laundry owner can list his name and address for reference. No specific laundries or addresses are mentioned on the air because of the 130 members and time limitations, which means that non-members can actually benefit from the advertising without paying for it.

During the past year, the association has made an all-out effort to re-establish a wide public relations front. All advertising was suspended in the war years, when every laundry had a surplus of orders. Radio this year has been the core of the group's campaign, and the show is frequently backed-up by 60-line ads in daily newspapers on radio pages.

The reason for a renewal contract early in December, in the opinion of John Toomey, executive secretary of the association—"*Pickup Time* is maintaining for our laundries more of a normal level of business. Laundry business is down all over the country, but it's down less in the Chicago area because of our radio promotion."

Radio's Good Effect

Association President John G. Shaw (no relation to John W. Shaw of the agency) is convinced "radio has a psychologically good effect for an association campaign, because it has substance and consistency to it.

"In addition to customers and potential customers, the program is followed with interest by laundry plant owners and their families. The format of the show, with Patrick O'Riley's personality, makes the laundry route man a pretty good guy. The general good tone and public relations value of the show seem to be appreciated all around," he observed.

The association was organized in 1909 as a local trade group, and has members from Chicago proper and its many suburbs. Most of the 130 members contribute to the advertising program on a pro rata assessment based on the number of routes operated by each laundry.

"Handling advertising for a good-sized trade association calls for equal parts of strong planning, patience, perseverance and good luck," Jack Shaw of the agency concludes.

Cites Pre-Planning

"In every association there are a few who don't believe in what you're proposing. They are the targets for your arguments. If you can talk to the skeptics with enough strength and conviction, you can make your point with the whole committee. Pre-planning here is more important than on any other type of account. It is vital that you spell out exactly what you mean to do so there is no gap or misunderstanding. Take those tactics with a reasonable amount of good luck and you can get a campaign started. Once in motion, the most important thing to do is to continually merchandise your campaign to individual members. Let them know exactly how it's working and what good it is doing them."

Account Executive Larry Scott and Radio and Television Director Robert Zelens have worked with the station in the informal approach to commercials advocated by CBS. The talkative and friendly messages have been enhanced by the techniques of Val Sherman, known in Chicago as the "near-beer Arthur Godfrey."

The show is a three-a-week feature, Mon.-Wed.-Fri., 8:30-8:45 a.m. Laundry owners are getting good results, and Mrs. Chicago lives an easier life.

* * *



EASY-GOING commercials are planned carefully in advance for an effortless approach. John Toomey (l), secretary of the Chicago Laundry Owners' Assn., confers with Val Sherman (c), *Pickup Time's* Patrick O'Riley, and John G. Shaw, president of the association.

DON LEE RENEWAL PROPOSED

FCC Reluctant To Deny

By RUFUS CRATER

IN A DECISION which may guide its approach to future network-affiliate relationship cases, FCC proposed last Wednesday to renew the licenses of Don Lee Broadcasting System's five owned stations for want of a penalty short of a "death sentence" [CLOSED CIRCUIT, Dec. 26, 1949].

The Commission found Don Lee guilty of violating FCC's network regulations which deal with network option time, forbid exclusive affiliation agreements, and give affiliates the right to reject network programs. However, the majority said in a 4-2 proposed decision:

"Except in an aggravated case, the Commission is reluctant to impose a sentence on a licensee which not only terminates his existing operations but would preclude him from holding any other radio licenses. Had we the authority to order a suspension, assess a penalty or impose some other sanction less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case."

When made final, the decision will bring FCC one step nearer solution of the cases in which four owned stations of NBC and three of ABC have been put on temporary licenses [BROADCASTING, Nov. 7, 1949]. FCC has said it is holding up these renewals pending the Don Lee decision because similar questions are involved. Another key to solution of the ABC and NBC cases is the pending spot representation question, which also is delaying renewals for four CBS owned stations.

Don Lee, West Coast regional which consisted of 37 stations at the time of the hearing in January 1947, is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles. All would get renewals under FCC's proposed decision.

Other Applications

In the case of other Don Lee applications, the Commission proposed to (1) put the San Francisco television bid into the pending files until the freeze is lifted; (2) grant a petition for amendment of KGB's application for 5 kw on 1360 kc and hold further hearing on technical issues; and (3) continue KFRC's FM application in hearing status for further study of technical aspects.

FCC's 4-2 split on the renewal question saw Chairman Wayne Coy and Comr. Frieda B. Hennock voting to deny, while Comr. Rosel H. Hyde, who conducted the hearing, and Comrs. George E. Sterling, E. M. Webster and Robert F. Jones voted to renew. Chairman Coy and Miss Hennock issued separate dissenting opinions, and Comrs. Webster and Jones wrote additional concurring opinions.

The majority's reluctance to employ the "harsh" penalty of license refusal, and its announced desire for a lesser sanction, were taken as indications that renewed efforts would be made to secure cease-and-desist powers or authority for some other intermediate penalty. Comr. Hennock said in her dissent that "it would certainly be salutary" for Congress to consider the problem and design lesser sanctions if possible.

Issuance of a proposed rather than final decision occasioned surprise, since (1) no contest is involved, Don Lee being the only party, and (2) the decision is to renew, not deny. FCC authorities said the procedure was employed so that Don Lee would have opportunity to protest any of the findings and conclusions to which it objects. Whether the network would thus risk its licenses again is another question.

The majority held flatly that Don Lee had violated the network regulations. The majority decision said:

The network officials, and Weiss in particular [Lewis Allen Weiss, Don Lee board chairman, formerly vice president and general manager], were most candid in admitting their conduct and their attitude toward the Chain Broadcasting Regulations, though they did deny that their actions amounted to violations of the regulations.

However, in light of their statements it is apparent that the violations of the regulations were either deliberate or the result of complete indifference. Weiss clearly admitted in his testimony that he did not believe in the enforcement of Commission regulations which he felt were inconsistent with the economic interests of Don Lee.

He regarded these portions of Don Lee's network affiliation contracts which complied with the Chain Broadcasting Regulations as necessary evils imposed by the Commission and that, if strictly adhered to, they would probably result in the end of network broadcasting as it was then carried on by Don Lee. To him, the interests of the network were paramount and economic practicalities governed the conduct of the network toward its affiliates rather than the provisions and purposes of the Commission's regulations. . . .

. . . The intent of the regulations to insure that licensees remain in control of and responsible for the operation of their stations was effectively frustrated. . . .

But the absence of authority for FCC to impose any intermediate penalty left the majority "disposed to afford Don Lee a final chance to demonstrate its ability to comply with the Commission's rules and regulations in the light of the enunciation of their scope and import in this decision."

Further, the majority noted, Mr. Weiss last January filed an affidavit "in which he undertook to personally guarantee that, in the future, Don Lee would not, in any manner, violate the Commission's Chain Broadcasting Regulations."

Comrs. Coy and Hennock, however, argued pointedly for denial, and Comr. Jones said his vote for renewal was premised on FCC's own failure to designate other networks for hearing despite "complaints and other facts" which "parallel the prima facie evidence" on which Don Lee was set for hearing in 1946.

"Since no other major networks' licenses have been designated for

(Continued on page 41)

AWARDS SHUNNED

Networks Chilly To Project

By EDWIN H. JAMES

"POSTPONEMENT" of the first radio and television award dinner which was announced for Jan. 13 in New York [BROADCASTING, Dec. 19, 1949] was under consideration last week because of the reported inability of the sponsors to evoke network interest in the project.

Although the names of six high NBC executives appeared on the "sponsoring committee" of the awards as announced three weeks ago, it was learned that since that time NBC's attitude toward the project has cooled.

CBS—the network that all observers agreed would be apt to win a large portion of any program awards—had been chilly toward the project from the beginning, it was belatedly learned last week.

Stanton 'Resists'

When first approached for his endorsement of the plan for the first radio and television awards dinner, Frank Stanton, CBS president, in a friendly but firm letter to one of the originators of the plan, said he tended to "resist the whole concept of awards in the creative field."

It was noted that the only CBS executive whose name appeared on the sponsoring committe was H. Leslie Atlass, vice president in Chicago.

The proposal for the radio and television awards dinner, it was learned, was originated by *Radio & Television Best*, a fan magazine, which also solicited the cooperation of the Mark Hellinger Fund of the Heart Assn. According to the announcement of the project, proceeds from the dinner, at which a plate was to be worth $25, would be contributed to the Heart Fund.

Although the sponsors were unable to arouse wholehearted support from the networks, they began rounding up talent to perform at the dinner. Milton Berle, a tireless participant in charity events, agreed to be chairman of the dinner committee. After Mr. Berle, one of the most glittering properties at NBC, accepted the chairmanship, NBC lent the names of its executives to the sponsoring committee.

In his letter addressed to Harold L. Crossman, publisher of *Radio & Television Best* magazine, Mr. Stanton said:

Speaking quite frankly, I tend to resist the whole concept of awards in the creative field. For one thing—and this is probably due to my past experience as a research man—I am skeptical of the procedures for selecting the winners.

This is especially true in radio but it applies generally to other fields as well. For another, such critical appraisals do not work the same in radio as they do in creative fields where the product can be sought out by the public.

For example, when a book wins a Pulitzer prize or a movie wins an Oscar, the public attention is focused on the product and the acclaim has a very constructive effect. In radio and television, however, by the time the prize is awarded the public has no opportunity to sample the product that was singled out for recognition.

This whole field is one that we have explored very carefully both within and without the NAB framework. Each time I have gone through it I have come away with a rather negative attitude as you can see from what I've said.

Mr. Stanton's sentiments were vigorously seconded last week by Sydney H. Eiges, NBC vice president in charge of press who has coordinated NBC activity in the awards projects. Mr. Eiges explained it was only after Mr. Berle had agreed to participate that the NBC executives followed suit.

The names of ABC and Mutual executives also appeared on the sponsoring committee announced three weeks ago. That the interest of those two networks in the awards was hardly warmer than that of CBS and NBC was indicated in the report that both ABC and Mutual had authorized Mr. Eiges to represent them at one or more meetings held with the award sponsors, neither bothering to send a representative of its own.

Since the awards were intended to be given network programs, it seemed the sponsors of the project would be hard pressed to sell tables at the dinner, if it came off, unless the networks suddenly warmed up to the whole idea.



W. B. DONER (l), president of W. B. Doner & Co., Detroit advertising agency, chats with Max Shaye of Grosse Pointe Foods and Big Bear Markets at a cocktail party celebrating the 13th anniversary of Doner firm last month.

PUBLIC SERVICE

Impressions Top 11 Billion

AN ESTIMATED 11,680,385,000 radio listener impressions were obtained for public service projects during the first 40 weeks of 1949 by The Advertising Council Inc., New York, according to the group's year-end statement issued last week. During that period, the council reported, it enlisted support for 13 top-priority campaigns and minor support for 34 other projects.

During 1949, 137 network and regional radio advertisers cooperated with the council by presenting public service material on programs regularly. In addition, more than 150 sustaining programs of the four major networks participated in the council's Radio Allocation Plan, broadcasting messages on a regular schedule.

Substantial Gain

The listener-impressions figure represented a gain of 754,490,000 over the same period last year.

All sponsored simulcasts broadcast a number of messages in support of council projects, the report stated. These included Arthur Godfrey, *We, the People*, *Break the Bank*, the five World Series games and a few others. Television support of campaigns is on the increase, the group stated, and improvements on services offered by the council to TV advertisers, networks and stations, will be made this year.

CLAY MORGAN

Resigns as NBC Executive

CLAY MORGAN, assistant to the president for 12 of his 13 years as an NBC executive, has resigned from the network to become an independent public relations and publicity consultant.

Prior to joining NBC in the fall of 1936, Mr. Morgan had spent 17 years with the French Line in New York, for 13 of which he was the firm's director of publicity and public relations.

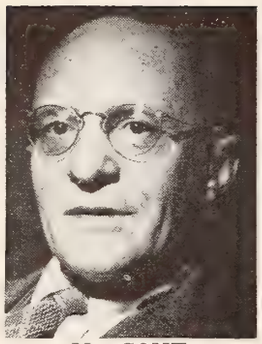
Niles Trammell, NBC board chairman, stated: "We wish every success to Clay Morgan in the service he plans to carry on with individual clients who can use his great experience in public relations."

ANAHIST ON MBS

Buys 'Falcon,' Quiz Show

THE Anahist Co., New York, maker of the new antihistamine for colds, is sponsoring two national network programs [CLOSED CIRCUIT, Oct. 31] effective Jan. 1 on 345 MBS stations.

The company sponsors *The Falcon* Sunday 7-7:30 p.m. and *True or False* Saturday, 5-5:30 p.m. Contracts were placed through Foote, Cone & Belding, New York.



Mr. CONE



Mr. GRAHAM



Mr. PEABODY

* * *

ADVISORS

Peabody, Graham, Cone Named by Sawyer

SELECTION of Stuart Peabody, the Borden Co., as chairman, and Philip L. Graham, president of WTOP Inc., Washington and Fairfax M. Cone, Foote, Cone & Belding, as vice chairman of the U. S. Commerce Dept.'s Advertising Advisory Committee was announced last Thursday by Commerce Secretary Charles Sawyer.

Committee officers were selected by nomination and vote of the 18-man advisory group appointed last month [BROADCASTING, Dec. 19, 12, 1949] by Secretary Sawyer to advise him on advertising industry problems.

Announcing the officers, Mr. Sawyer stated: "I am looking to this committee not only to do a good technical job for the advertising industry but also to help the Dept. of Commerce serve better the interests of all business.

In accepting the appointment, Mr. Peabody, assistant vice president of The Borden Co., said he felt the support of a larger number of advertising personnel should be enlisted, and that the committee will name several subcommittees shortly.

Currently the director of The Advertising Council, Mr. Peabody joined the Borden Sales Co. in 1924 as advertising manager. In 1930 he became advertising director for the company. He was appointed an assistant vice president in 1946. He is past president of Assn. of National Advertisers, and past chairman of the Advertising Research Foundation.

Mr. Graham is publisher of the *Washington Post*, which assumed 55% of WTOP Washington early last year [BROADCASTING, Feb. 14, 7, 1949]. Mr. Graham also is a director of the American Security & Trust Co., The Advertising Council, and other organizations. Additionally, he is a member of the board of trustees of the Committee for Economic Development.

Mr. Cone, chairman of the board of Foote, Cone & Belding in charge of the agency's Chicago operations, has been associated with FC&B and its predecessor, Lord & Thomas, for the past 20 years. He is a member of the board of directors of the American Assn. of Advertising Agencies, The Advertising Council and Advertising Federation of America. He also is director of the Chicago Assn. of Commerce.

BUICK'S BUDGET

Some $150,000 for Radio-TV

THE BUICK Motor Division of General Motors is launching the most comprehensive advertising campaign in its history to promote the new 1950 line of cars. Radio, television and printed media will be used.

Kudner Agency Inc., Buick's New York advertising agency, has placed orders for spots on both radio and television in a volume greatly exceeding any previous use of this media by the manufacturer. It is estimated that the one-week radio and TV campaign will cost approximately $150,000.

Effective Jan. 2, 80 stations will carry the spots in 32 markets and 60 television stations will be used in 45 markets.

ROBERT NATHAN

Talks for Labor on ABC

ROBERT R. NATHAN, consultant for the CIO and noted economist, will take over labor's 15-minute commentary on ABC's continuing labor-management news series beginning Tuesday, it was reported last week. He will be heard 10:45-11 p.m. on behalf of the CIO for a period of eight weeks.

ABC has set aside, for the past few years, its Tuesday 10:30-11 p.m. period for news interpretations by representatives of both groups. Network has donated the time as a public service policy. Simultaneously National Assn. of Manufacturers officials will offer *It's Your Business* beginning Tuesday at 10:30. After completion of the eight-week period, the U. S. Chamber of Commerce will take over the program, it was learned, while the AFL, which buys time on Mutual, will speak for labor.

FCC IN '50

Faces Major Policy Decisions

A HOST of major policy decisions vitally important to radio and television dominates FCC's list of "things to do in 1950."

Many were on the list a year ago. Others have been added by developments during the current year.

Comr. George E. Sterling calls them "the most perplexing and important problems and unanswered questions" that have faced government and the radio industry since "the days of the Hoover Conferences of 1922, 1923, and 1924."

His list—and he points out that they are problems to which both government and industry are directing their efforts—include:

"...the destiny of FM;

"...the impact of TV on aural broadcasting;

"...whether we shall have a new North American Regional Broadcasting Agreement and, if so, at what cost;

"...the clear-channel docket;

"...the TV allocation structure including the vital color issue, Phonevision and Stratovision;

"...whether or not an allocation of microwave frequencies should be made for theatre television;

"...interconnection of broadcasters' inter-city relays [for television] with those of common carriers, and interconnection of the facilities of common carriers;

"...utilization of the spectrum as it concerns industry versus government;

"...final implementation of the Atlantic City Convention (on international radio);

"...frequency allocations dependent on the success of the Provisional Frequency Board and the next High Frequency Broadcasting Conference;

"...the plight of the Western Union;

"...whether or not there should be a merger of the international radiotelegraph common carriers."

FCC is not the sole or final authority on the solution of some of these matters, particularly those involving international arrangements. But, said Comr. Sterling:

"I feel certain that the Commission during the New Year will put its shoulder to the wheel for the purpose of tackling each and every one of the problems on which it has responsibility and jurisdiction, with the intent of looking back next year at this time on a year of considerable accomplishments."

On the strictly broadcast front other problems await decision. These include the question of the

(Continued on page 36)

'50 OUTLOOK

Yearend Roundup

More Sound Optimistic Note

PRESENT level of radio expenditures will be continued in 1950 by several national advertisers, supporting the facts and predictions in the annual BROADCASTING forecast published in the Dec. 26 issue. Their replies were received too late for inclusion in the forecast.

Some increase in total station revenues is forecast by station and representative interests, whose replies also arrived too late for the all-industry roundup.

Additional comments follow:

Advertisers

Hudnut Sales Co., New York, is putting "a great deal of money in radio" since taking over the Walter Winchell program as of Jan. 1, according to D. L. Bryant, advertising director. "We will also be advertising through the chain store group on television," he added, and predicted the Warner and Hudnut companies will have "a very prosperous year in 1950."

International Harvester Co. plans to spend the same amount for radio in 1950 as it spent in 1949, though budgets have not been finalized, according to W. O. Maxwell, assistant manager, Consumer Relations Dept. Mr. Maxwell said the company's only TV experience in 1949 was an experimental program on WGN-TV Chicago during the International Livestock Show, and the firm has no immediate television plans.

Nash Motors is figuring on an increase in both radio and television budgets during 1950, according to J. B. Huntress, assistant director of advertising and sales promotion.

Great Atlantic & Pacific Tea Co. operates on a fiscal year ending in February and has not made up advertising budgets, according to Hudson S. Robbins, of Business Organization Inc., New York, public relations counsel for the company. "So far," he said, "our advertising in connection with the recent anti-trust action has been limited generally to newspapers and radio stations receiving our regular consumer advertising."

E. R. Breech, executive vice president of Ford Motor Co., predicted the company and the entire automotive industry will continue to play a major supporting role in the nation's economy. J. R. Davis, sales and advertising vice president, estimated the industry's 1950 market between 5 million and 6 million vehicles.

Stations

James G. Riddell, general manager of WXYZ Detroit, expects little change in the 1950 time sales picture and hopes to maintain expenses on the present basis. "Business in Detroit depends so much on the automobile business that it is watched very closely by all Detroit business concerns," he said. "It appears that automobile business in 1950 will be highly competitive which will mean better business conditions in Detroit."



Mr. Riddell



Mr. Terry

Anticipating a 3% increase in radio revenue, Hugh Terry, vice president and manager of KLZ Denver and NAB District 14 director, looks for a 5% gain in operating expenses with general business remaining at the 1949 level. He said, "Total dollars in radio should be increased slightly due to more intelligent and more intensified sales efforts, but the radio dollar (AM, FM, TV) will go in greater amounts to the better stations and networks, with possible decreases otherwise. More attention to operating costs should keep profits level. This area is diversified and growing in sales and population. Business should be good in 1950."

John R. Bailey Jr., manager of KVOC Casper, Wyo., foresees no change in overall radio revenues but expects local sales to increase, especially in the automotive and department store categories. He figures general business will be at the 1949 level. "We should do better," he added, "as we are a comparative newcomer."

Speaking for the J. G. Long stations (Long Texas Group), Bryan Powell, general manager, said general business in the Southwest Coastal Area will be "much better" but competition will equalize any gains for the stations.

Representatives

George W. Bolling, president of the Bolling Co., station representative, expects a bigger revenue year overall, locally and nationally, with AM time sales going up 8.5% and TV 50%. Largest increases will come from drug, auto, TV, food and beverage fields, he believes. General business will increase about 4% next year, he predicted, with radio operating expenses going up 6%.

G. W. Brett, vice president and sales manager of The Katz Agency Inc., New York, looks for an overall bigger year for radio in 1950. AM and TV will increase their volume, he thinks, and general business will improve. He points out, however, that "business will not bestow its favors evenly; they will vary with local economic conditions and competition," adding that members of his firm are "bullish in our outlook."



Mr. Brett



Mr. Bolling

In Canada, Stuart MacKay, sales manager of All-Canada Radio Facilities Ltd., Toronto, says "1950 looks good in Canada, and prospects are that retail sales will hold up. . . . Radiowise it is getting very hard to obtain time for national accounts in healthy allotments. Small retail items are being advertised more and more by radio."

Jack Davidson, general manager

(Continued on page 42)

'KIST' by Butcher

HARRY C. BUTCHER, former CBS vice president and now president of NBC's KIST, Santa Barbara, Calif., never misses a chance for a good promotion stunt. Mr. Butcher decided during the Yuletide season he should make good use of the station's antenna which towers over the city from atop the town's tallest building. He ran up a wreath of mistletoe to the top of the mast "so the entire population can feel free to get 'KIST' for Christmas."

BMB's Statement

WITHIN the next few weeks the Broadcast Measurement Bureau will publish the results of its second survey, a survey which is confidently expected to produce much better and more extended figures than did the first 1946 survey. In making this survey, it must be borne in mind that the Bureau has secured definite statistics on every radio station in the United States.

The great pity of it is that for various understandable reasons, this wealth of material can not be made available to advertisers, agencies, broadcasters and the public generally. Because there has not been a more widespread support of this advertising tool which has been formed by the broadcasters themselves, the industry generally is deprived of one of the best answers it could have to the claims of competing media.

The principle of a tri-partite undertaking in which advertisers, agencies and broadcasters join to produce comparable results for all radio stations in the country, is too valuable and too basic to be allowed to pass from the scene. Therefore, committees of the AAAA, the ANA and the NAB are now at work on formulating some plan for the future of audience research. Were the broadcasters at this point to abandon the plan that they set up in 1944, it would be construed as an admission of complete lack of confidence in our own industry as an advertising medium and in the results that it has produced and can produce for advertisers. We believe that the costs can be materially reduced. However, even with the costs of the first and second survey, the percentage of the advertising dollar that has been devoted to fashioning this sales tool has been very small.

If the majority of the broadcasting stations in the country will support the final plan that comes out of the meetings of these various committees, it will assure the continuance of one of the most important steps that broadcasting as an advertising industry has taken in the course of its short and magnificent existence.

BMB STUDY

Delivery of Second Report Again Delayed

BMB'S REPORT of its second nationwide study of station and network audiences moved into the list of upcoming events for the new year last week. BMB for the second time was forced to postpone the announced date for delivery of the reports to station and network subscribers and to members of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers.

The report had originally been scheduled for publication around the first of December, that date being later postponed until Dec. 27.

After delays in tabulation had made another postponement necessary, Dr. Kenneth Baker, NAB director of research who is supervising the 1949 study as acting president of BMB, declined to set another definite date for the report's appearance. From the fact that 22 states had been completely processed late last week, however, it can be assumed that if this rate is maintained the full report should be ready for delivery before the end of January.

CBS PHOENIX CASE

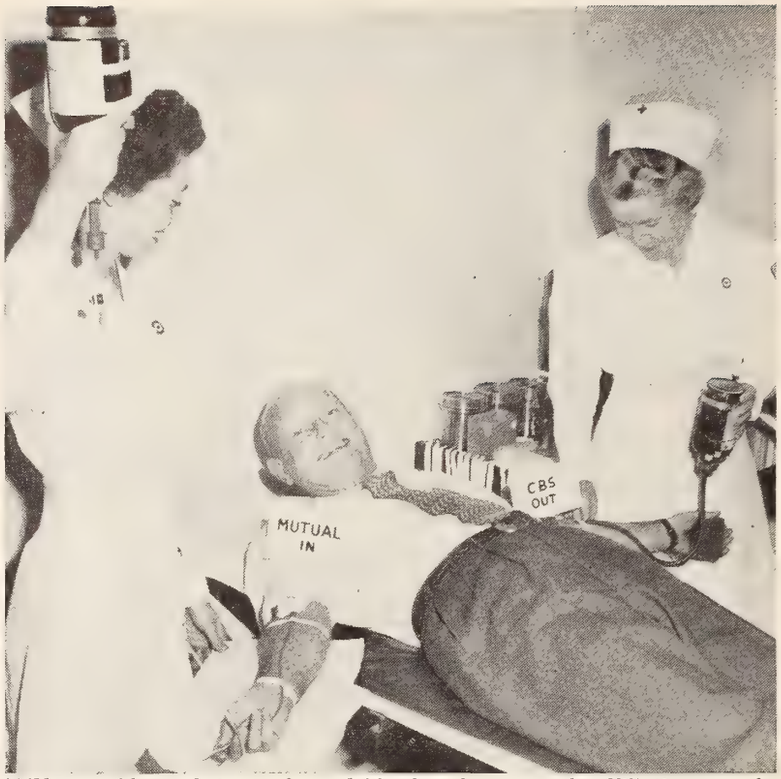
Boies Denies Signing Letter

L. C. BOIES, sheriff of Arizona's Maricopa County, did not sign the letter which carried the names of several local officials in protest against the CBS switch of its Phoenix affiliation, from KOY to KOOL, BROADCASTING has been told.

A Dec. 22 telegram bearing his name said the "purported signature" on the letter "is not mine," that "allegations in [the] letter are not consistent with facts," and that "[I] heartily deplore my name being used in such reprehensible and unauthorized manner."

The letter in question, sent out over the names of several local authorities, reportedly went to CBS affiliates throughout the country [BROADCASTING, Dec. 19, 1949]. It said "your future is threatened" and warned that "if a 'deal' can be made in Phoenix, a 'deal' can be made in your town."

Effective Jan. 1, CBS moved its affiliation from KOY, which feeds CBS programs to KTUC Tucson, to Gene Autry's KOOL and to KOPO Tucson, in which the CBS cowboy star has an interest, as well as to KCKY Coolidge, the latter two on a "bonus" basis. KOY, KTUC and KSUN Bisbee, comprising the Arizona Network, meanwhile have signed with Mutual-Don Lee, also effective Jan. 1.



ANY resemblance between loss of blood and a network affiliation may be entirely coincidental but apparently that doesn't hold true at KTUC Tucson, Ariz. Lee Little, president and general manager, demonstrates fact that KTUC is switching from CBS to Mutual, while actually donating a pint of blood taken by nurse at the right. Meanwhile, Mr. Little may be musing whether the potential recipient of the blood will begin giving CBS cues, promoting that network or even become baldheaded. In any event, CBS moves its affiliation from KTUC to KOPO, in which Gene Autry holds stock. Affiliation was slated to become effective yesterday (Jan. 1).

NEW NARBA HOPE

Cuba for 'Status Quo'

HOPES for success in reaching a new NARBA treaty shot upward last week as Cuba, whose channel demands imperiled negotiations at Montreal last month, formally subscribed to the interim "status quo" policy of other nations.

At the direction of Cuban President Carlos Prio Socarras, this decree was issued by the island nation's Minister of Communications, Arturo Illas Cuza:

In order to insure the successful conclusion of this conference (NARBA), it is essential that during the recess and until a new agreement is adopted, the nations abstain from any action with respect to the assignment of radio stations which would prejudice the future negotiations of this conference.

This includes the authorization of changes or increases in power or the change of frequencies or the creation of new frequency assignments that could have the effect of producing or augmenting the interference to stations in other countries.

U. S. State Dept. officials immediately launched plans to get U. S. preparations for the Feb. 1 U. S.-Cuban conference in motion. Initial meetings may be held this week. It was also recommended that the industry advisory delegation be permitted to attend the conference along with government delegates.

With the NARBA conference in recess until April 1, the U. S.-Cuban sessions are designed to work out an agreement on frequency assignments for Cuba. The far-reaching nature of Cuba's demands, affecting U. S. clear, regional and local channels, led to the current recess in the conference itself [BROADCASTING, Dec. 5, 12, 1949].

Havana Meet

The U. S.-Cuban meeting will be held in Havana. FCC Comr. Rosel H. Hyde, who headed the U. S. delegation at Montreal, is expected to go to Havana in the same capacity, although no official announcement has been made.

Nor has there been any announcement of the place for the April 1 resumption of the full NARBA conference, except that it will be in the U. S.

While U. S. authorities appeared pleased by Cuba's "status quo" decree, the announcement did not make clear whether the status quo relates to Cuban assignments made prior to the expiration of NARBA last March 29, or whether it also includes assignments made since that time.

It was assumed that the announcement was made not only to apprise other NARBA nations of Cuba's position, but also to facilitate Cuban licensing procedures. Since Cuba has no formal radio regulatory body, the expiration of NARBA would make it necessary for the Minister of Communications to grant any application that might be filed, so long as it met Cuban standards. With this decree, the Minister has presidential authority to reject applications which would interfere with foreign assignments.

BAMBERGER CHANGE

Name Now General Teleradio

A CHANGE in the name of the corporation operating WOR New York from Bamberger Broadcasting Service to General Teleradio Inc. was announced Friday by Theodore C. Streibert, WOR president. The company also operates WOR-FM WOR-TV, both New York, and WOIC (TV) Washington.

In making the announcement, Mr. Streibert said: "Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities." The change became effective the first of the year.

Jolliffe's Ratings

RADIO science's 10 major developments during the past 50 years were listed last Friday by Dr. C. B. Jolliffe, executive vice president of RCA Laboratories. They are: 1. wireless communication; 2. electron tube; 3. radiotelephone communication; 4. radio broadcasting; 5. all-electronic television; 6. facsimile-radio-photo and Ultrafax; 7. radio navigation and direction finding aids—Loran, Shoran, Teleran; 8. radar; 9. radio remote control; 10. microwave radio relay systems.

SCHIFF OUTLETS

KLAC-AM-TV Not for Sale

KLAC and KLAC-TV, Los Angeles stations owned by Dorothy Schiff, are not for sale, Mrs. Schiff announced last week. In a formal statement, she reported turning down two offers in excess of a million dollars.

"From progress reports of late, it appears that KLAC-TV will be one of the first television stations in a major city to strike the black," her statement said.

Declaring that it is her intention to remain in the television and radio business, her statement made no mention of KYA, but it is understood that the San Francisco station also has been withdrawn from the market.

Mrs. Schiff was known to have been negotiating for sale of the stations even after Warner Bros. withdrew as a buyer last Aug. 2. The film company had offered $1,045,000 plus paying for the capital investment Mrs. Schiff had in TV as well as deficits resulting from operation. Entire deal reportedly came to approximately $2 million. It is further reported that nearly $1 million of Warner Bros. money went into operating KLAC-TV while the sale was pending. This sum was to have been included in the sale price. It is now owed Warner Bros. by Mrs. Schiff and is to be repaid over a four year period.

Fort Industry Moves

THE FORT Industry Co. announced the removal of its headquarters offices on Dec. 28 from 506 New Center Bldg., Detroit, to 199 Pierce St., Birmingham, Mich. Telephone numbers are Birmingham 4760 (for calls from Birmingham and for long distance calls other than from Detroit), and Jordan 4-5910. The Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit.

KRMG

50,000 watts • 740 KC. • ABC

TULSA, OKLAHOMA

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR and COMPANY

AS NATIONAL REPRESENTATIVES!

It takes a big, powerful station to cover a powerful big state like Oklahoma! KRMG, Tulsa, is ready to do the job, and reach plenty of neighboring territory to boot, with 50,000 watts daytimes, 10,000 watts nights. That's plenty of power to bring a big audience outstanding *local* entertainment and popular ABC programs . . . the kind of fare that quickly makes loyal listeners that mean profitable sales for advertisers!

KRMG is now on the air. Under the able leadership of Robert B. Jones, Jr., KRMG is dedicated to put *new life* into Tulsa radio . . . by applying aggressive management methods . . . by bringing Tulsa and Oklahoma the best in *live* radio talent!

Your John Blair man is ready *now* with full information on KRMG, its markets, its programs, its availabilities. If you want sales in the rich Oklahoma market, ask your John Blair man about KRMG, today!

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY

CHICAGO, NEW YORK, DETROIT, ST. LOUIS,
DALLAS, SAN FRANCISCO, LOS ANGELES

KRMG

TULSA, OKLAHOMA

50,000 WATTS DAY. 10,000 WATTS NIGHT.

740 KC. ABC AFFILIATE

TIME SALES

FCBA Urges Clearup In FCC Rules

CLARIFICATION of Sec. 1.342 of FCC's rules, requiring that licensees file with the Commission copies of management and bulk time sale contracts, is sought in letter to FCC Chairman Wayne Coy from Guilford Jameson, president of the Federal Comunications Bar Assn.

The FCBA letter indicated that widespread confusion has been evidenced as to accurate interpretation of the rule and especially so since the publication of the Commission's opinion in the WAPB Ponce, P. R., renewal case [BROADCASTING, Oct. 24, 1949].

FCBA, on recommendation of its Committee on Practice and Procedure under chairmanship of Leonard H. Marks, Washington radio attorney, requested FCC to appoint a special committee to work with the FCBA group in attempting to resolve some of the ambiguities in the FCC rule.

The FCBA letter pointed out that "broadly interpreted, the provisions of Sec. 1.342 would require the filing of many papers and documents which may not be of any interest or concern to the Commission" and would entail "a tremendous amount of unnecessary work" on the part of both FCC and applicants.

In some cases, it was explained, this broad interpretation of the requirements of the rule "would result in a real hardship by making confidential business information available to competitors, employes and members of the public."

According to the new interpretation under the WPAB ruling, the letter continued, every licensee or permittee who employs a manager must file a copy of any agreement covering his employment, must file agreements for the sale of two hours or more per day to the same purchaser, and must file all agreements relating to time sales to brokers for resale.

Interpretation of Management

Under the previous interpretation, the letter explained, use of the word "management" in the rule generally was understood to mean management agreements "such as the Commission has dealt with in the past, *and not employment contracts.*" Thus if the broader interpretation is correct, which includes the latter, why not also require filing of employment contracts for assistant managers, station managers, chief engineers and others who manage and operate stations, the letter queried.

It was further noted that such employment contracts under the new interpretation would be open to public inspection, including provisions for compensation. Likewise, detailed terms of pacts for sale of two hours or more to sponsors of sporting events such as baseball, etc., would be made available to competitors and others without just reason. The letter asked that if such data was actually needed by FCC, "consideration should be given to the desirability of treating these agreements as confidential documents in the same manner as network affiliation contracts."

Another point of dispute in interpretation, the letter indicated, is whether contracts must be filed covering news and transcription services and music performance rights. Even FCC staff members have disagreed on this, it was said.

The letter explained the industry generally in the past has considered "bulk" time sales to distinguish ordinary time sales from bulk sales to brokers "who exercise varying degrees of control over the time involved." The newer interpretation appears to have broadened this definition, it was said.

Ralph Edgar

RALPH EDGAR, 29, WGAR Cleveland announcer, died Dec. 22 at the city's Huron Rd. Hospital following a two-month illness. He is survived by his wife, the former Isabelle Loomis, and a daughter, Lynne Ellen, 2.

EDWARD SELLERS

Named NAB FM Director

EDWARD L. SELLERS, executive director of FM Assn. prior to its merger with NAB, joins NAB this week as FM director. FMA last week was completing the dissolution process following action of its board in accepting NAB's merger invitation [BROADCASTING, Nov. 21, 28].



Mr. Sellers

Arthur C. Stringer, who has been handling FM activities for the past year in connection with his other duties, is expected to work through the secretary-treasurer's office, though President Justin Miller has not yet announced the exact form the realignment will take. Mr. Stringer devotes the three-month period prior to NAB conventions to staging of the annual equipment exhibit, one of the nation's largest industrial expositions.

Mr. Sellers joined FMA a year ago. Previously he had been with the Washington bureau of Associated Press. He is a graduate of Roanoke College and took postgraduate work in journalism at Washington & Lee. He was a naval aviator in World War II.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IF YOU'RE AFTER

NORTHWESTERN IOWA
SOUTHWESTERN MINNESOTA
SOUTH DAKOTA

And the Wealth of Another GREAT Farm Year

YOU CAN HARVEST YOUR OWN BUMPER SALES CROP

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Mitch on Record

RECORDED version of "Mitch's Pitch," the sales-instigating talk delivered at the 17 NAB district meetings by Maurice B. Mitchell, director of Broadcast Advertising Bureau, is available at McKennon Recording Studios, New Oregonian Bldg., Portland, Ore. D. R. McKennon, studio president, said the "pitch" was recorded at the District 17 meeting held last month at Portland. It is available on tape or disc.

LEVER PLANS
Merchandising Staff Named

LEVER Brothers merchandising department organization in the firm's new New York offices was announced last week by W. W. McKee, vice president in charge of sales for Lever.

The department will continue to operate under the direction of Frederic Schneller, general merchandising manager. Three assistant merchandising managers have joined Lever in New York. They are: James G. Gammell, former sales promotion manager for the Osborn Mfg. Co., who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales; H. E. Wholley, formerly with Swift Co., who is in charge of Lux Toilet Soap, Lux Flakes, Silver Dust and Glycerine; A. C. West, previously with Standard Brands, who is in charge of Rinso, Spry, Breeze and bulk edibles.

The newly created Lever post of assistant merchandising manager for copy and art is held by Julian Bers, formerly with Federal Advertising. William B. Bisker, previously with DuPont Co., has been named merchandising office manager.

Mr. Schneller and the assistant merchandising managers are located at Lever's temporary quarters, 80 Varick St. in New York. Mr. McKee is at the company's temporary executive headquarters at 505 Park Ave.

KENT ESTATE
Value Exceeds $9 Million

ESTATE valued at $9,130,971.11 was left by A. Atwater Kent, radio manufacturer and philanthropist, according to first accounting recently submitted by executors to Los Angeles Superior Court. Executors are now holding $4,004,-921.07 cash, $5,116,153.94 in stocks and bonds and $9,896.10 in sundry assets, they stated.

Almost $5 million was left in his will to friends, employes, charities and educational institutions by Mr. Kent, who died March 4, 1949. To his widow, Mable Lucas Kent, he left $2 million in cash and income from 20% of stock of Atwater Kent Mfg. Co.

CAA APPROVAL
Elwell Urges Continued Cooperation

BROADCASTERS are not now required to obtain a CAA facility certificate for their antenna towers but they may stir up legislation imposing such a requirement unless they continue to cooperate with the agency, according to CAA General Counsel R. E. Elwell.

In a letter to Arthur W. Scharfeld, Washington radio attorney who had posed the question [BROADCASTING, Oct. 31], Mr. Elwell wrote:

. . . While the present law does not require radio antenna tower owners to obtain a facility certificate, once the FCC has granted the owner a lawful right to operate air navigation or obstruction lights on the tower, the CAA has in the past received the full cooperation of the owners of such towers.

It is to be hoped that this spirit of cooperation, for the common welfare, will continue. If the Administration finds, in the future, that lack of cooperation on the part of such owners and operators creates a situation that is detrimental to air commerce, legislation will, in all probability, be sought to require that all such towers be lighted in accordance with CAA standards and that owners thereof secure certification of such lights as air navigation facilities.

On behalf of a client, Mr. Scharfeld had written the CAA that he found no law requiring a broadcaster to file an "application" form received from CAA. The application was ACA Form 114, entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a 'True Light.'"

"Under the circumstances, in view of the obligations imposed by the filing of ACA Form 114, I am of the opinion that my client should not apply for something that it doesn't need, although we should be willing to file the information called for in the application form," Mr. Scharfeld wrote.

He said that on the basis of earlier communications with the agency he was advising the client to file the other form sent out by CAA—ACA Form 117, "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas."

CAA authorities have explained that for years they have sent these forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. Their purpose, they said, is to permit CAA to certify the light as an air navigation facility upon which pilots can rely in flight.

SPECIAL Treasury Dept. citation for promoting sale of U. S. Savings Bonds presented to WIOD Miami, Fla.

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE LATEST WCKY STORY

CINCINNATI'S OUTSTANDING DAYTIME PROGRAM

THE WCKY MAKEBELIEVE BALLROOM

REX DALE, M. C.

10.05—12 Noon

3.05—5 P.M.

Monday thru Sunday

HIGH RATINGS

An average rating of 5.7 for the 112 quarter-hours it is on the air each week with ratings as high as 7.8.

BEATS NETWORK COMPETITION

The Makebelieve Ballroom beats such network competition as Betty Crocker, Rosemary, David Harum, Hilltop House and Welcome Traveller.

LOW COST

The open announcement rate on the Ballroom is $25.00. The average cost per thousand listeners is $1.25.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

SUCCESS STORIES

Advertisers are enthusiastic about results on the Ballroom. More and more advertisers are using the Ballroom. Some of the current advertisers are:

BORDEN'S INSTANT COFFEE
AJAX CLEANER
VICKS VAPO RUB
CONTINENTAL BAKING
COLGATE DENTAL CREAM
GROVE'S ANTAMINE
GRENNAN CAKES
RESISTAB
CARTER MEDICINE CO
MGM PICTURES
P & G IVORY SNOW
BLUE BONNET MARGARINE
MAZOLA
ROBT. HALL CLOTHES
KATHMAN SHOE REPAIR
TAYSTEE BREAD
PLYMOUTH
EX LAX

IF YOU ARE PLANNING A CAMPAIGN IN CINCINNATI,
THE BALLROOM IS YOUR BEST BUY!

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

Call collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Follies of 1949

THE SATISFACTION with which an informed listener may think back upon the programs offered by network radio in 1949 will be to some extent diluted by a glance at current popularity ratings. It is quickly to be seen that with some exceptions the more popular programs of 1949 were also the more popular programs of 1948.

The obvious conclusion is that if new programs were created in 1949, most of them were either inadequate to attract large audiences or, assuming they contained potentials, were abandoned before having a chance to draw a crowd.

1949 was a year in which it could have been logically expected that new program ideas would be vigorously cultivated in radio, for television for the first time became a contestant for the audience in some 50 markets. The fact that most of the "new" radio programs that were evolved fell within the long established formats—mysteries, for an outstanding example—could be taken to mean that a large part of the creative energy in the business was being turned away from radio and toward television.

There is little doubt that television has evoked widespread interest among writers, directors and actors who have heretofore concerned themselves with radio or with stage or films. The fact that many who have been accustomed to the high pay of more established mediums have been willing to work for television at relatively modest rates is a clear indication of the degree to which video has aroused their professional curiosity.

In 1949, television programming on the whole showed the results of this creative interest. There was a freshness and inventiveness in a satisfying proportion of television fare—enough to stimulate hope that further experimentation would adduce a healthy art form.

Television, however, is confronted with a greater danger of falling into mediocrity than radio ever was. The inordinate demands that television imposes upon its program producers and participants can very easily sap the creative strength at its disposal. To some degree this already has been manifest.

For example, one format that has been in increasing use in video is the mystery, for which the supply of story material is greater than for other dramatic formulas. Mysteries have flourished in such abundance that some television station owners have been obliged to protest to the networks originating them. The protests have been based not only upon the number of the mysteries but also upon the questionable taste of some of them.

Programming for radio and television is still programming for the American home. There is going to be a fierce fight for the attention of the home audience. The fight can produce imaginative programs in good taste or repetitious formulas of improper standards.

Broadcasters have a good programming record, as attested by the volume of radio and television receiving set sales. We believe the record will be maintained by those broadcasters and telecasters—by far the majority—who know it is good business to air good programs.

Smile When You Say That!

RADIO'S ROCKY ROAD in the area of libel and slander jurisprudence becomes more tortuous with TV's advent as a mass medium.

In New York, Federal Judge Conger has ruled that defamation ad libbed via TV is slander rather than libel. In the particular case before him he went even farther, and ruled that it was "slander *per se*" and therefore actionable. The case involved a charge in 1948 by Elizabeth Bentley, the Un-American Committee star witness, over NBC-TV on a program sponsored by General Foods, that a Government official was a Communists.

Thus, the ruling broadens the body of law which has placed the sound broadcaster in what was once described as the "dilemma of self-destruction." It's not only what you say on TV, but how you say it. A leer with a voice inflection could bring more in damages. A smile, conversely, might mitigate them.

The Conger decision once again points up the need for explicit Federal legislation to save broadcasters and telecasters harmless from libel uttered over their facilities by candidates for public office. A licensee now has three alternatives: (1) he can accept a political talk, without censoring it, and run the risk of suit in which he can be held jointly liable; (2) he can obey state laws which forbid him to broadcast defamation and risk his license at the hands of the FCC; (3) he can exercise his prerogative to forego political broadcasts altogether, in which case he may be failing to do the public service job he would like to do, and at the same time forego the revenue.

And that's only part of it. In addition to political broadcasts, who knows when what clown might inadvertently slander someone, while in the process of ad libbing?

The courts repeatedly have held that radio is a field preempted by the Federal Government as interstate commerce and therefore isn't subject to state jurisdiction. We hope the next session of Congress gets around to legislation that will allow the broadcaster and telecaster to lead reasonably normal lives beyond those calculated risks indigenous to this business in which there's never a dull moment.

Cuba's Olive Branch?

SOMETHING has happened again in Cuban radio. President Carlos Prio himself has stepped into the NARBA controversy. Through his Minister of Communications, Arturo Illas, he has decreed that, pending a new NARBA agreement, nothing be done that would augment or produce interference to stations in other countries.

That can be viewed only as a conciliatory gesture in the direction of the U. S., which has been bombarded from Cuba via indiscriminate operation on our clears and regionals. It is not plain from the context of the decree whether this means an immediate return to allocations which existed prior to last March 29, when the NARBA treaty expired. It is clear, however, that Cuba's highest echelon wants no acrimonious ether war.

So it appears the NARBA problem is not insoluble. The State Department already is making plans for the preparatory sessions to begin next week in advance of the Feb. 1 meeting in Havana and prior to resumption of the NARBA conference itself on April 1 in the United States.

We hope that Cuba does return to the March 29 status quo, so conversations can start from diplomatic scratch.

Our Respects To—



CLAUDE ERNEST HOOPER

C. E. HOOPER, a name that has become practically a common noun signifying the audience appeal of a radio program, did not enter the field of program ratings of his own free will, but at the insistence of the publishers of the country's biggest national magazines.

It all began in the fall of 1934, six months after Mr. Hooper and L. M. Clark had left Daniel Starch & Staff to set up their own market research shop, specializing in magazine readership studies. The magazine publishers were extremely concerned over the emigration of many of their best advertisers to network radio.

They felt that the claims of all networks of the whole audience of 20 million radio families at all times needed some deflation. Cooperative Analysis of Broadcasting, functioning under the joint auspices of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, declined to release their ratings to a competitive medium, so the publishers asked Clark-Hooper to provide them with a reasonable facsimile of the CAB service.

Loath to turn down good customers and prospects, Clark-Hooper's President Hooper was even less willing to have anything to do with the recall technique then used by CAB. "It's more a reflection of the frailties of human memory than a measurement of listening," he informed the startled magazine men. "I'll do your radio survey," he added, "but I'll do it my own way."

The Hooper way was—and is—the coincidental method of asking people what they are listening to while they are listening. This technique, he explains today as patiently as if he had not explained it thousands of times before, gives memory no time to go wrong; it gets from a listener a report of his own behavior at the time, not a delayed report of the radio habits of the whole family; it is akin to a measurement of advertising effectiveness because in counting a program's listeners it counts the only people that program can possibly influence; finally, it permits the use of the telephone for interviews, providing more interviews at less cost per program period.

The magazines contracted for six monthly surveys, each to cover listening in the 16 cities of the networks' basic areas—the northeastern and the northcentral states—from 7 to 10 p.m., seven nights a week, one week in each month. Clark-Hooper reserved the right to distribute copies of each report to other interested parties, and most of their profits on the job went for getting these copies to advertisers

(Continued on page 34)

CONFLUENCE*

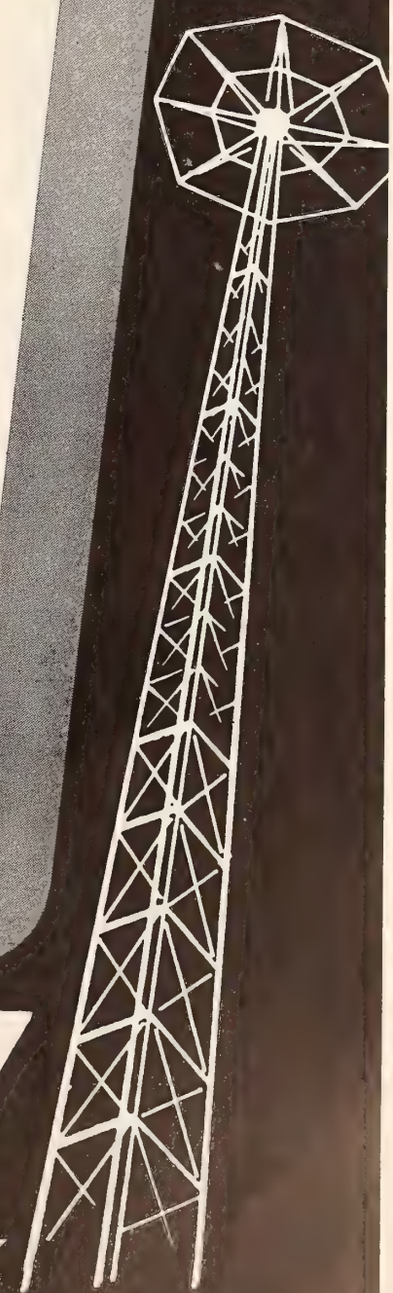
where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Management

HOWARD S. MEIGHAN, CBS vice president and general executive, is in New York for three weeks. During that time he will attend network conferences and year end meetings.

A. M. (Vic) MORGAN, president and general manager of WLYN Lynn, Mass., for two years, resigns. He has been with the radio industry for 30 years.



Mr. Morgan

DICK CAMPBELL, general manager of KOME Tulsa, Okla., appointed publicity chairman for Tulsa Chamber of Commerce for 1950.

JOHN J. ROHRER, commercial manager of KTRY Bastrop, La., named manager of KTRY branch studios in Monroe, La.

J. A. (Arch) MORTON, general manager of KJR Seattle, appointed radio chairman for March of Dimes campaign in Washington State.

S. R. SAGUE, president of WSRS Cleveland, presented with citation plaque from Cuyahoga County Council of VFW for station's cooperation in producing weekly series of VFW programs.

FRED RABELL, manager of KSON San Diego, is confined to his home recovering from a heart attack.

SIG MICKELSON, director of public affairs and production manager at WCCO Minneapolis, given leather portfolio for distinguished service by Minneapolis Chamber of Commerce. Mr. Mickelson becomes director of the Discussions Div. of CBS Jan. 16.

ERNEST LEE JAHNCKE, ABC vice president in charge of station relations, is the father of a boy, Redington Townsend, born Dec. 27.

Mrs. Maurice Barrett

ANNA BARRETT, wife of Maurice Barrett, WPAT Paterson, N. J., program director, died Sunday, Dec. 18, at her Washington Heights home after an illness of seven months. Mrs. Barrett had been known on the stage, from which she retired in 1927, as Anna Bernard.

Respects

(Continued from page 32)

and agencies.

When the six months had ended, both sides were satisfied. The magazines had sufficient information to prove that the total radio audience was divided among the various networks and stations, with no one getting all the listeners at any one time. Enough advertising executives had indicated a willingness to pay for a continuation of the radio reports to persuade Clark-Hooper to keep them going.

And they've kept going ever since, adding hours and cities as the networks expanded, but retaining their pristine basic characteristic of measuring the comparative audience attraction of competing network programs for listeners in cities where the programs of all four networks are equally available.

In 1938 Clark-Hooper was dissolved and C. E. Hooper Inc. took over the radio audience measurements. It is significant that most of Mr. Hooper's early associates are still with him, comprising two-thirds of the corporation's officers and directors today.

Makes Pacific Presentation

The next milestone in the Hooper history was an invitation to attend the Pacific Coast AAAA's fall meeting in Del Monte, to present a plan for Pacific Coast sectional radio reports. Representatives of four companies—Crossley Inc., which collected and compiled the data for CAB; Ross-Federal and Hooper-Holmes, who had made surveys for individual stations, and the Hooper firm—were given an hour apiece to present their plans to a committee of 28 members, representing stations, networks, station representative firms, advertisers and agencies. Mr. Hooper left a hospital bed where he was recovering from pneumonia to make his pitch, returning to bed immediately afterwards. His convalescence was appreciably aided by the news that the committee had unanimously selected his plan.

Presenting his first Pacific Coast report in December 1939, Mr. Hooper was somewhat discomfited when the Los Angeles broadcasters told him the report was fine for the Pacific Coast networks but not much good to the stations and would he please get out a city report for them, showing the division of audience among all stations serving Los Angeles. When he told them it couldn't be done they told him they needed that service and to go home and work it out.

Three months later he was back with the first City Hooperatings Report, marking the beginning of a service which today covers more than 100 markets, including Hawaii, and there's an invitation to get it started in Bermuda which Mr. Hooper hasn't yet found time to accept.

That first City Report, by the way, was a single chart which when spread out was about the size of a desk blotter but was multifolded to fit easily in a man's pocket—the first step toward the Pocket Piece which today is as much a part of the radio salesman's impedimenta as his rate card and fountain pen.

The word "Hooperating," incidentally, had not been born at the time of that first City Report. The term, today as ubiquitous as American radio itself, first appeared on a tablecloth in New York's Hotel Marguery, when Paul Warwick of Warwick & Legler, with whom Mr. Hooper was lunching, objected to the length of the answer to his question: "What do you sell?"

At about this time, the Hooper organization was retained to tabulate and compute the postcard returns of NBC's first All-County survey, a job that gave them an understanding of coverage measurements that has been the source of area reports of various types. From it have also stemmed the various Hooper proposals for industry-wide coverage studies which began before BMB was established and are still forthcoming. The most recent, sent to the BMB board in November, recommended that BMB be continued in its present form, but that it achieve a "higher standard of precision" for its measurements by adopting the Hooper Area Coverage Index technique.

Fast-Thinking Pays Dividend

Mr. Hooper's aggressive salesmanship and the growing acceptance of Hooperatings inevitably clashed with the CAB, which, like most non-profit association-run operations, was slow to meet the dazzling competition of this fast-thinking, fast-acting individual entreprenuer. Prodded by advertisers and agencies whom Hooper had convinced, CAB dropped its recall technique for the coincidental method pioneered by Hooper. Immediately the users of these reports began to wonder why they should pay two organizations to do the same job. Wonder led to talk, talk to action and in July 1946 the CAB suspended operations, after arranging for C. E. Hooper Inc. to

Commercial

JOHN PAUL LEE appointed commercial manager of KMAC and KISS (FM) San Antonio, Tex.

RALPH A. SAYRES, former commercial manager of KYW Philadelphia, joins WMBW Miami Beach, Fla., as account executive.

ANDREW I. KEAY, formerly of ABC's traffic and station relations departments, joins WFIL-TV Philadelphia sales staff. He will be in charge of TV sales service and work under supervision of KENNETH W. STOWMAN, TV sales manager.

WILLIAM TRAVIS, formerly with Leland K. Howe Assoc. and Chernow Co., New York, and previously general manager of WMLO Milwaukee, joins sales staff of WDET (FM) Detroit.

JOHN RHYS EVANS Jr., formerly northwest representative for Frederic W. Ziv Co., joins KOMO Seattle as account executive.

JOHN P. ROHRS, former promotion director for Belknap & Thompson Inc., Chicago, appointed account executive of Chicago office of John E. Pearson Co., radio and television station representative. He previously was manufacturer's agent for three years representating ten different firms in major markets of 14 midwestern states.

NORMAN LOUVAU, former commercial representative for KRON-FM San Francisco, joins KRON-TV as sales manager.

JOHN E. PEARSON Co., Chicago, station representative firm, moves to new offices at 333 N. Michigan Ave. Offices will be located on the sixth floor. Telephone number, Franklin 2-2359, remains the same.

J. STUART MacKAY appointed assistant general manager of All-Canada Radio Facilities Ltd., Toronto, station representative and transcription distributing company, with offices throughout Canada. He was formerly manager of CKRM Regina, and has been at CJCA Edmonton, CKRC Winnipeg, and CKWX Vancouver, in various executive capacities.

ROBERT L. FIDLAR, commercial manager for WIOD Miami, Fla., elected president of Miami Exchange Club.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

NEW on the Air!
NEWS That's Fair!
Listen to
FRANK EDWARDS
Coast to Coast
Mutual Network
10 PM EST
Sponsored by
AMERICAN FEDERATION OF LABOR

fill the balance of its unexpired subscriptions.

After such a victory some men would have been content to rest on their laurels, but not Claude Ernest Hooper. He was born May 31, 1898, in Kingsville, Ohio, into the family of a Baptist minister more interested in saving souls than dollars. Young Claude soon realized that whatever went into his pockets would go there through his own efforts. At nine, he launched his first business venture, hiring a man to grind horseradish for him each Saturday morning and spending the day toting two huge buckets of the fresh condiment from door to door, selling it to housewives at 10¢ a cup. If business was good he'd swagger home with as much as $4 in his pocket. "I've never been so rich since," he says with a rueful smile.

After working his way through high school in Chicopee, Mass., Mr. Hooper donned a doughboy's khaki suit. Discharged a year later, he entered Amherst and coincidentally became a salesman of aluminum ware, with such success that he soon was taken from his route and set to training other student salesmen. This extracurricular activity not only carried him through Amherst (AB, 1921) and the Harvard Graduate School of Business Administration (MA, 1923), but also financed his sister's education.

Headed West

Following the advice of Horace Greeley and the footsteps of Emily Judson Reed, who had attended Smith while he was at Amherst, Mr. Hooper went west all the way to Yakima to go to work for Miss Reed's father in the Liberty Savings & Loan Co. A year later he returned east to become advertising manager of the *Harvard Business Review*, but in 1927 went back to Yakima to change Miss Reed's name to Mrs. Hooper. Their daughter, Mary Stuart, 18, is now a freshman at her mother's alma mater.

In 1926 Mr. Hooper moved to *Scribner's Magazine* as advertising manager, leaving three years later for an account executive's berth with Doremus & Co. In 1931, with the depression setting in, research seemed a more salable commodity than financial advertising, so he joined forces with Daniel Starch, under whom he had studied at Harvard, who was then in business in New York. In 1934, Mr. Hooper and Dr. Starch disagreed about technical considerations, and Clark-Hooper was formed.

While sparring with CAB, Mr. Hooper had been working to meet the demand for rating figures projectable to all U. S. radio homes. During the war, two reports were issued with ratings projectable to the 89 cities with populations of 25,000 or more and in January 1948 the first U. S. Hooperating appeared.

A month later the Hooper organization began publishing monthly New York City Teleratings, measuring TV audiences in the nation's first video market. Plans called for a national TV report to start in October 1949, but the rapid spread of TV across the country brought so much pressure for coverage outside New York that the date was advanced to May.

Expense in Television

Like other video pioneers, Mr. Hooper found the expenses of his TV service far in excess of its income, making some belt-tightening necessary. By the end of the year, however, he could report that, after only six months, TV-Network Hooperating subscribers were contributing one third of his total revenue from all network program ratings, half as much as the income from the 15-year-old AM network reports.

Looking to the future, C. E. Hooper foresees the need for more information on the impact of advertising, particularly in view of the costs of television, far above those of any other medium. Accordingly, in November, he launched his newest service, Sales Impact Ratings. He also is gearing his organization to deliver more frequent and more detailed local reports—and to deliver them faster than ever before—in response to anticipated demands for information about the effect of television on a city's listening and buying habits and the differences between TV and non-TV communities.

Of medium height and build, his brown hair well mixed with grey, Mr. Hooper gives the impression of inexhaustible vitality. His handsome features normally wear a smile that seems to say "Everyone is my friend, especially you." He is always intent on the business at hand, whether he's doing the talking or the listening. To meet him once is to understand why he is famed as "the best salesman in the whole research field."

An avid outdoor man, Mr. Hooper can be found skiing in Vermont, shooting pheasant in South Dakota or fly casting in a mountain stream whenever opportunity offers. He commutes to New York from South Norwalk, Conn. His clubs are: Harvard, Players, Amherst (New York); Tavern (Chicago); Bohemian (San Francisco); Shore and Country (Norwalk); Tokeneke (Darien); Fly Fishers (Roscoe, N. Y.). He is a member of American Marketing Assn., Market Research Council and Delta Tau Delta.



"THIS is it . . . KRMG Tulsa is on the air." These opening words by Program Director Perry Ward heralded the dedicatory program which introduced Oklahoma's newest 50 kw outlet to listeners Dec. 23. City's civic leaders and U. S. Sen. Robert S. Kerr (third from left), principal owner of KRMG, joined station officials to usher in the new ABC affiliate five months after ground was broken for the transmitter site. Taking part in the opening broadcast are (l to r): Robert B. Jones Jr., KRMG general manager; Tom McDermott, president-elect, Tulsa Chamber of Commerce; Senator Kerr, and C. B. (Brownie) Akers, vice president of station.

KRMG TULSA

Kerr at Dec. 23 Debut

KRMG Tulsa, Oklahoma's third 50 kw station, officially began operation Dec. 23 amid impressive ceremonies highlighted by the appearance of U. S. Sen. Robert S. Kerr (D-Okla.), principal owner, and station and civic officials.

KRMG is an ABC affiliate, licensed to All-Oklahoma Broadcasting Co. and operating fulltime on 740 kc with 50 kw day and 10 kw night, directionalized. Construction and engineering work was completed in mid-December, four and a half months after ground was broken [BROADCASTING, Aug. 8, 1949].

Robert B. Jones Jr., KRMG general manager, reported fine reception on the station's signal from throughout Oklahoma, Missouri, Kansas and Texas.

Sen. Kerr, introduced by Cal Tinney, famed columnist, entertainer and story-teller, told listeners that the "amazing miracle of modern radio has done more than any other agency to bring the people . . . of Oklahoma in closer touch with one another." He outlined KRMG program plans which he said would take heed of the interest of the "rank and file."

KRMG uses an RCA BTA 50F1 transmitter with low-power consumption tube. Control rooms are equipped with flexible control system built by RCA and all studios are polycylindrically designed for diffusion of sound.

McIntosh and Inglis, consulting engineers, handled technical preliminaries for KRMG, using two helicopters to measure the station's field strength [BROADCASTING, Dec. 12, 1949.] Use of the helicopters in adjustment and measurement of the KRMG antenna system resulted in a saving of six weeks' time, according to the station.

All-Oklahoma Broadcasting Co. comprises several stockholders of WEEK Peoria, of which Sen. Kerr is president, and includes among others D. A. McGee. Sen. Kerr and Mr. McGee head Kerr-McGee oil properties in Tulsa.

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!



The last WORD ...for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM
12,000 WATTS
DUPLICATION

—WORD—
OF
SPARTANBURG

ABC
SERVING THE HEART OF THE PIEDMONT CAROLINAS

FCC in '50

(Continued from page 24)

qualifications of applicants and licensees involved in anti-trust decisions—a point on which applications of major motion picture producers and others are being held up.

Another is the National Assn. of Radio Station Representatives' complaint against networks representing affiliates for the sale of spot advertising, on which hearings were completed last January.

The Commission also has made it clear that it thinks it's past time for another full-fledged network investigation, though inadequate funds and the demands of other business haven't permitted it as yet. There has been speculation that FCC would ask Congress for a probe appropriation in 1950.

FCC also has before it a long-pending proposal to revise the multiple-ownership rules, on which hearings were wound up in late January 1949, and an even older plan to require each station to program at least 51% of its air time from the city in which its main studios are located.

There is also a possibility that 1950 will see a major FCC staff reorganization. Plans have been detailed to the Civil Service Commission. They envision a functional reorganization into four bureaus: Broadcast, Common Carrier, Safety & Special Services, and Field Engineering & Monitoring [CLOSED CIRCUIT, Dec. 12].

A review of 1949 policy decisions finds these actions in the limelight:

1. Repeal of the Avco Rule requiring that competing bids be invited when stations are up for sale [BROADCASTING, June 13].

2. Reversal of the long-standing "Mayflower Decision," thus giving licensees the right to air their own views provided they treat advocates of differing viewpoints with "fairness" [BROADCASTING, June 6].

3. Adoption of rules banning giveaway shows [BROADCASTING, Aug. 22], though the rules were subsequently suspended pending outcome of current court tests. Court decision could be forthcoming in 1950.

4. Realignment of FCC procedures, including institution of a separation-of-functions system [BROADCASTING, June 6].

By most standards the most complex problem tackled by the Commission in 1949 was television. Though the study had been set in motion in late 1948, the full agenda was not formulated and made public until mid-1949.

Involving color, prospects for use of UHF, revision of VHF standards, a proposed VHF-UHF allocation and many corollary problems, the proceeding got under way with hearings on the color question in late September.

The color proceedings continued into November, are due to resume in late February, and seem unlikely to be completed before Spring. Then the other TV problems must be approached. The VHF licensing freeze meanwhile is still in effect and, most observers agree, seems likely to continue until fall at least.

The NARBA Question

Another major 1949 problem which remains is NARBA. The old pact expired last March 29. Conferences looking to the formulation of a new one got under way in Montreal in September and continued until a U.S.-Cuban impasse was reached on far-reaching Cuban channel demands. The State Dept. rejected Cuba's proposals and the conference broke up early this month, to resume April 1 in the U.S. after U.S.-Cuban negotiations starting in Havana Feb. 1.

In the field of new-station applications, FCC in 1949 continued to whittle down its workload, assisted by a slower pace of new filings.

Applications for new AM stations stood at 329 on Dec. 15, 1949, as compared to 524 a year earlier. The number of these in or awaiting hearing dropped from 283 to 266.

FM applications are described as "current." The number was 86 a year ago and in mid-December was 49, of which 28 are in hearing as against 31 in December 1948.

Television applications naturally are on the rise, since the freeze was in effect throughout 1949. There were 311 on file in mid-December 1948 and 353 a year later. The number of these in hearing is the same—182—for FCC has designated no new hearing cases since the freeze was imposed in late September 1948.

LIQUOR ADS *Treasury Officials To Appear At Senate Group Hearing*

OFFICIALS of the Treasury Dept.'s Internal Revenue Bureau are expected to appear as initial witnesses on the Langer liquor bill hearing Jan. 12 before the Senate Interstate & Foreign Commerce Committee.

This was announced last week as legislators prepared to converge on Capitol Hill for the opening of the 81st Congress' second session Tuesday.

The Committee has invited an array of agency officials for the scheduled two-day session, during which it hopes to elicit views on a measure (S 1847), authored by Sen. William Langer (R-N.D.), which would outlaw all alcoholic beverage advertising in radio and other media in interstate commerce. Beer, wines and hard liquor would be included.

Views of the Revenue Bureau's Tax Unit (which supervises the Federal Alcohol Administration Act), State Dept., Justice Dept., Federal Trade Commission, Commerce Dept., ICC, FCC, and the Postmaster General's Office have been solicited by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, since Sen. Langer introduced his bill last summer [BROADCASTING, May 23, 1949].

Indicative of Stand

These views, to be placed into the record at the hearing, and disclosed to BROADCASTING last week, are regarded as an indicator of the tack testimony will take before the committee.

Typical are these:

Treasury Dept.—Has notified Sen. Johnson that enforcement does not presently lie within its supervision [CLOSED CIRCUIT, Sept. 19, 1949]. "The bill relates to a matter of national policy which is primarily for determination by the Congress and not of especial concern to this department," it advised the committee.

Commerce Dept. — "In general . . . indirect controls of this sort using the commerce power should only be exercised when the final objectives cannot be achieved by direct means. . . ."

Justice Dept.—". . . A question of legislative policy concerning which this department prefers not to make any recommendations. . . ."

State Dept.—No comment.

FTC—Congress has "the requisite power to enact such legislation and the measure would not violate constitutional guarantees" dealing with freedom of the press.

FCC—Cited its previous decision in the KRLD Dallas-Sam Morris case and reminded acceptance of liquor ads is considered in light of overall public interest when it reviews station licenses.

The liquor hearing, prompted partly by Sen. Johnson's indignation over Schenley Distillers' declared intent to use hard liquor ads in radio broadcasts (now temporarily abandoned), is one of the first sessions touching on radio and communications to be slated during the second session.

Others include probe of lobbying activities, and broad review of the Communications Act, indicated by the House Interstate & Foreign Commerce Committee [BROADCASTING, Dec. 26, 1949].

Meanwhile, top Congressional members have indicated the past fortnight that Congress will lump together annual funds for FCC, FTC and other independent agencies with those for other government branches before either house votes on appropriations measures.

Subcommittees would continue to act on budget requests but they would be correlated in one "package" before House and Senate Appropriations Committees report them to the floor. End result would be that the President could not veto funds for one agency without killing the entire bill.

LINCOLNTON AM *FCC Proposes Denial*

INITIAL decision reported by FCC Thursday to deny application of Carolina-Piedmont Broadcasters Inc. for a new AM station at Lincolnton, N. C., to operate on 1050 kc with 1 kw day.

Hearing Examiner Basil P. Cooper found that the applicant had failed to present satisfactory evidence or exhibits to show that the proposed station would operate in conformity with FCC's rules and standards and would not cause interference to WWGP Sanford, N. C. No adequate showing was made either regarding areas and populations to be served within the several contours of the station, the report found.

Carolina-Piedmont is composed of Dr. L. A. Crowell Jr., president 28.04%; Dan Boyd, vice president and part owner Glenn Mills Inc., vice president 3.74%, and R. S. Reinhardt Jr., insurance, secretary-treasurer 3.74%. There are 18 other stockholders.

KCBQ San Diego joins Southern California Broadcasters Assn. Group now has 47 members.



heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Small Space — *Big* Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

Paramount

(Continued from page 20)

50% interest in Paramount Richards Theatres Inc., a subsidiary theatre operating firm which in turn is the 50% owner of WSMB Inc. United Paramount Theatres is to acquire the other 50% interest in Paramount Richards for about $3,500,000 from E. V. Richards Jr.

The reorganization plan presented the court specified that these various transactions were to take place on and between Dec. 31 and Jan. 3. It was for this reason prompt FCC action on the station transfers was sought.

DuMont's Status

It is proposed that Paramount's 29% interest in Allen B. DuMont Labs., television manufacturer and operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, is to be included within the new Paramount Pictures Inc., as likewise subsidiary Paramount Television Productions Inc.'s KTLA (TV) Los Angeles.

Each of the two new Paramount firms would be allowed to own five television stations under FCC rules, whereas Paramount now has that maximum if the Commission were to make final its proposed finding that the film company controls DuMont. DuMont has TV applications pending for Cincinnati and Cleveland in addition to the three stations it operates.

Concerning its refusal to act immediately on the transfer requests, the Commission noted that Paramount stated "that the stock transfer must take place on Jan. 1 or 3, 1950, pursuant to the court decree, that it has not been possible to file these applications at an earlier date, and that if the Commission cannot determine whatever issues are involved in these transfers prior to Jan. 1, 1950, that the Commission grant the applications subject to such later considerations and determinations as the Commission might make." To this FCC added:

It is noted that you characterize the transfers covered by these applications as involuntary. We do not understand that the consent decree adjudicated the specific transfers for which applications have been filed with the Commission. Nor do we understand that the transferor was adjudged liquidated as of Jan. 1, 1950; but that such date was chosen voluntarily by the transferor in its reorganization plan filed with the court. Further, the Commission does not understand the District Court decree to deprive the Commission of its responsibility under the Communications Act to pass upon the qualifications of the transferee to be a licensee of the Commission.

The Commission is unable to process these applications in sufficient time to make a decision thereon prior to Jan. 1, 1950, as you requested. The Commission will consider the transfer applications on their merits as soon as possible in the light of the problems involved therein.

Officers of United Paramount Theatres include the following:

Leonard H. Goldenson, vice president of Paramount Pictures in charge of theatre operations, president and director; Walter W. Gross, general counsel of Paramount Pictures theatre department, vice president, director and general counsel; Robert H. O'Brien, secretary of Paramount Pictures, secretary-treasurer and director; J. L. Brown, assistant to the treasurer of Paramount Pictures, assistant treasurer; Simon B. Siegle, controller of Paramount Pictures theatre department, comptroller; John A. Coleman, member Adler, Coleman & Co., stock brokerage, director; E. Chester Gersten, president of The Public National Bank of New York, director; William T. Killborn, president of Flannery Bolt Co., Bridgeville, Pa., director; Walter Marshall, president of Western Union Telegraph Co.

As of Oct. 31, 1949, Mr. Goldenson was reported owner of 1,100 shares individually and of 700 shares jointly with his wife of Paramount Pictures.

NAMES BIDDLE

To Advise Defense Trust

NATIONAL Security Resources Board has named Eric H. Biddle, State Dept. official, as consultant on civil defense planning. Appointment was made last Wednesday by John R. Steelman, presidential assistant and acting chairman of the board.

CBS

(Continued from page 20)

Chicago and assistant general manager of WBBM.

Mr. Mickelson joined WCCO in 1943 as a consultant in establishing a news department and became WCCO news director in June of that year. In 1946 he became director of news and special events public affairs and production manager. He is a past president of the and in 1948 was made director of National Assn. of Radio News Directors.

Taylor Joined in '33

Mr. Taylor joined CBS in 1933 as an announcer and entered the network's production department later that year. In 1937 he became director of the CBS music division and a few months later became assistant to the vice president in charge of broadcasts and shortly afterward assistant director of programs.

In 1944 he became chief of the radio section of the Psychological Warfare Division of SHAEF, succeeding William S. Paley, then president and now chairman of CBS, in the post.

In 1945 Mr. Taylor rejoined CBS as director of programs and before the end of the year was elected vice president and director of programs. When Mr. Robinson was hired for that job in 1947, Mr. Taylor became vice president and director of public affairs.

AGENCY EXPANDS

Cecil & Presbrey Adds 12

WITH acquisition of the Electric Auto-Lite Co., Toledo, account, a nearly $3 million advertiser, Cecil & Presbrey, New York, will add at least 12 new executives. All are former employes of Newell-Emmett Co., which previously held the account and which dissolved a fortnight ago to become Cunningham & Walsh.

T. J. Maloney, partner of Newell-Emmett, had previously been announced as joining Cecil & Presbrey. The account executive on Auto-Lite will be Frank Gilday, who held the same post at Newell-Emmett. Mr. Gilday had been associated with Newell-Emmett since 1942 and before that was with Mr. Maloney in the latter's agency.

The new television director at C&P, George Foley, joined Newell-Emmett's public relations department in 1946. In 1947 he was named an account executive and when the agency organized the television department in 1948, Mr. Foley was called on to head that operation.

Auto-Lite sponsors *Suspense* on CBS-TV, Tuesday, 9:30-10 p.m.

May Use Radio

RAILWAY Express Agency, New York, has appointed Fuller, Smith & Ross, New York, to handle its advertising effective Jan. 1. Radio may be used.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3



In the Public Interest

[*Editor's Note*—In The Public Interest *this week is devoted to Christmas public service activities reported last week by stations at the conclusion of their holiday efforts. A roundup of other Christmas promotions and programming was in* BROADCASTING, *Dec. 19, 1949.*]

KFH Fetes Children

On Christmas Eve, 1,500 underprivileged children in Wichita, Kan., were guests at the first annual Christmas program and party jointly sponsored by KFH and KFH-FM, the Salvation Army and the Wichita Amvets. The party, a good portion of which was broadcast, ran from 2 to 4 p.m.. Candy, nuts, fruits and toys were donated by the local merchants and collected by the Amvets for distribution during the party by Santa Claus. On the two Saturdays preceding the big Christmas party, a two hour show was held for adults and children. Admittance to this show, called the "Christmas Neighbor's Club," was obtained by canned or preserved foodstuffs which were turned over to the Salvation Army.

Goodwill Gesture

An international gesture of goodwill that featured two stations plugging each others programs and brought joy to a 5-year-old burned boy and a 9-year-old orphan girl was offered by WTOP Washington and CJCH Halifax, Nova Scotia. All Christmas week, late-night listeners heard Gene Klavan of WTOP and Norman Riley, CJCH disc jockey, collect Christmas greetings and toys for the two children. Mr. Riley told Mr. Klavan he had heard about the injured Washington boy, Mike Rector, and asked the Washington announcer if Christmas greetings collected in the Maritimes for Mike, could be sent him via Mr. Klavan. Agreeing to this, Mr. Klavan said he'd like to return Canada's kindness. He was told that Marjorie Dobbin, orphaned since she was two and a hospital case all her life, was coming home for her first Christmas to St. Joseph's orphanage in Halifax. The Washington announcer saw to it that Marjorie received 87 presents and 100 cards.

Aids Salvation Army

WHHH Warren, Ohio, aided the Warren Christmas Charity Shows Inc. with gifts for the area's needy which were distributed by the Salvation Army. On Dec. 16, a four-hour disc show was aired. The disc spinners were recruited from among the area's most prominent civic leaders, business and professional men who asked each listener to pledge a sum for gifts for the needy. Both the station and the Charity Shows Committee reported results far beyond expectations.

WTAG Helps Girl

In Worcester, Mass., a 20-year-old girl named Arlene was assured of having a specially constructed artificial arm after one announcement during the five-a-week "Letters to Santa" feature on WTAG-AM-FM's *Julie 'n' Johnny* program. Miss Chase read a letter from Arlene, a cardiac case whose left arm had been amputated because of blood clots. Julie and Johnny returned to their office to find pledges totaling $250, just 10 minutes after they'd signed off the air.

WLS Neighbors Club

Again this year, WLS Chicago's *Christmas Neighbors Club* was active in solicitation of funds from listeners for purchase of children's hospital equipment. Contributions amounted to about $40,000—the yearly average since 1946. In the 14 years since the club was organized by WLS staff members and Dr. John W. Holland, Midwest listeners have given more than a quarter-million dollars.

Patients Remembered

Exceeding all expectations was the Christmas Card campaign conducted in Havre de Grace, Md., by WASA's Disc Jockeys Norman Wain and Dick West. Listeners were asked to send in cards which the station would then distribute to patients in local hospitals who otherwise might not receive one. When it became evident that there would be more than enough cards to go around, the campaign was altered to have listeners send greetings which would help to brighten dull hospital wards during the holiday season. Over 2,500 cards of every size, shape and description were sent to WASA studios.



CREDITED to the gift fund with which Christmas presents for homeless children were bought was this record number of more than 60,000 coffee strips and labels received by WIBA Madison, Wis. Collection was the annual "Christmas for Orphans" promotion conducted by the station for the makers of Butternut Coffee. At the final counting are Duane Tucker (l), newscaster on the Butternut-sponsored broadcast, and C. W. Wallis, merchandising director, who supervised the counting. Sponsor set up a gift fund based on the number of strips received.

WNBK Collects Presents

WNBK (TV) Cleveland's *Three and Easy* program devoted its Christmas period schedule to collecting presents for the Holy Family Homes for Children. Vocalist Ken Ward, Jack Elton, pianist, and Tom Haley, announcer, decorated a tree on their show and viewers sent presents to put under it. To give each orphanage or children's home an unprejudiced selection, the boys wrote the names of the 20 homes on slips of paper and the one chosen was drawn from a hat during the television show. On the Friday before Christmas, the tree was transported to the Holy Family Home along with all the presents.

'Old Newsboys Fund'

WJR Detroit offered a week-long schedule of Christmas programs. One of the highlights was on Friday, Dec. 16, when the station sponsored the 26th annual "Old Newsboys Goodfellow Fund" program, *Trimming the Christmas Tree.*

A Dog For Georgie

WKMH Dearborn, Mich., gave Santa a helping hand in seeing that a blind boy, five-year-old Georgie Woodrow, got the dog he wanted for Christmas. Santa, who was visited by the boy in Dearborn's Montgomery-Ward store, didn't know the boy's name at the time. To find out his name, he finally called the *Kay McCoy* program on WKMH and described the boy. "Well, who knows," Santa said, "Maybe the little boy's mother is listening, too." Kay told about it on the air and in very short time, Kay was back on the phone, telling Santa that the boy's mother was

CORNY?
WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
WIBW The Voice of Kansas in TOPEKA

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

listening. Not only did he get his dog for Christmas but employes of Ward's organized a campaign to raise from $1,200 to $1,400 so Georgie can have a Leader dog when he grows up.

Christmas Seal Day

In keeping with the spirit of Christmas giving, WWJ Detroit "gave a day" to help prevent tuberculosis. Mention of the Tuberculosis and Health Society Christmas Seal sale was made on 24 shows and newscasts Dec. 14.

Collection Depot

Personnel of WWDC Washington manned a collection depot for Christmas gifts for distribution to the District Home for the Aged and the Infirm.

Toys for Children

In St. Louis, KSD-TV played an important role in making Christmas a happy one for youngsters in the Shriners' Hospital for Crippled Children. In a special pre-Christmas telecast from the hospital, KSD-TV's regular half-hour weekly *Sporteen Chance* program raised $600 in telephoned pledges to purchase toys and candy for the young patients. During the 30-minute program, a special switchboard set up in the hospital and manned by three operators was swamped with 200 calls as M. C.s Buddy Blattner and Carl McIntire interviewed the children in beds, in wheel chairs and on crutches. Several plugs were made to buy each child "a well filled Christmas stocking."

Donation Program

In Akron, Ohio, the Salvation Army got a big helping hand from WAKR after it appeared that the charitable organization would be unable to care for additional needy families. Working fast, S. Bernard Berk, president of WAKR, directed a lineup of talent, prominent business and civic leaders for participation in an all-night request-donation program for Dec. 17. Two hundred Naval Air station men also were obtained for volunteer work. The net result was a six hour program with cash donations totaling more than $15,000, giving a helping hand to 2,100 families.

WLAW UPHELD

In Public Service Interpretation

THE LICENSEE of a station can reserve to himself the final decision as to what programs will best serve the public interest, according to a precedent-making ruling by a federal judge in Boston on Dec. 23. Ruling upholds the right of a station to break a contract if it believes a proposed program does not best serve the public interest.

U. S. Judge Francis J. W. Ford, in delivering the finding, dismissed a civil suit brought by the Massachusetts Universalist convention against WLAW Lawrence. Suit alleged breach of contract in WLAW's refusal to broadcast a sermon on last Easter Sunday. It asked damages and an order forcing WLAW to broadcast the sermon next Easter.

The Universalist organization filed civil suit asking damages and a court order requiring WLAW to broadcast the rejected sermon next Easter. WLAW, represented by James Lawrence Fly of Fly, Fitts & Shuebruk, moved to dismiss the suit for "failure to state a claim upon which relief can be granted."

Summarizing the case, Judge Ford's decision states: "Plaintiff's contention is that under the Communications Act the business of radio broadcasting is affected with a public interest and that, in consequence, contracts between the owner of a broadcasting station and persons seeking to broadcast are likewise affected with a public interest. Therefore, the plaintiff urges that the Communications Act, in imposing on licensees a duty to broadcast in the public interest, by implication, confers on those contracting for broadcasting time a right, notwithstanding any contractual provisions for rejection of programs, to have their material broadcast except where the content of the broadcast is not in the public interest.

"Such an interpretation of the Communications Act must be rejected," the decision declares. "Certainly the act does not confer on anyone any right to broadcast any material at any time, whether or not it has a contract for such a broadcast. Nor does there seem to be any basis for the implication of such a right. There is nothing in the Act to indicate that the mere fact that one party to the contract is a licensee under the Act gives to the other contracting party any greater rights than those which the law ordinarily gives to parties to a contract.

● "It is true," Judge Ford continues, "that licensees under the Act have a duty to operate their stations so as to serve the public interest. The licensee has the duty of determining what programs shall be broadcast on his station's facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or to the advertising agency.

● "He cannot lawfully bind himself to accept programs in every case where he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what program will best serve the public interest. We conclude that a licensee is not operating in accordance with the express requirements of the Communications Act if he agrees to accept programs on any basis other than his own reasonable decision that the programs are satisfactory."

Radio Exhibit Room

WALTER EVANS, Westinghouse Radio Stations, Inc. president, officially starts a "History of Radio" exhibit room at the Carnegie Museum in Pittsburgh next Tuesday (Jan. 10), his firm has announced. During the KDKA (Pittsburgh) Day program of the Pittsburgh Radio and Television Club on that date, Mr. Evans will present an item of historical significance to the Museum as the official beginning of the new room. The exhibit will be opened to the public during National Radio Week next November.



Mr. Evans





Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
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RACE HORSE SHOWS WTUX Renewal Favored

HORSE RACE programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

In brief that is indicated to be the general conclusion of FCC Hearing Examiner Jack P. Blume in his initial ruling fortnight ago to renew the license of WTUX Wilmington, Del. [BROADCASTING, Dec. 26]. WTUX was the subject last spring of Commission investigation upon complaint by Wilmington police alleging that the station's race results broadcasts aided illegal gambling [BROADCASTING, June 20, July 4, 1949].

The decision commented, however, that no consideration had been given "the repeated requests" of the Wilmington Police Dept. "for general rules on horse racing programs to guide all stations, since this proceeding is obviously not the appropriate forum for such rule-making."

The decision did not indicate whether FCC might be planning such a rule-making proceeding to tackle the racing program problem, which would be patterned after the lottery and similar cases.

'National Problem'

The Wilmington police in their requests for such general rules to ban or restrict racing shows had emphasized that the problem of broadcast aid to bookies and illegal gambling is not a one-station or one-community matter, but rather a national problem since radio signals cross municipal boundaries.

In the WTUX initial ruling, Examiner Blume concluded that the programs questioned "were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end." He added that although they were not so designed, they were aired "with an almost reckless disregard of their potential use for this purpose."

In favoring renewal for WTUX, the examiner noted that the station's basic program policies were in the public interest although actual programs in some instances did not fully implement these policies. He observed that WTUX was a relatively new station and was managed by newcomers to radio who, "because of financial limitations, were without the benefit of experienced radio counsel."

The decision further observed that when the station owners did retain counsel and during the hearing "previous programming errors were pointed out, applicant's principals were quick to attempt to remedy them." Thus, before the hearing concluded, WTUX had curtailed its horse race broadcasts to the point where Wilmington police stated they no longer were an aid to illegal betting, the decision said.

The examiner also gave consideration to what remedial purpose would be served by refusal to grant renewal and noted the police had stated further that to delete WTUX would not assist in their law enforcement program "since other stations can and do supply bookmaking establishments with the racing information needed by them."

In considering further whether deletion of WTUX would serve any remedial purpose, the initial decision found that WTUX "has devoted substantial periods of time to the needs of civic, charitable, religious and other community organizations, and has provided the only source in Wilmington of valuable foreign language broadcasts, both of which community services would be eliminated if the station were deleted."

Particular notice was made of WTUX's promises as to future programming, the examiner said. He added that these promises played such a large role in considering renewal that were it not for the Commission's rule providing only for full three-year renewals, he would have been inclined to recommend only a one-year renewal so the applicant could affirmatively show the promises were put into execution.

While observing that minority interests properly must be served by specialized programs, the decision indicated that WTUX had effected a program imbalance through the substantial amounts of afternoon time devoted to *1290 Sports Parade* on which racing news was aired. The decision said that WTUX up to the hearing not only aired the results of races and mutuel prices paid, but also a large variety of other racing information such as scratches, track conditions, off-times, predicted post-times, jockey changes and insertions.

Until the hearing, the decision continued, WTUX had no policy of delaying the broadcasts of results which were given on the average of four and six minutes after a race and in some instances within one or two minutes after a race.

"The record herein does not establish that the average listener, or even the listener interested in horse racing as a sport, requires the detailed type of information about horse racing broadcast by Station WTUX, or needs to learn the results of the races with the rapidity with which they were broadcast by that station," the decision said. "Moreover, it is reasonable to assume that persons engaged in legal betting at the race track would not be listening to these broadcasts," it added.

Business Legal

Concerning the sponsorship of the racing reports by Armstrong Daily Sports Inc., "publisher of a daily 'scratch sheet' devoted to horse racing information," the decision stated the Armstrong publication enjoys second class mail privileges and is not considered "in the same class as racing publications which are devoted exclusively to supplying tips on races." It also was noted several courts have found Armstrong's business and publications to be legal enterprises.

"However, the legality of a business or of a product is not the sole test of its suitability for broadcast advertising," the decision said, continuing, "In the instant case, the sponsor's publication is so closely identified with illegal betting on horse races as to raise a serious question as to the suitability for radio advertising."

FCC DENIALS *Cite Business Ability Lack; Study Religious Issue*

AN FCC hearing examiner has recommended denial of one application for lack of business ability on the part of the applicant, and tentative denial of another until the Commission decides the First Amendment's applicability to religious stations.

The case involved rival applications of Kansas City Broadcasting Co., seeking 1380 kc for a new 5-kw daytime station at Kansas City, and of the Reorganized Church of Jesus Christ of Latter Day Saints, requesting the same facilities at Independence, Mo.

Examiner J. D. Bond said in an initial decision a fortnight ago that he could not conclude that disputed charges of racial and religious prejudice raised against Evangelist Wendell Zimmerman, president and underwriter of the Kansas City applicant firm, justify his disqualification as a licensee.

Examiner Bond ruled, however, that Mr. Zimmerman's "management of his own business affairs evidence in him either a lack of understanding of, or a lack of appreciation for, elemental business principles and responsibilities," He said Mr. Zimmerman's brother, Fred Zimmerman Jr., who is secretary-treasurer of the company, "demonstrated by his testimony a gross lack of understanding of fiscal matters."

The decision concluded:

This non-operating, recently formed corporation has evidenced such deficiencies in coping with relatively simple business problems as to show clearly that the intricacies and complexities of operating its business as a going concern would prove overwhelmingly insuperable. We doubt that operation of the proposed radio broadcast station could be achieved or maintained in the public interest by this applicant.

In connection with the Reorganized Church's application for Independence, the decision noted that the station would be "used completely to foster the religious and educational interests of the applicant on a non-commercial basis."

But, Examiner Bond maintained, "it has not yet been determined that this Commission may or should grant a permit under these circumstances." He referred to the forthcoming hearing—based on an FM petition of the Southern Baptist Convention and the Baptist General Convention of Texas—to determine whether FCC may, under the First Amendment of the Constitution, establish a specific category of religious broadcast stations [BROADCASTING, Oct. 10, Nov. 21, 1949].

The same question is involved in the Reorganized Church's application, he said, recommending that it be denied without prejudice to the Church's right to petition for reconsideration when the religious radio question has been decided in the Texas case.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WBAL means business in Baltimore

Don Lee Renewal

(Continued from page 23)

hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed," Comr. Jones declared.

Comr. Webster saw a possibility that in some future case an applicant in similar circumstances "may—without claiming that it is not engaged in alleged violations, and without assuring the Commission of an intent to operate henceforth in conformance with the provisions of the Act, or the rules and regulations—cite the Don Lee case as a precedent for renewal of its license without hearing."

But, he observed, "since every individual case must be judged on the basis of its merits, I do not consider that my position in this case precludes me from reaching a different conclusion as to what would serve public interest in another case based upon the particular circumstances of the case under consideration."

'Violations Shown'

Chairman Coy held flatly that "the licensee has violated the network regulations. He has stated on the record that he did not believe in the enforcement of the regulations which he felt were inconsistent with the economic interests of Don Lee. Thus, willful violations are shown. In the circumstances I cannot vote for the renewal of the applications."

Comr. Hennock, in a lengthier dissent, wanted to know:

"Without completely vitiating the Commission's authority to regulate, can this proceeding have any result but denial?"

She said:

Each rule here involved provides that "No license shall be granted to a standard broadcast station . . ." which engages in the conduct set forth. The decision that such a result would flow from this type of activity was affirmed by the Supreme Court.

These violations have never been condoned by this Commission; as soon as they were brought to our attention we took the appropriate action, setting the license renewals for hearing. The hearing developed the fact that violations had actually occurred, and also showed that there were no mitigating circumstances.

. . . We have, in the past, when confronted with such deliberate violations, not been reluctant to invoke the "harsh" penalty of deprivation of license. And in the cases of WOKO and WORL [WOKO Albany and WORL Boston, both based on alleged concealment of ownership], this exercise of our authority was upheld by the Supreme Court of the United States.

Comr. Hennock maintained the renewals should be denied for another reason. She pointed out that two transfer applications are pending—one for transfer of control of the licensee company from the late Donald Lee to his son, Thomas S. Lee; the other for transfer from Thomas S. Lee, who has been pronounced incompetent, to the guardians of his estate, Mr. Weiss and Willet H. Brown, president of the network.

Thus, Miss Hennock reasoned:

. . . By granting these license renewals, the Commission is committing the operation of these stations to the hands of persons whom it has never approved as broadcast licensees. . . . Those who comprise the active management of the stations have manifested a flagrant disregard for the mandates of this Commission.

. . . If a licensee can continue to reap the benefits from the use of a public frequency despite the fact that he exercises no control over the manner of its use, and in a case in which the frequency has been used in a manner which violates fundamental policy of the Congress and the FCC, he has acquired what, in my view, is a perpetual right to use of the frequency in any manner that he sees fit. . . .

The Commission found that Don Lee's formal, standard affiliation contract "conforms in its terms to the Chain Broadcasting Regulations," but that the network and its officials had "caused," "forced," or "induced" affiliates to give up rights granted by FCC's rules.

The majority held that Don Lee exerted "unremitting and insistent pressure" on affiliates, sometimes including implied threats to break off affiliation.

The Commission particularly cited Don Lee dealings with KCVC Redding, KVEC San Luis Obispo, KFXM San Bernardino, KFRE Fresno, KDON Monterey, and KYOS Merced, Calif.; KMO Tacoma and KWLK Longview, Wash.; and KOIN Portland; KRNR Roseburg and KFJI Klamath Falls, Ore.

Mr. Weiss, it was pointed out, said that because of his experience in operating stations ranging from 250 to 50,000 w, and because he had FCC and industry respect, he felt he was justified in substituting his judgment for that of a licensee whose experience was limited to operation of one station.

He contended, however, that Don Lee had not used force or coercion. Further, he said, the network and its affiliates had a clear understanding that the final decision on station policies was to be made by the licensee. Conversations and correspondence with affiliates, he said, must be viewed in the light of that understanding.

First 15 Program Hooperatings—Dec. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny (CBS) Original Broadcast 21.6 Added by 2d broadcast 2.6*	180	American Tobacco Co. (BBDO)	24.2	25.6	—1.4	1
Radio Theatre (CBS)	172	Lever Bros. (JWT)	21.0	24.0	—3.0	2
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.3	17.8	+2.5	7
Godfrey's Talent Scouts (CBS)	156	T. J. Lipton Div.-Lever Bros. (Y&R)	19.6	16.8	+2.8	11
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	19.1	13.6	+5.5	26
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	18.8	19.2	—0.4	6
Bing Crosby (CBS)	179	Liggett & Myers Tobacco (N-E)	18.2	16.2	+2.0	12
Charlie McCarthy (CBS) Original broadcast 15.7 Added by 2d broadcast 2.1*	180	Coca Cola Co. (D'Arcy)	17.8	17.6	+0.2	9
Groucho Marx (CBS)	154	Elgin American Div.—Ill. Watch Co. (W&G)	17.3	10.2	+7.1	56
Walter Winchell (ABC) Original broadcast 16.4 Added by 2d broadcast 0.9*	285	Kaiser-Frazer (Weintraub)	17.3	23.6	—6.3	3
Bob Hope (NBC)	151	Lever Bros. (R&R)	15.7	17.7	—2.0	8
Suspense (CBS)	169	Electric Auto-Lite Co. (N-E)	15.3	14.4	+0.9	21
Mr. Chameleon (CBS)	138	Sterling Drug Co. (D-F-S)	15.1	10.4	+4.7	55
Bob Hawk (CBS)	163	R. J. Reynolds Tob. (Esty)	14.9	13.0	+1.9	31
F. B. I. in Peace & War (CBS)	149	Procter & Gamble (Biow)	14.7	11.1	+3.6	47

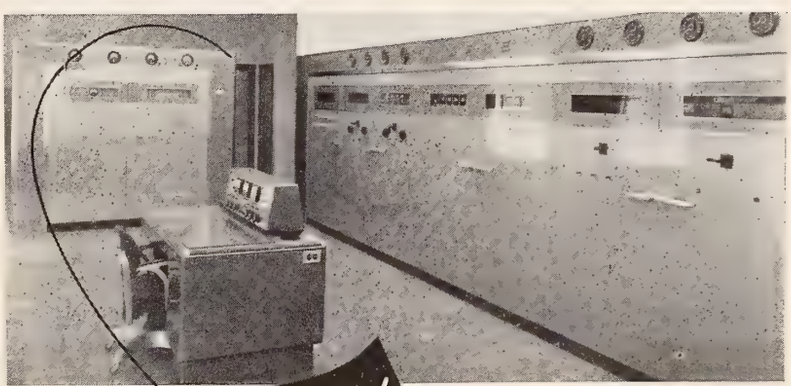
* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NAB Advertising List

BIBLIOGRAPHY on "Public Service Aspects of Advertising" has been compiled by NAB's research and library staffs. They will be mailed by NAB on request. The list is divided into four groups—public interest and welfare, information and education, consumer attitudes, and economic aspects.

Orr Agency Promotes

TWO EXECUTIVES of the Robert W. Orr & Assoc., New York agency, were promoted last week. They are John H. Baxter, vice president in charge of creative activities, who has been appointed executive vice president and member of the board of directors, and Eldon Sullivan, vice president named assistant to the president and board member.



KFRE, Fresno, California. Front view of 50 kw AM transmitter control console and Johnson cabinet containing phasing equipment.

Specially Designed

JOHNSON PHASING EQUIPMENT

Illustrated is a perfect example of Johnson craftsmanship — Phasing equipment exactly duplicating style and color of transmitter cabinets.

All Johnson phasing equipment is individually designed for the job. Adequate safety factor of all components, ample front panel control and adjustment of each circuit is provided.

In addition, Johnson Phasing Equipment offers optimum circuit design, heavier components with a wider range of tuning adjustments and automatic switching from directional to non-directional operation.

Johnson, for many years a leading supplier of antenna phasing equipment, manufactures units with power ratings from 1 to 50 kw. Standard as well as custom cabinets to match your equipment are made in the Johnson plant.

Your inquiries are always welcome.

E. F. JOHNSON CO.
WASECA, MINNESOTA

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

MARCH OF DIMES
Adds to Radio-TV Staff

SIX STAFF members to augment the Radio-Television Div. for the 1950 March of Dimes campaign were named last week by Howard J. London, director of motion pictures, radio and television for the National Foundation for Infantile Paralysis.

Those added to the Radio Div. are: Jeanne C. Austin, former commercial writer and assistant daytime script supervisor for J. Walter Thompson; Barbara Boothe, former television writer for Standard Brands and member of the writing staff of CBS; Ann-Lou Davis, previously a radio writer for Compton Advertising; Joe Gratz, former CBS producer and director; and Edward E. Scovill, former director of public affairs for CBS, Washington.

John Becker continues as assistant to Mr. London with Kirk B. Alexander as production assistant, Charles C. Bennett as radio script writer and Michigan Kroll as script editor. John Swallow is West Coast production chief in Hollywood and Jack Fisher serves as Chicago national radio representative.

Connie Martin Ryan, formerly with Veterans Hospital Camp Shows and CBS trade news editor, is handling radio publicity for the the campaign.



'50 Outlook

(Continued from page 25)

of National Broadcasting Sales Ltd., Toronto, looks for slightly larger radio revenue next year, with the overall radio picture rising 4 or 5% and the Canadian industry undergoing a 6 to 7% increase. He expects a slight (3%) increase in general business and a jump of 7% in operating costs.

The heretofore undeveloped French-language market will aid radio in experiencing a 10-15% rise in volume, according to John R. Fox, general manager of Omer Ranaud & Co., representative firm in Toronto.

The "increased interest in Canada by U.S. customers, especially soap companies, who are buying local programs, spot announcements, and quarter-hour programs . . ." will help make 1950 a good year for Canadian radio, according to A. A. McDermott, sales manager of H. N. Stovin & Co., Toronto. Automotive sponsors also will contribute to the increase in AM spot and sales. Overhead will increase, but general business will go up with it, says Mr. McDermott.



Mr. McDermott

Manufacturers

Westinghouse Electric Corp. will increase TV set output 75% in 1950, according to F. M. Sloan, manager of the Home Radio Division, with factory facilities being increased one-third. Increased efficiency will make possible reductions in cost of sets, he said.



Mr. Sloan

Mr. Sloan predicted the unprecedented demand that exhausted supplies of name-brand radios and TV sets at Christmas will be projected into the first quarter of 1950. Despite record production, the Westinghouse division was unable to filll orders and the biggest problem in the fourth quarter was not sales but allocation, he said.

The long-range market for television shows great promise, he added, with over 24 million families to come within range of TV stations by the end of 1950.

John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Division, said: "The sale of 10 million radio sets in 1949 and the fact that fall and winter buying have produced an actual shortage of radios on the market, firmly refute the contention made in the earlier days of television that radio was on its way out." He estimated there would be a market in 1950 for some six million home radios, 3 million auto sets and 3,200,000 TV sets.

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Dept., predicts the electronics market will set new sales records in 1950, spurred by TV's "tremendous sales potential" and a substantial market for radios and radio-phonographs.



Dr. Baker

The public will spend over $800 million for TV receivers, plus $60 million for installations, he said. Color TV is at least five years away on a national scale, he explained.

Dr. Baker believes the nation will have 300 TV stations by the end of 1951. He says TV and radio have their respective spots in the field of public service and one will not replace the other. He referred to the surprising consumer demand for small radios and radio-phonographs in the last quarter of 1949.

AFRA VS. WSTV
NLRB Upholds Union Claim

NATIONAL Labor Relations Board last Friday upheld recommendation of a trial examiner that WSTV Steubenville, Ohio, "cease and desist" certain alleged unfair labor practices in its bargaining relations with American Federation of Radio Artists.

Case arose from a charge filed by AFRA's Pittsburgh local Nov. 10, 1948, that the Valley Broadcasting Co., WSTV licensee, had refused to bargain with the talent union. Trial Examiner filed his recommendations last summer [BROADCASTING, May 16, 1949]. The labor board noted that AFRA was the duly-designated representative and urged Valley Broadcasting Co. to "cease and desist" from refusing to bargain collectively and engaging in other unfair practices. Order affects announcers, newscasters, sound effects men and those who play records and transcriptions. Musicians are excluded.

Telecasting Insert
Pull Out for Filing

Open Mike

(Continued from page 14)

that of another radio man. And here's the humorous angle. Ed Johnson's pic was inserted—and Ed's my competitor at WRBL Columbus. Pic probably was lifted from a pic of Jim Woodruff, Ed and me.

I told Ed I didn't mind if he didn't. And the same goes with you! . . . .

Ed J. Hennessy
Commercial Manager
WGBA-FM Columbus, Ga.



Mr. Hennessy



Mr. Johnson

CATHOLIC SERIES
Three 1950 Programs Open

THE National Council of Catholic Men yesterday (Sunday) launched two of its 1950 program series and the third is scheduled to begin on Thursday of this week.

The Rt. Rev. Monsgr. Fulton J. Sheen, nationally known religious speaker, began his 21st series on *The Catholic Hour* (NBC, Sunday, 6-6:30 p.m. EST), and Clare Boothe Luce, author, lecturer and former member of Congress, was the first guest of Fr. Urban Nagle on the new *Hour of Faith* (ABC Sunday, 11:30-12 noon EST). On Thursday, Jan. 5, Fr. Richard Ginder, associate editor of the magazine, *The Priest*, will begin a series of talks on the MBS program series called *Faith in Our Time* (Thursday, 10:15-10:30 a.m. EST).

Gates has it
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
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JANUARY 2, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Want a lot for your money?



TRY DU MONT DAYTIME TELEVISION

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to *show* her while you *tell* her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

TELEVISION DUMONT NETWORK

America's Window on the World

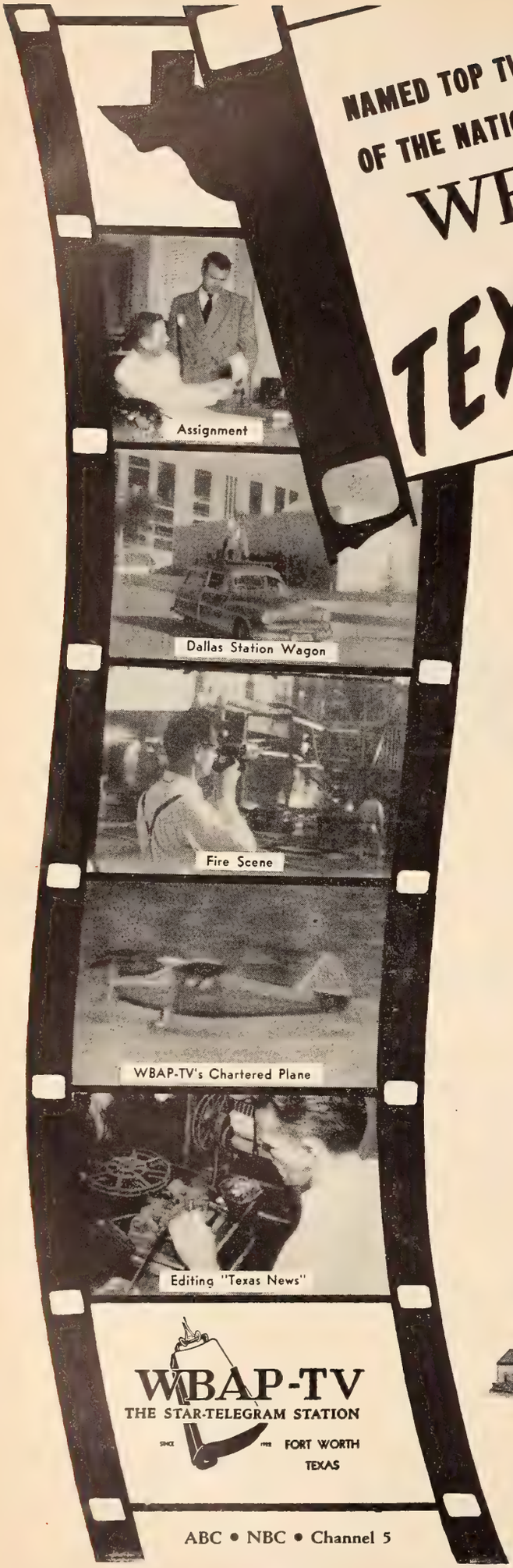
515 Madison Avenue, New York 22, N. Y.

DuMont's Newest
SHOPPERS' MATINEE

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.

NAMED TOP TV NEWSREEL OF THE NATION BY NARND

WBAP-TV'S TEXAS NEWS



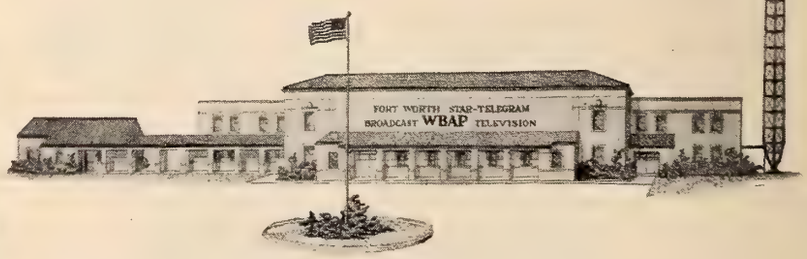
FILMED, processed, edited and narrated completely by fast-moving WBAP-TV newsroom personnel is "Texas News," a 10-minute newsreel recently named the nation's best by the National Association of Radio News Directors.

Aired at 6:45 p. m. Sunday, Tuesday, Thursday, Friday and Saturday* on the Star-Telegram's WBAP-TV, an average "Texas News" covers eight stories — four from the Dallas area, and four from the Fort Worth area. No story is over 24 hours old, and many of them develop as late as two hours before air time.

"Texas News" staffers often travel over 300 miles by auto or chartered plane to get one story. Their filmed stories have been telecast repeatedly over NBC and other stations across the nation.

"Texas News" is a top example of station programming. WBAP-TV, the Southwest's first television station, can serve you best in the Fort Worth-Dallas area. Complete facilities for live programs, commercial film production (program or spots) are at your disposal at WBAP-TV. Contact the station or Free & Peters for details.

**Sponsored by Texas Electric Service Co. Tues., Fri., Sun. and the Southwest Chevrolet Co. on Thurs.*



FREE & PETERS, INC. *Exclusive National Representatives*

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

JANUARY 2, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

SATURDAY NIGHT ON NBC-TV

2½ Hour Show Proposed

NBC Television Network last week asked interconnected affiliates to clear time for the two-and-a-half-hour Saturday night program that Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, has been shaping up for more than two months.

The network advised its affiliates it would compensate them at their regular half-hour network rates for five half hours, 8-10:30 p.m., Saturday. The affiliates were told the program was scheduled to begin Feb. 4.

According to Mr. Weaver's plan, the two-and-a-half-hour show will be sold to several sponsors, whose commercials will be telecast on a rotating basis. There will be three one-minute network commercials in each half hour.

The regular 30-second chain breaks prevailing in ordinary network schedules and available to stations for spot sales will not be disturbed, a network spokesman said.

It was understood that NBC-TV would need to clear its Saturday night program on at least 15 stations if the project were to succeed. Stations must agree to carry the entire two-and-a-half-hour show if they carry it at all. A network spokesman was careful to point out that although the show fell within network option time, affiliates could reject it if they chose.

The exact format of the program that NBC intends to put in the Saturday night period was not yet disclosed. It was known, however, that Mr. Weaver had been contemplating a "Saturday night on the town" which would cover a variety of entertainment. The idea is that the home audience will be taken to the theatre, to night clubs, to the movies and to other sources of amusement without leaving home.

By distributing the cost of the show among a number of sponsors, whose commercials will be changed among the various half-hour segments from week to week in order to give them equal time advantages, the cost-per-sponsor will be less than that an individual advertiser would have to pay for a half-hour program of similar merit, according to Mr. Weaver's plan.

Whether NBC-TV had acquired sponsors for the program was not known. In its message to its stations, the network did not identify possible sponsors nor did it explain the format of the show.

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TBA CLINIC

Appoints Barry Chairman

CHARLES C. BARRY, ABC vice president in charge of radio and TV programming, has been appointed chairman of the annual clinic of Television Broadcasters Assn. to be held Feb. 8 at New York's Waldorf-Astoria Hotel.



Mr. Barry

The one-day clinic will be devoted entirely to the problems of commercial and sustaining programming of TV stations and networks, Mr. Barry said. It will be preceded by the annual business meeting of TBA members, at which directors will be elected to replace those whose terms expire at that time.

Representatives of TBA and NAB met last week in exploratory sessions on standard TV rate card and contract forms. Groups hope to reach agreement on the most suitable forms of rate card and contract for use by all TV stations. Subsequently, these forms will be presented to the Radio and TV Committee of the American Assn. of Advertising Agencies for acceptance by its members.

FOLSOM REPORTS

Says TV Rise Unprecedented

A SPECTACULAR rise, unprecedented in the industrial history of the United States, has been made by television, according to a year-end statement by Frank M. Folsom, president of RCA.

"During October, after only three years of production, television achieved the going rate of a billion-dollar-a-year industry," Mr. Folsom said. "No other enterprise of the past has moved so far in so short a time."

Pointing out that it took the automobile industry more than 10 years to reach a similar mark, Mr. Folsom said the wholesale value of all TV sets purchased by the American public exceeds $1 billion—another unequalled record.

Set Demand Great

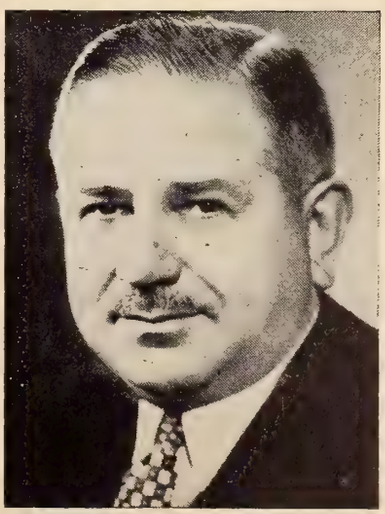
"So great was the public demand for television receivers, particularly in the last half of 1949, that some of the major producers were from two to eight weeks late in deliveries," Mr. Folsom said. "The total number of sets produced and sold during the year amounted to 2,500,000, or 500,000 more than had been predicted. In New York City alone, the number of television sets in use rose to 1 million."

Turning to 1950, Mr. Folsom said the outlook is exceptionally good, asserting that industry may be expected to produce and sell between 3,500,000 and 4 million receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7 million and the potential television audience to at least 25 million persons.

"To achieve new production records in 1950," Mr. Folsom continued, "industry reports indicate that capacity will be increased by nearly 50%. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of component parts manufacturers to keep pace with demand."

He cited as one of the outstanding developments in TV during 1949 introduction by RCA of the new 16-inch metal cone kinescope, or picture tube, "more economical to produce than its all-glass counterpart, enabling substantial reductions in the cost of large-screen, direct-view television receivers. Their success was immediate," Mr. Folsom declared, "and at no time during the year was RCA able to produce 16-inch receivers in sufficient quantity to meet the public demand."

* * *



Mr. FOLSOM

The impact of television on the national economy is already having far-reaching effects, Mr. Folsom said. He pointed out that vast amounts of raw materials are being drawn from all sections of the country, and tens of thousands of workers are being employed to turn these materials into television set components and sub-assemblies. "This activity, together with the larger operation of manufacturing complete receivers, contributed substantially in helping to stop the general industrial slump experienced in the early part of the year," he stated.

According to Mr. Folsom, the reasons for the public's "enthusiastic and whole-hearted acceptance of television as a fundamental addition to home life are clear" and he stressed these points:

1. High standards of performance and value adhered to by most manufacturers in the television industry.

2. Rapid increase in the number,

(Continued on Telecasting 10)

Telefile:

DON LEE'S KTSL (TV) MARKS 18 YEARS IN TELEVISION

TODAY KTSL (TV) Los Angeles operates secure in the knowledge that the area boasts a set circulation in excess of 300,000, but W6XAO started just 18 years ago knowing its maximum audience did not exceed five sets.

Besides observing the Yuletide season, the Don Lee Broadcasting System last month celebrated the 18th anniversary of KTSL which first took to the air as W6XAO Dec. 23, 1931. Present at the start were the late Don Lee, founder of DLBS; Harry Lubcke, now director of television research, and a staff of three men.

Despite the long history of Don Lee in television, the firm is still looking forward to its future, according to Willet H. Brown, DLBS president. In his words, "television is not 'old hat' to Don Lee Television-KTSL (W6XAO). Television is not merely a matter of looking at the record; to us television remains a challenging future."

Mr. Brown is not a man who believes in the status quo. He recognizes that pioneering still remains for his organization. "Until 1939," he reminds, "we were obliged to manufacture all of our equipment, including receivers, to carry on. However, we managed to continue leading the way, albeit scarcely more than a 'baby' ourselves in a then truly infant industry. Now during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come."

The spirit of Don Lee's continued forward movement in television as guided by Lewis Allen Weiss, board chairman, and President Brown, is reflected in their recent selection of Charles Glett, motion picture executive, as vice president in charge of television, and Cecil Barker as executive producer, thereby injecting motion picture thinking into television.

"Don Lee has engaged in TV research and operation for a longer period than any other network," Mr. Brown points out. "Recently Don Lee also participated in the development of the new 'Electra-Zoom' lens for television cameras. And so it goes, Don Lee continues to seek the proverbial better mousetrap, content only with the most, and best possible, since the days when we built the first structure ever erected specifically for television atop Mt. Lee" (overlooking Hollywood).

Among the various historical television accomplishments claimed by the Don Lee organization are:

● May 10, 1931—First time in Los Angeles that a television image was transmitted from one side of a room to the other on newly developed all-electrical equipment.

● Dec. 23, 1931—W6XAO, one of the first—if not the first—television transmitters of the present-day type, went on the air, telecasting one hour per day, six days a week.

● May 21, 1932—First known reception of television images in an airplane. Made in a Western Air Express tri-motored plane, carrying Los Angeles news representatives.

● March 10, 1933—First showing of full length motion picture, "The Crooked Circle," then being shown in theatres.

● March 23, 1933—First television coverage of a disaster by means of rapidly processed newsreel film, showing scenes of Long Beach earthquake.

● April 4, 1933—First showing of current Pathe newsreels.

● Aug. 30, 1937—Published seven rules for taking motion pictures intended for TV, formulated from having telecast three million feet of movie film.

● Dec. 23, 1940—Mt. Lee television completed, the largest, highest and most complete plant built specifically for television up to that time.

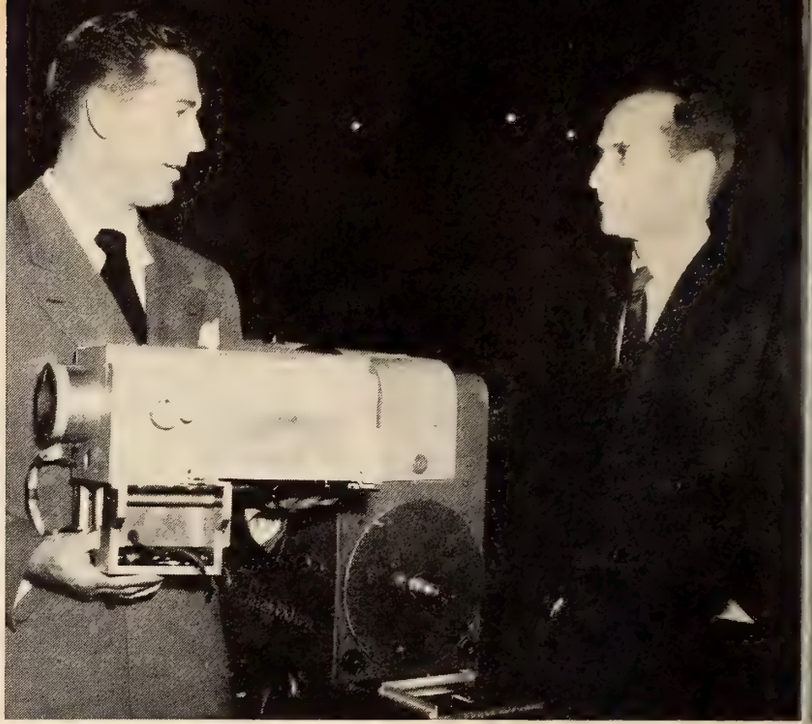
● Sept. 30, 1946—First tennis match to be played on a television stage, when National Champion Ted Schroeder, and others, participated in exhibition matches on regulation court set up on stage of Mt. Lee studios.

● Dec. 23, 1946—Fifteenth anniversary of W6XAO on the air. To that date station had telecast 7,331.6 hours and exhibited 13,601,600 feet of film via television.

● May 21, 1947—Started first sustained daytime telecasting with several - weekly presentation of *Queen for A Day* radio program and presented simultaneously.

● April 1, 1948—Telecast first symphony west of New York, with Los Angeles Philharmonic.

● Dec. 7, 1948—First Air Force plane-to-television station images. Air Force B-17 used to show viewers extensive scenes of greater Los Angeles from air. Images beamed direct from moving plane to trans-



WILLET H. BROWN (l), Don Lee president, demonstrates the Electra-Zoomar to Charles Glett, vice president in charge of television.

* * *



CAMELS' sponsorship of Friday night boxing telecasts from Hollywood Legion Stadium is discussed by (l to r): Bill Symes, director of sports and special events for Don Lee TV; Kendall Foster, vice president and TV head of William Esty Co., handling Camels account, and Bob Hoag, sales manager for Don Lee television.

* * *



Mr. WEISS

mitter and relayed.

Aside from making it technically possible for Don Lee to launch itself in television, Mr. Lubcke has substantially contributed to the lore of television in the west. While still a student of engineering at the U. of California in Berkeley, he built his first television set. He recalls reception with this set of TV transmission from Washington, D. C., in 1926-27; it was nothing more than a repetitious image of a girl bouncing a ball, transmitted by a man named C. Francis Jenkins via the two-megacycle band.

Also before graduating from college, Mr. Lubcke had delivered a technical paper at a meeting attended by Philo Farnsworth. Impressed with the youth, Mr. Farnsworth offered him a job at his laboratories. Upon graduation, Mr. Lubcke became assistant director of research, working directly under Mr. Farnsworth. From there he went south in 1930, where he contacted the late Mr. Lee, Mr. Weiss and Mr. Brown, talked television and has been with the organization ever since.

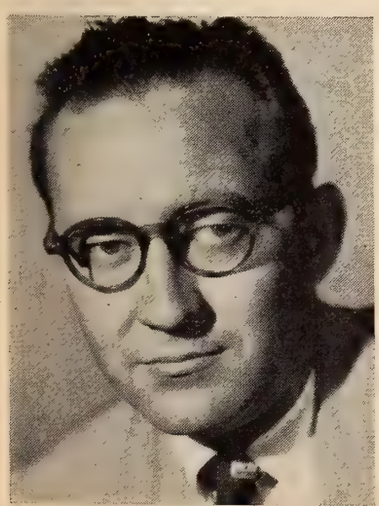
Thanks to Mr. Lubcke's memory, historians may learn that the first Los Angeles TV fan was Howard Tremaine, a motion picture studio engineer, who had built his own set. From him came telephone calls and notes commending the station's programming and transmission in its early days. From an audience which was so personal, Mr. Lubcke has seen television grow to a mass communications medium in Los Angeles.

Now that television's next big technical step will be color, Mr. Weiss and Mr. Brown have a man with an ideal background for the post they created as director of television research in charge of color—Mr. Lubcke. While he will venture no guesses on the "when" of color television, Mr. Lubcke firmly believes that the system to gain commercial approval will not be one existing system but rather a combination of two or more.

* * *

SUMMING up the position of the technical progress of his organization, Mr. Brown says:

* * *



Mr. BARKER

"Don Lee is proud that it developed and demonstrated successfully the first all-electronic system known west of the Mississippi and is very proud for having assisted in the formation of present-day approved standards. This projection goes on in the now-developing TV film-recording system Don Lee will use."

* * *

TELECASTING on Channel 2, KTSL transmits on 66-72 mc with 16.2 kw visual and 8.7 kw aural. Its current transmission site atop Mt. Lee is approximately 2,200 feet above sea level but the plan is to move the site to Mt. Wilson as soon as possible. FCC approval has been sought.

Overseeing Don Lee's television operations is Charles Glett, vice president. Mr. Glett formerly was managing director of the Motion Picture Center and previously a vice president in charge of David O. Selznick production and studio operations. His is a background in motion pictures which extends from financing through production. Additionally he has had experience in the production of industrial films as well as in talent management. During the war he supervised more than 20 film production units while serving as an officer with the Signal Corps.

Mr. Glett states frankly that he believes TV to be a motion picture medium—whether the fare is produced live or on film. But he hastens to explain that "when the man with the screwdriver got off the motion picture camera, the motion picture business became creative." The time is past, he says, when an electronic engineer is all that is needed on a television camera. He has no objection to a cameraman who also knows electronics, but he insists that his cameramen have an understanding of such matters as lighting and setting up.

Not at all one-sided in his view of television as a motion picture medium, Mr. Glett readily admits that there are facets of TV production from which the motion pictures could profit. He cites as an example the sustained "take" of a live television show which calls for a performer to go through the length of the program whether it is 15, 30 or 60 minutes in length. This he feels will certainly alter the existing brief "takes" of motion pictures which are sometimes as short as 30 or 60 seconds.

Mr. Glett does not believe in running sustaining "live" programs for a prolonged period of time. In fact he would consider it ideal if KTSL telecast no such programs, except for public service programming. Thus, most "live" KTSL programming is commercial except for those segments which are being showcased for sale, and the public service programming.

He fully recognizes that a program has to be seen to be bought but doesn't think it need run interminably as a sustainer. The station selects programs which are considered likely entertainment and they are thoroughly rehearsed before ever being seen on the air. Additionally, a "preview" technique is being developed to show programs to a studio audience via closed-circuit. Each attendant is provided with a card for critical comment. After compiling the comments along with the critiques of the station's staff, program revisions may be undertaken. When the program is then adjudged ready to roll, it may be telecast a few times and kinescoped. With this visual presentation, the station's sales force has a handy product to sell. That which is sold may be put on the air and that which lacks commercial appeal need not have endless money expended, Mr. Glett reasons.

* * *

AT the present time, KTSL is telecasting approximately 20 hours weekly on a Monday through Friday basis. Within 60-90 days, Mr. Glett intends to expand the station's schedule to include weekend nights and by spring he hopes to add about 10 hours of daytime programs to the station's weekly schedule.

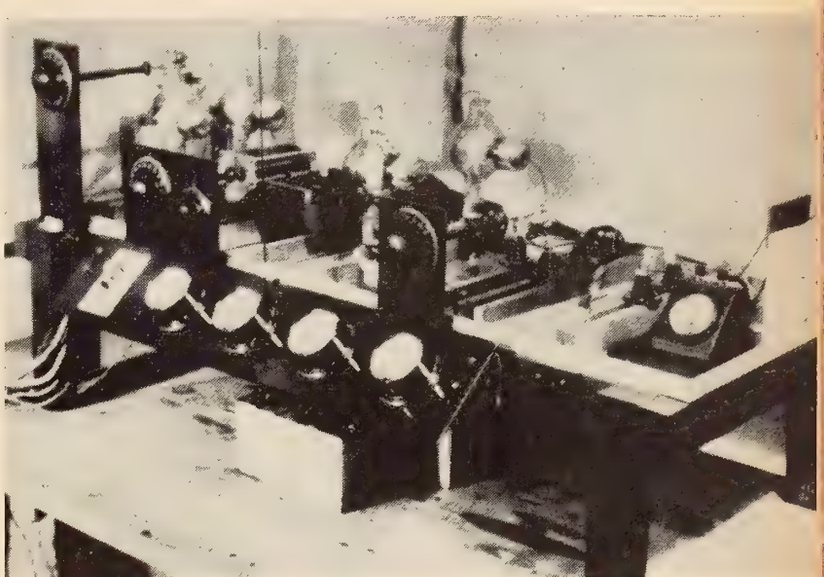
Of the present average of 20 hours each week, about one third is live, including remotes. Kinescoped programs, obtained through the station's affiliation with DuMont, presently provide about two more hours a week; early in 1950 this will be increased by two more hours. All other programming seen on the station is film.

In addition to this mode of operation, Mr. Glett told TELECASTING definite plans have been drawn to evolve a motion picture workshop group as still another source of programming. He said that the first story property had been obtained and only formal negotiations had to be completed before an announcement is made.

This group will work in both live

(Continued on Telecasting 12)

* * *

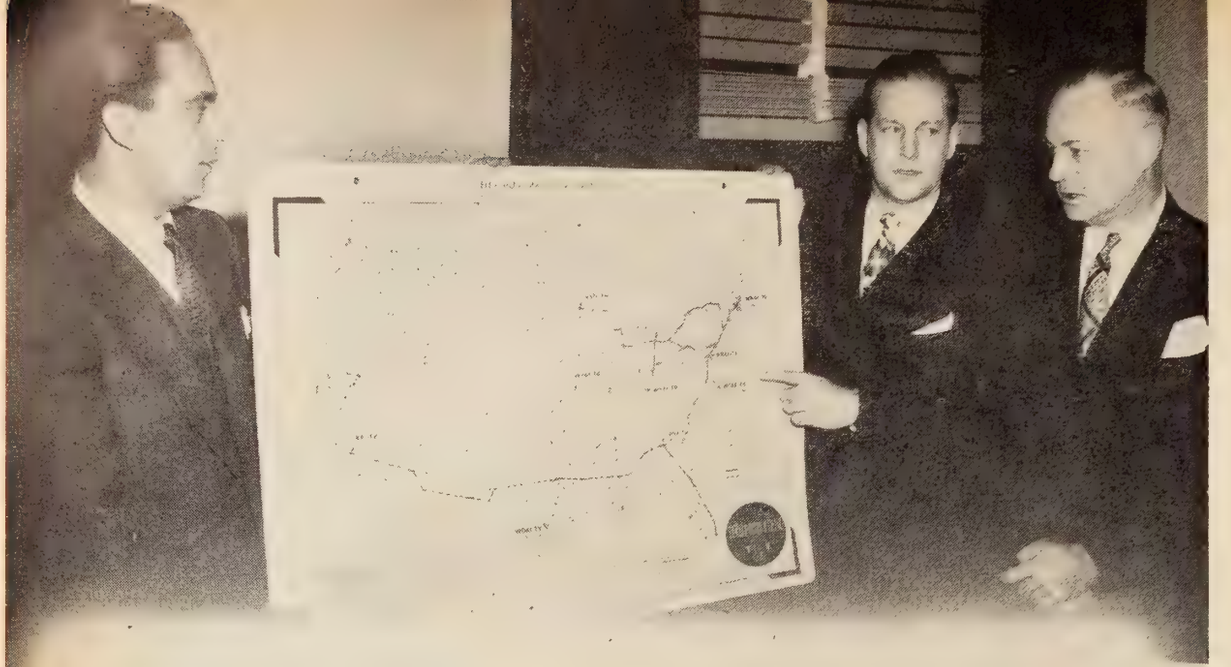


HISTORIC pieces that typify Don Lee pioneering in television:

***Above*—The first transmitter used by W6XAO for over-the-air transmission back in October 1931 when Don Lee was operating from Seventh and Bixel Sts. and the initial signals were picked up on a receiver in a vacant lot a block away. Later the distance was increased to 10 miles. Transmitter is shown without its protective cabinet.**

***Below*—Harry R. Lubcke, director of TV research in charge of color for Don Lee-KTSL(W6XAO), explains component parts of the first-known TV receivers in Los Angeles to his daughter, Joan, now 13. Joan is believed to be the veteran televiewer of her generation, the Lubcke home having had a television set since before she was born.**





EXAMINING the Petry TV map are (l to r): Jose DiDonato, director of sales service, Petry TV department; Douglas MacLatchie, Petry TV time salesman; and Joseph Allen, director of public relations, Bristol-Myers.

* * *

AM and TV sales direction, sales force and sales promotion—even down to physical separation of our office space. As a matter of fact, we have even been kidded about the fact that our AM salesmen don't even know our TV men, and vice versa. There's some truth in that. We want it that way.

"We believe that's the way to do a better job for our stations, for advertisers, and for their agencies," he concluded.

Kiggins for TV

Turning from thought to action, Mr. Petry engaged Mr. Kiggins, veteran network executive, to build and operate his TV division. Mr. Kiggins, who had topped off his long service in sales and station relations at NBC and ABC with two years as an officer and consultant of Television Assoc., agreed with the Petry reasoning and went to work to carry it out.

By the end of September, Mr. Kiggins had his office space well populated. There were—and are—five salesmen: Douglas MacLatchie, who had joined the Petry sales staff in February, moving from WFIL-TV Philadelphia; William Cornish, former agency radio and TV director and time salesman for the DuMont TV Network and DuMont's own video stations; Donald P. Campbell, veteran network salesman with NBC, ABC and MBS experience; Robert S. Wilson, formerly in charge of cooperative program sales for Mutual's Central Division; Richard Arbuckle, previously space representative for

(Continued on Telecasting 11)

The Petry Philosophy:

SELL VIDEO SEPARATELY

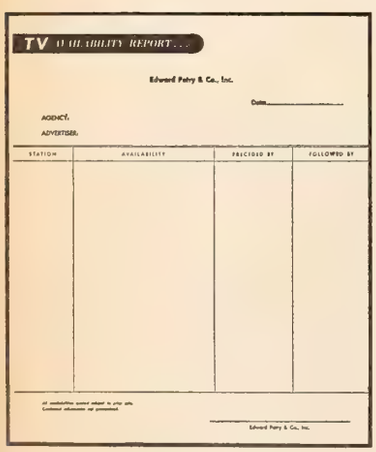
Divorce of the Visual From the Aural Keynotes Firm's Television Success

ON THE FIRST day of September 1949, Keith Kiggins took occupancy of the second floor of the building at 343 Lexington Ave., New York, and set out to build an organization that would live up to the new gold letters on the door, reading "Edward Petry & Co. Inc.—Television Department."

Reason for the new office space, half a mile across Manhattan from the Petry headquarters at 42d and Madison, was the same as for the new department, itself. Edward Petry, president of the company that has been among the leading station representative organizations since the early 30s, had been thinking about television and sound radio and had reached some definite conclusions.

Mr. Petry observed that when

* * *


TV AVAILABILITY REPORT...

Edward Petry & Co., Inc.

Date

AGENCY

ADVERTISER

STATION	AVAILABILITY	PRECEDED BY	FOLLOWED BY

Edward Petry & Co., Inc.

FOR streamlined service, Edward Petry & Co. has such reports as its "TV Availability Report," listing the complete facts and figures that the timebuyer and sponsor want to know.

"AM was in its infancy, station representatives believed they could represent competing stations in the same market. In founding The Petry Co. 17 years ago we felt differently and established the now accepted practice of exclusive representation." He continued: "And now ever since television came to life as an advertising medium, every radio representative has faced the temptation to rationalize the feasibility of a combined AM-TV sales operation.

"His thinking goes somewhat like this: Ownership of stations is often the same; in many agencies the buyer is the same; often, too, the advertiser is the same. Why, then, shouldn't the seller be the same?

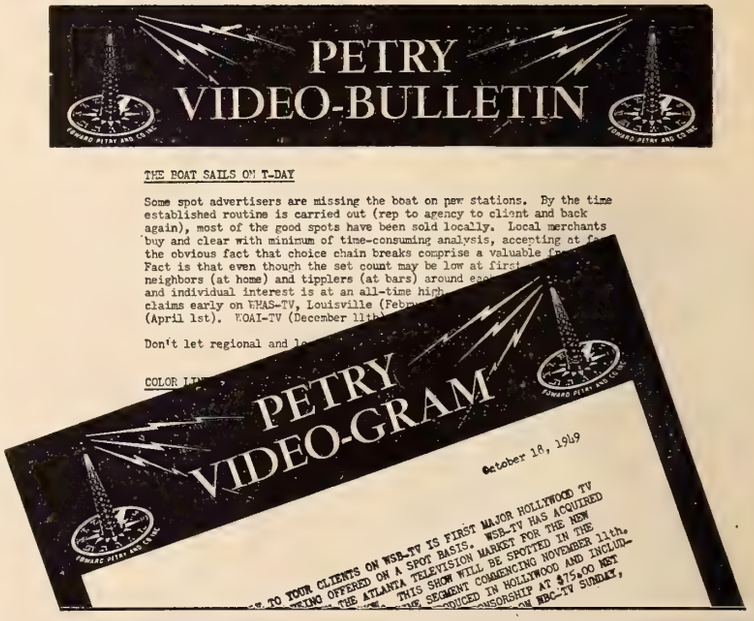
"That's an easy bill of goods to sell yourself," he commented. "It's cheaper; it's easier. And it's just as good . . . isn't it? You don't need initiative, added effort, and the willingness to invest considerable money in a new and separate operation. Actually, you don't need to *do* anything. Long live Status Quo!

"But let's not kid our stations, advertisers or ourselves," Mr. Petry advised.

"At the risk of being called simple and old-fashioned," he said, "we maintain that a good salesman must first of all believe in and be enthusiastic about what he has for sale to the exclusion of all else. For the salesman who really deserves the name there are no two ways about it. He simply cannot wholeheartedly and honestly sell two things which compete for the same advertising dollar. He can't sell Sunday supplements and daily papers—or car cards and billboards—or network radio and spot—or AM and TV—no matter what their superficial similarities."

Mr. Petry explained, "We at the Petry Co. believe this so completely that we have entirely separated our

* * *


PETRY VIDEO-BULLETIN

THE BOAT SAILS ON T-DAY

Some spot advertisers are missing the boat on new stations. By the time established routine is carried out (rep to agency to client and back again), most of the good spots have been sold locally. Local merchants buy and clear with minimum of time-consuming analysis, accepting at f... the obvious fact that choice chain breaks comprise a valuable fr... Fact is that even though the set count may be low at first ... neighbors (at home) and tipplers (at bars) around ea... and individual interest is at an all-time high ... claims early on WHAS-TV, Louisville (Febr... (April 1st). WOAI-TV (December 11th...

Don't let regional and l...

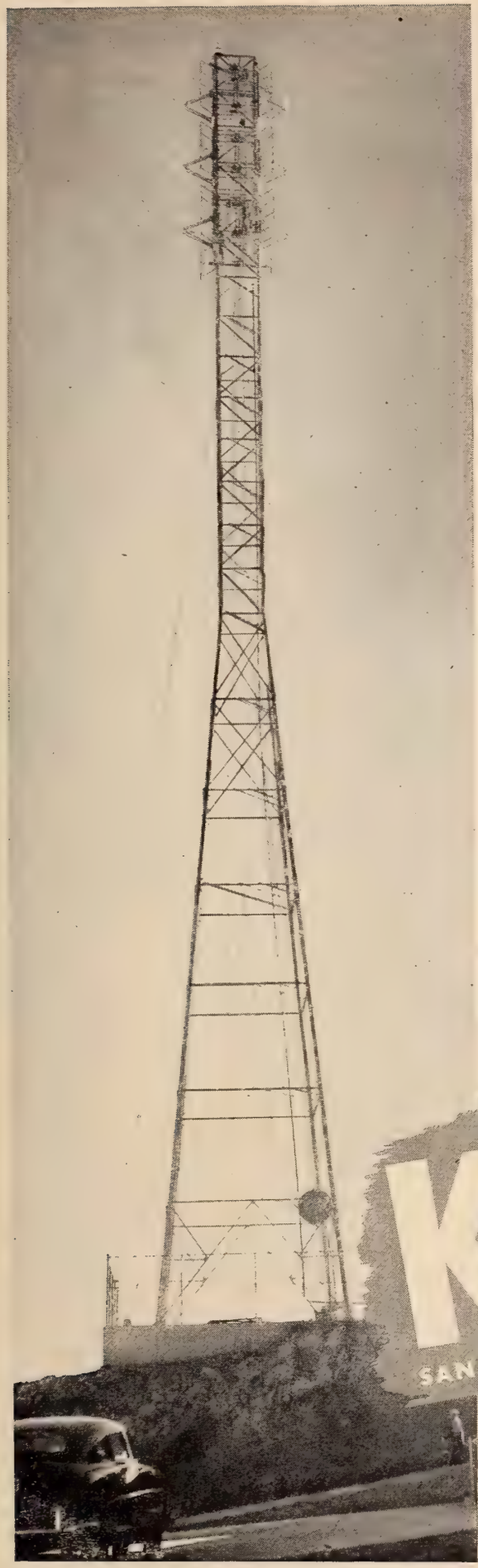
COLOR LI...

PETRY VIDEO-GRAM

October 18, 1949

...TO YOUR CLIENTS ON WSB-TV IS FIRST MAJOR HOLLYWOOD TV ...TING OFFERED ON A SPOT BASIS. WSB-TV HAS ACQUIRED ... THE ATLANTA TELEVISION MARKET FOR THE NEW ... THIS SHOW WILL BE SPOTTED IN THE ... SEGMENT COMMENCING NOVEMBER 11th. ...UCED IN HOLLYWOOD AND INCLUD... ...SORSHIP AT $15,000 NET ... NBC-TV SUNDAY,

Among the more effective promotions is the *Petry Video-Bulletin*, a mimeographed newsletter that includes such topics as program availabilities, trends, tips in television, etc. Also an eye-catcher is the *Petry Video-Gram*, a priority message about spot television.



GET "CLEAR SWEEP"
TELE-SELL IN THE SAN FRANCISCO
BAY AREA WITH...

San Francisco's Highest TV Antenna

KRON-TV's modern antenna was created especially to serve this multi-County market. It rises 1,480 feet above sea level . . . has 14,500-watt power (is designed for 100,000 watts directional power) . . . occupies San Francisco's highest and finest telecasting location.

Telecasting from "Television Peak"—atop San Bruno Mountain, just south of San Francisco—KRON-TV brings NBC network and popular new local programs to the Bay Area's fast-growing television audience.

For "Clear Sweep" television advertising in the San Francisco area...*check KRON-TV first!*

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

• Represented nationally by FREE & PETERS, INC. . . .
New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood.
KRON-TV offices and studios in the San Francisco
Chronicle Building, 5th and Mission Streets, San Francisco

Telestatus



Rorabaugh November Report

(Report 92)

IN the first 11 months of 1949 the number of television advertisers increased by over 210%.

Between the December 1948 and November 1949 reports, total advertisers jumped from 680 to 2,195. The number of reporting stations increased from 41 to 86 with television markets going from 23 to 51 in the 11 month period.

Total advertisers increased from 1,891 to 2,195 between October and November of 1949, the latter figure excluding the spot and local business of two stations which did not report.

This information is based on figures supplied to TELECASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network figures cover all stations for the entire month and are obtained directly from the networks' headquarters. Spot and local business information is supplied by the stations and covers the week of Nov. 6-12. Two stations did not report their business in November.

Total network advertisers moved up from 76 in October to 78 in November. Although this would indicate the network field had settled down for the fall-winter season, there were seven network sponsors who dropped entirely from the picture while nine new ones entered. In addition to those nine, there were four advertisers included in the October total who placed additional business in November. Conversely, several advertisers who were included in the totals for both months decreased their time purchases. A few new sponsors in November made their time purchases for special one-time-only programs.

New Advertisers

Goodyear Tire & Rubber Co. started the half-hour *Paul Whiteman Goodyear Review* on 40 stations. Ford Motor Co. purchased time on 12 stations for two, hour-long telecasts each day, five days a week, from the United Nations. Gulf Oil Corp. switched *We the People* from CBS-TV to NBC-TV and increased the number of stations to 29.

The biggest losses between the two months were the hour-long *Fireball Fun-for-All* sponsored by Buick Div. of General Motors and *Crusade in Europe* backed by Time Inc. The Buick program appeared on 35 stations and *Crusade in Europe* on 33.

The 78 different network advertisers in November sponsored 95 shows. ABC dropped from 18 adtisers in October to 15 in November. CBS went from 35 to 33 and the DuMont TV Network lost one advertiser, giving it four in November. Four new advertisers appeared on NBC-TV bringing the November total to 36. (If an advertiser sponsors more than one program on a network he is counted only once for that network. If he sponsors programs on more than one network he is counted in the total for each network where business is placed.)

Total number of advertisers in the national-regional spot field increased by 21, going from 399 in October to 420 in November for the reporting stations. There were 75 newly active accounts, the difference being due to accounts dropped. Most of the addition and deletion activity was confined to

(Continued on Telecasting 14)

* * *

TABLE I

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

Markets Covered	Number of Reporting Stations	Network	Nat.-Reg. Spot	Local	November Total	October Total	Gain or (Loss)
Albuquerque	1	6	—	1	7	8	(1)
Atlanta	2	25	21	46	92	87	5
Baltimore	3	67	43	61	171	170	1
Birmingham	2	11	6	17	34	39	(5)
Boston	2	65	61	38	164	154	10
Buffalo	1	41	36	56	133	118	15
Charlotte	1	11	7	9	27	25	2
Chicago	4	66	88	85	239	210	29
Cincinnati*	2	53	39	53	145	87	58
Cleveland	2	61	46	38	145	131	14
Columbus	3	52	36	73	161	122	39
Davenport	1	5	2	7	14	—	14
Dayton	2	50	34	49	133	78	55
Detroit	3	68	49	56	173	164	9
Erie	1	41	11	47	99	98	1
Ft. Worth-Dallas	2	14	22	16	52	50	2
Grand Rapids	1	19	4	19	42	37	5
Greensboro	1	8	4	7	19	17	2
Houston	1	15	17	67	99	102	(3)
Huntington	1	5	3	24	32	—	32
Indianapolis	1	15	12	23	50	45	5
Jacksonville	1	10	3	7	20	—	20
Johnstown	1	15	6	6	27	21	6
Kansas City	1	9	5	6	20	—	20
Lancaster	1	37	13	32	82	79	3
Los Angeles	7	31	82	155	268	235	33
Louisville	1	15	14	15	44	44	—
Memphis	1	16	9	24	49	54	(5)
Miami	1	13	8	52	73	53	20
Milwaukee	1	42	28	49	119	114	5
Minn.-St. Paul	2	23	27	29	80	75	5
New Haven	1	46	28	15	89	85	4
New Orleans	1	15	14	19	48	44	4
New York	6	76	92	49	217	202	15
Oklahoma City	1	10	9	32	51	32	19
Omaha	2	15	9	22	46	39	7
Philadelphia	3	75	71	71	217	211	6
Pittsburgh	1	39	18	28	85	75	10
Providence	1	40	20	3	63	56	7
Richmond	1	41	12	6	59	57	2
Rochester	1	35	12	13	60	56	4
Salt Lake City*	1	12	2	26	40	57	(17)
San Diego	1	12	10	25	47	34	13
San Francisco	2	23	19	21	63	66	(3)
Schenectady	1	44	13	22	79	75	4
Seattle	1	19	8	16	43	48	(5)
St. Louis	1	45	30	22	97	82	15
Syracuse	1	12	12	17	41	30	11
Toledo	1	33	17	48	98	93	5
Washington	4	74	38	61	173	170	3
Wilmington	1	32	5	14	51	47	4

* One station not represented in this report.

Weekly Television Summary

Based on Jan. 2, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	3,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	11,989	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	2,150	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 97; Sets in Use 3,395,407

** Also claims coverage in Utica-Rome area.
* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.



JANUS

THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlantic area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained —and augmented.

If Atlanta is on your television planning board—and it should be—get the facts about WSB-TV from your Petry man.

wsb-tv

ON PEACHTREE STREET

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal

VIDEO FILM

Experts Criticize at NTFC Forum

ANTIQUATED and inefficient television film projection equipment used by video stations across the country was named last week by National Television Film Council as one of the major causes of poor reception of films in TV homes.

At the group's third quarterly forum, held Wednesday at New York's Astor Hotel, stations were criticized by several of the speakers for using "equipment nothing better than home movie equipment" and "portable projection machines" in the telecasting of film. No specific stations were named, such as network originating stations, and it was inferred that with few exceptions the situation was general. While most of the producers are aware that film for video can be improved, it was agreed that even with tailor-made TV film an educational job among stations is necessary before transmission will be of quality level.

Morning session on distribution was headed by John Mitchell, United Artists television sales manager, and W. W. Black, vice president of Official Television, both New York. Mr. Mitchell revealed that UA is adopting a policy of omitting submission of audition prints to video stations for the latter to sell in favor of selling directly to the advertiser. He feels that there is a big untapped market for TV films if advertisers are properly contacted. According to Mr. Mitchell, his firm's experience with stations has not been profitable, as station sales organizations are inadequate.

Pointing out that advertisers are interested in continuity—larger packages such as a series of programs—Mr. Black invited qualified producers to submit such packages for distribution to stations and advertisers. Official TV, he said, is conducting research to ascertain the type of film that will justify production of a large series. He decried the omission of audience and merchandise promotion plans with TV films.

"The distributor," he said, "must be organized to visit advertising agencies with fool-proof presentations." Film must equal or surpass so-called "live program." "Money," he concluded, "is waiting and available for financing of films if investors can be shown market and profit possibilities through station and sponsor acceptance."

Few films produced to date are any good for video according to Russ Johnson, newly appointed vice president of Jerry Fairbanks Productions, East Coast office, and stations are not helping with antiquated projection equipment. Mr. Johnson, who recently resigned from NBC-TV's film department, questioned the merit of photographic sound for television film, pointing out that FM transmission, used in TV, is the most critical in the world.

Stations need better productions, as well as better equipment, he said. "Even if you could get a stable picture," he added, "the present electronic tube will not reproduce sound faithfully."

Favorable Factors

He stressed as factors favorable to the use of film the recording of programs for perpetuation, the overcoming of time zone differences and elimination of cable costs. "It's a waste of money to produce a program, throw it into the air and lose it," he emphasized.

High key illumination with no more than 1-60 ratio between the darkest black and the lightest white, or one-sixth of the lighting ratio used for motion picture was advocated for production of television films by Dr. Frank Back, inventor of the Zoomar lens.

Speaking at the afternoon session on production, headed by Henry Morley of Dynamic Films, New York, Dr. Back outlined several reasons why films that show up well in screening look badly on home receivers. The most important factor, he said, is the increase in contrast differences, causing loss of half-tones, of detail in shaded areas, and blackness at the picture's borders. Explaining that each link through which a film must pass before reaching home sets acts as a gamma amplifier, sometimes increasing contrast by four or five times its original gamma reading, Dr. Back stressed the need of either processing negatives to low gamma readings or working with low contrast to begin with. Another method, he said, is to light as if photographing in color, avoi bright highlights and deep sh areas.

Titles, Dr. Back said, as wel the focal point of the scene b photographed should be well tered, in a smaller area than used for 16 mm projection. N scenes should either be avoide made lighter on the right an the lower border, and small de should be eliminated, close- used whenever possible.

The production forum conclu with screenings of spot comm cials produced by Trans Fi Audio Productions and Sarra, New York film producers, brief discussions of each fi work.

At a forum on television tions, headed by Robert Pas film director at WATV(TV) N ark, and Helen Buck, of WC TV Philadelphia, Jose DiDon in charge of sales service for ward Petry & Co., TV Dept., gested video film firms pre packages to station representat for sale to sponsors. He also lined the advantages to TV tions of carrying filmed progr over those offered by network gramming.

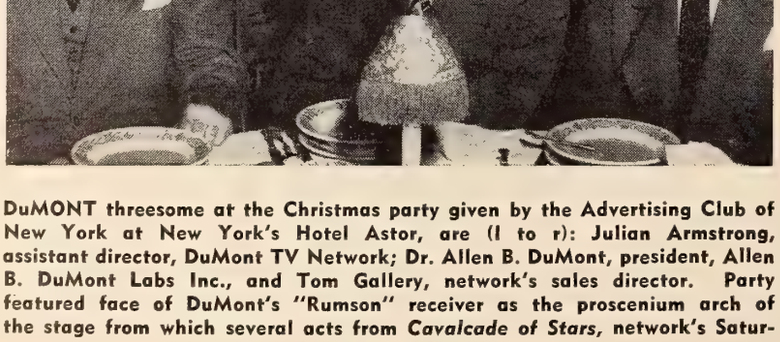
Rate Question

Don Kearney, of the Agency, told producers that quicker TV stations get in black, the less inclined they'll b raise rates. As it is, he said, t are very few kicks from adverti on station rates. He, too, u that producers call on station resentatives to sell advertisers 15-minute "selective" progr ming in individual markets. asked producers to submit to resentatives lists of available grams. He pointed out that stat get as much as $72.75 of e $100 of the advertiser's money spot programming, while they only from 9% to 35% of the work advertiser's dollar.

Film programs spotted at times, bucking "live" shows, re in poor ratings, Peter James Weed & Co., station represe tives, asserted. He suggested film manufacturers send to tions and representatives good motional material on their packages, as motion picture panies do to theater operators.

Pointing out the advantage "spot" programming, Mr. Ja recalled the Ford Dealers' s sorship of the Big Ten foot games in various markets year. Stations, he said, got money from the deal than would have received had the s gone network, and the advert in turn received special promo campaigns conducted by stat in many cities.

Mr. Paskow concluded the m ing with the outline of NT television station manual, to published shortly by the cou The manual outlines every req ment thought by council exp to be necessary to efficient op tion of video station film dep ments.



DuMONT threesome at the Christmas party given by the Advertising Club of New York at New York's Hotel Astor, are (l to r): Julian Armstrong, assistant director, DuMont TV Network; Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc., and Tom Gallery, network's sales director. Party featured face of DuMont's "Rumson" receiver as the proscenium arch of the stage from which several acts from *Cavalcade of Stars*, network's Saturday night show, provided entertainment.

Folsom Reports

(Continued from Telecasting 3)

variety and quality of television programs.

Mr. Folsom said the social implications of TV's wide public acceptance already are becoming apparent and that there is much evidence to show that it is becoming an influential factor in establishing closer family relationships —reversing a trend set in motion by other modern developments.

Sound Position

While the progress of television held the spotlight during 1949, sound broadcasting steadily advanced, Mr. Folsom said. "Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8 million and 10 million receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6 million to 8 million radio sets a year for an indefinite period in the future," he said.

Commenting on the phonograph field, Mr. Folsom said that in October, "only seven months after the '45' [45 rpm record] was introduced, the new records were being produced and sold at the rate of 20 million a year and the new record players at the rate of 65,000 a month."

Mr. Folsom concluded: "The major advances of the radio-television-phonograph industry in 1949 are but proof of still better things to come. At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion in service to the American people. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing and communications."

Petry TV

(Continued from Telecasting 6)

wo McGraw-Hill publications, *Power* and *Operating Engineer*.

n Chicago, the TV sales staff nprises Bruce Bryant, who was ransferred from Petry's AM staff, nd J. Rolston Fishburn, former hicago manager of The Walker o. and before that a space sales- n for the *Chicago Sun*. Franklin Walker, formerly with WWJ-Detroit and with the video program firm of Marshall Templeton, handles TV sales for Petry in Detroit.

To back up his salesmen and to keep them fully supplied with factual ammunition for selling programs and spots on the Petry list TV stations, Mr. Kiggins set up a sales service and promotion division of his department. Jose di Donato, sales service manager, is an expert on video production and on programming who produced wartime training films and soldier entertainment; was a radio, TV and motion picture producer for Compton Adv., and director of television for Doherty, Clifford & Shenfield.

W P. Sedgwick, formerly assistant TV promotion manager at B[illegible] video script and commercial writer at Fletcher D. Richards, and radio and TV copywriter for O'Brien & Dorrance, is promotion manager for Petry TV. LeGrand S. Redfield, previously with ABC and John Blair & Co., is research and promotional assistant.

Positive Selling

"Television must be sold positively today if the results are to register on our station's sales sheets," Mr. Kiggins declares. "But equally important we must build for tomorrow when competition will be even greater, both within the industry and against other media. That is why we are now establishing what we believe to be sound operating policies backed by a staff with sufficient stature to meet the increasing services to stations and advertisers alike, as television comes into its own."

He has set up two regular procedures for getting material for "positive selling" to his salesmen and through them to the buyers of video time. One is through daily sales meetings held promptly at 9 each workday morning, at which new information received from the stations can be passed on and problems encountered by the individual men thrashed out.

"Since television is so new, many problems are without precedent," Mr. Kiggins says, "and these sales meetings are proving excellent class sessions in our TV schooling."

To supplement these departmental meetings, two regular mail pieces have been developed to maintain fast and accurate information channels to agencies, advertisers, stations and Petry offices in other cities. These are the Petry Video-Gram and the Petry Video-Bulletin.

Reserved for news of immediate importance, such as a new top-flight program available for sponsorship, the Video-Gram resembles a regular telegram except for a bright red border which identifies the message as a "Petry Video-Gram . . . a Priority Message about Spot Television." These are mailed in vivid yellow envelopes with a red "Important TV" imprinted across the upper left-hand corner to demand immediate attention from the recipient.



Mr. PETRY

* * *

The Video-Bulletin, also bearing a cardinal colored heading, is used for disseminating routine or special information from time to time. About once a month the bulletin takes the form of a four-page newsletter.

"We're not trying to be sages about the general problems of TV and their solution," Mr. Kiggins explains, "but to concentrate on serving TV advertisers and agencies by giving them reliable and interesting information about available films, market data, experiences of other advertisers using our stations and other facts that they can use in their own buying of TV time and facilities."

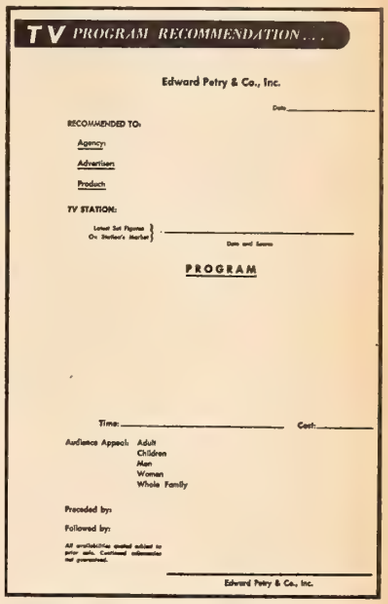
Distributing Method

Each Petry TV salesman has his own mailing list, with an ample number of copies of it in his desk. When a Video-Gram or Video-Bulletin is issued, he checks on one of these lists the names of his contacts who should get it, depending on its nature. One Video-Gram might have a special appeal for food accounts, another for sponsors interested in sports telecasts, etc. Video-Bulletins generally go to the full list, although these, too, may be specialized.

A special, and a specially effective, promotion was the TV map. Large-size government maps of the U. S. (44x28 inches), showing the location of all TV stations, coaxial lines and their status, were imprinted in bright green with the call letters of Petry stations and the Petry logotype and mounted on heavy backing suitable for hanging on a wall. Some 600 of these maps were individually delivered to time-buyers and advertisers by the Petry TV salesmen, who helped install it for permanent use—and constant reminder.

About March 1, both the AM and TV departments will move to new quarters on the 22d floor of a new building at 488 Madison Ave. The physical separation will continue even here, however, as the TV department will occupy one wing, the AM department the other, sharing only the reception hall and the board room, which will be equipped for viewing TV films.

The Petry TV department, 23 in all including the secretaries, represents WSB-TV Atlanta, WBAL-TV Baltimore, WNAC-TV Boston, WDAF-TV Kansas City, KFI-TV Los Angeles, WHAS-TV Louisville (to begin operations Feb. 15), KSTP-TV Minneapolis-St. Paul, WTAR-TV Norfolk (scheduled to start April 1) and WOAI-TV San Antonio.


TV PROGRAM RECOMMENDATION . . .

Edward Petry & Co., Inc.

Date: _____

RECOMMENDED TO:

Agency:

Advertiser:

Product:

TV STATION:

Latest Set Figures On Station's Market } _____ Date and Source

PROGRAM

Time: _____ Cost: _____

Audience Appeal: Adult, Children, Men, Women, Whole Family

Preceded by:

Followed by:

All productions cannot adhere to time slot. Continued adjacencies not guaranteed.

Edward Petry & Co., Inc.

ANOTHER Petry TV service is its Program Recommendation report.

TV DIRECTORS *Networks Recognize Guild, Avert Strike*

A THREATENED strike of New York television directors against three major networks and WOR-TV New York was averted last week when the companies recognized the Radio & Television Directors Guild as bargaining unit for floor managers.

The guild already had been recognized by ABC-TV and NBC-TV as representative of floor managers, but until last Thursday CBS and WOR-TV had contended that class of employes at their studios had not claimed the guild as a bargaining unit. Floor managers at CBS and WOR advised the companies at mid-week that they had chosen the guild to represent them. The ensuing recognition of the guild on behalf of the floor managers averted a strike that the guild had threatened to call for Dec. 31.

At the same time the companies and the guild accepted a proposal by Frederick Bullen, executive secretary of the New York State Board of Mediation, that negotiations of the union's demands for wage raises and revisions in working conditions proceed for another month.

The guild's contracts with ABC-TV, CBS-TV and NBC-TV expired at midnight Dec. 31. The acceptance of the state mediator's proposal virtually insured a no-strike period to Jan. 31.

★

The first negotiational meeting between the guild and the companies is scheduled for Jan. 4 in New York.

The guild will seek widespread changes in working conditions, hours and wages, it was learned.

Prevailing scale on both television and sound broadcasting networks in New York is now $130 per week for directors and $95 for associate directors and floor managers. The guild will seek new television scales more than double present rates—$300 per week for directors and $200 for associate directors and floor managers. The sound broadcasting scales that the guild will demand will be $200 for directors and $150 for associate directors.

Although no network executive would comment officially, it was learned that all the companies would vigorously oppose pay raises in the amount the guild seeks.

The guild will also seek establishment of fees for local commercial shows and fees for syndicated television programs.

KEYL(TV) to DuMont

KEYL(TV) San Antonio last week signed an affiliation agreement with the DuMont TV Network, Commander Mortimer W. Loewi, network director, announced. The station, to begin commercial operation on approximately April 1, is the network's 53d affiliate, and is also affiliated with NBC-TV. Equipment, including transmitter, camera, control consoles and other related units, has been shipped to KEYL by Allen B. DuMont Labs Inc., Clifton, N. J., it also was announced. Station is owned by San Antonio Television Co., composed of R. L. Wheelock, W. L. Pickens and H. H. Coffield.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.
Jan. 27: Academy of Television Arts and Sciences award dinner, Hollywood.
Jan 9-13: NRDGA's 39th annual convention, Hotel Statler, New York.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 8: Annual clinic of Television Broadcasters Assn., Waldorf Astoria Hotel, New York.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Telefile

(Continued from Telecasting 5)

and film, he said. Initially, the plan is to get programs going on a live basis to see how they work out before making the transition to kinescope and/or film.

This he said was in line with the company's thinking that television activity must be extended beyond the viewing area of the station. Thus, through the evolution of program packages, it would be possible for Don Lee to enter the syndication field thereby bringing better programs to its local audience as well as to stations in other areas.

The quality of programming is more important to Mr. Glett than the volume. For example, KTSL currently carries no children's programming as such, simply because they haven't found a good program, Mr. Glett explains. And, he adds, the station will not carry any one type of program merely because it lacks one of that type.

While Mr. Glett is decidedly of a commercial turn of mind, he is no wise unmindful of the station's responsibility to its viewers. Among the station's many public service activities was its observance of Armistice Day last year. No commercials were aired by KTSL after 8:30 p.m. In place of normally scheduled programs, a program consisting of films made by the several services was presented. All were preceded by a specially filmed and recorded message by Secretary of Defense Louis Johnson, made exclusively for the station.

Assisting Mr. Glett in all creative and production matters is Cecil Barker, executive producer. Like his boss, Mr. Barker is a veteran of the film field having been associated with the Selznick Studio for the past dozen years.

While all program production has been shifted from the Mt. Lee studios to the facilities in the million-dollar home of Don Lee in Hollywood proper, KTSL still has access to 6,000 square feet of space on Mt. Lee. In the Hollywood studios there are two stages of 1,850 square feet each, both accommodating studio audiences of 350 people. There are two other similarly sized stages which could be made available if needed. For remotes, the station is equipped with two complete units in addition to a semi-mobile unit which can be used to convert a non-television studio site into a usable one.

* * *

OF the station's average of 20 hours of programming weekly. 12 are commercial, according to Robert Hoag, sales manager. A thorough reading of the station's rate card does not disclose any scale of production charges and Mr. Hoag promptly explains that each such cost estimate is made as the specific program's needs are made known. In the matter of film facilities, "rates listed include film facilities. If film programs require rehearsal of an announcer, cueing of additional material or sound effects, etc., a film facilities charge is made at the rate of $40 per hour for such rehearsal, with minimum of one half hour required."

Station time rates are as follows on a one time basis: Class A, one hour—$400; 30 minutes—$240; 15 minutes—$160; five minutes—$100; one minute—$80; 20 seconds—$45. Class A covers 7-11 p.m.

Class B covering 5-7 p.m. weekdays and 12-7 p.m. Sat. and Sun.: One hour—$300; 30 minutes—$180; 15 minutes—$120; five minutes—$75; one minute—$60; 20 seconds—$33.75.

Class C covering all other time: One hour—$200; 30 minutes—$120; 15 minutes—$80; five minutes—$50; one minute—$40; 20 seconds—$22.50.

* * *

AMONG the station's most successful commercial formats are weekly wrestling pickups from the Hollywood Legion Stadium sponsored by the TV Buick Dealers—five individual dealers banded together to defray the cost. Commercials call for the use of each dealer during the series, utilizing no more than one a week. Their commercials accentuate their neighborhood locations and an effort is made to personalize the dealer as a local neighbor. The dealers here reported store traffic directly traceable to television, as well as sales results.

Camels, through William Esty Co., has been sponsoring boxing via KTSL on a spot market basis. Local interest in the weekly bouts each Friday from the Hollywood Legion Stadium has run high and handling of the commercials by the cigarette firm has been a source of particular comment. Ample product identification has been enjoyed without hammering. Summing it up, Mr. Hoag describes it as "the happy service of two masters—sponsor and viewer, alike."

Two other highly successful programs have been sponsored by Thrifty Drug Stores (chain) through the Milton Weinberg Advertising Agency in Los Angeles. One is locally produced and titled, *What's The Name of That Song*, featuring Bill Gwinn as m.c. Thursday, 8:30-9 p.m. Essentially an audience participation program, product mentions are happily managed by the m.c. and commercials well integrated.

The same sponsor's second program is a kinescope feature from DuMont, titled *Cavalcade of Stars*, seen on Monday evenings. It is a good example, according to Mr. Hoag, of a network caliber program priced properly for single market sale.

* * *

OTHER examples of KTSL success stories:

Klever Kook, a seasoned flour process, had used newspapers and radio before buying a participation on KTSL. Directly coincident with the first use of TV, sales showed a noticeable hike, according to Lockwood - Shackleford, the agency.

Utilizing a one-minute spot as a test and anticipating mild results, Franilla Ice Cream through The Tullis Co. purchased a Friday night spot to announce a week-end TV special. Viewers were advised they could phone a certain number or visit their neighborhood dealer. Not only were the local dealers happy over results but two telephone girls handled all the calls physically possible for 45 minutes following the spot.

On a participating show featuring Norma Young in a variety of household hints, a self-sealing jar was demonstrated and viewers were told to send their checks to a given box address. Although results were not made known, more than 20 checks were mistakenly directed to Miss Young in addition to known sales increases at the two Bullock's department stores, carrying the item exclusively in the Los Angeles area.

To plug its children's line, Karl's Shoe Stores, thru its agency, J. B. Kiefer Inc., purchased showings of 16 westerns. Commercials featured specific models. Stores reported selling out the lines advertised within a couple of days following each telecast.

One of the most satisfying agency-client reactions, according to Mr. Hoag, came from Challenge Cream & Butter through Ross Sawyer Adv., after three weeks of TV via KTSL. The agency wanted to buy additional time in San Francisco and Mr. Hoag "regretfully" had to report that Don Lee as yet, did not have a San Francisco station operating.

NBC-TV RATES

Increases for O&O Outlets Are Announced

RATE increases for NBC-TV owned-and-operated stations were announced last week by NBC. The rates, for stations in New York, Washington, Cleveland and Chicago, are effective Jan. 16. The Hollywood station increase is effective Feb. 1.

		One Hr. Class A	Announcements & Station Breaks Class A
Rate Card No. 6	WNBT New York	$2,000	$400
Rate Card No. 4	WNBW Washington	375	75
Rate Card No. 2	WNBK Cleveland	400	90
Rate Card No. 2	WNBQ Chicago	750	125
Rate Card No. 2	KNBH Hollywood	750	125

Class B and Class C rates will be adjusted also. Orders accepted prior to the effective date of these rate changes will be protected for six months from the effective date of the new rate cards, provided there is no lapse in schedule.

New rate cards for the five stations will be sent to advertisers and agencies shortly, the network said. It justified the rate adjustments on the basis of 1,160,000 new television sets said to have been installed since the effective date of the current rate cards. The increase by markets, projected to Jan. 1, is outlined as follows by NBC:

* * *

Effective Date Current Rates	TV Sets In Area	TV Sets In Area Jan. 1, 1950 Est.	% Increase
New York, April 1, 1949	535,000	1,015,000	89.7%
Washington, April 1, 1949	40,800	87,000	113.
Cleveland, Dec. 15, 1948	22,300	132,000	492.
Chicago, Jan. 8, 1949	52,000	340,000	554.
Hollywood, Jan. 16, 1949	89,300	325,000	264.

PHONEVISION

Zenith Asks for Tests Now

ZENITH RADIO Corp. asked FCC last Thursday to let it proceed with its proposed $400,000-plus test of Phonevision in the Chicago area without the hearing which the Commission has ordered [TELECASTING, Aug. 8, Dec. 12, 1949].

Most of the questions raised by FCC for the hearing can best be answered after the tests and some seemingly could not be answered before, Zenith contended in a petition filed by Edward K. Wheeler of the Washington law firm of Wheeler & Wheeler.

The petition pointed out that Zenith proposes to test its system of subscription television for three months in some 300 homes, charging each subscriber $1 for each Phonevision program he wishes to see. The subscribers will also have standard TV broadcast sets, so they may choose between standard and Phonevision programs.

To dispose of any theory that the company hopes to make a profit on the experiment, Zenith said it would give all proceeds to charity.

Zenith's "pay as you see" system of television, which broadcasts a scrambled picture that can be unscrambled only by means of a "key" signal sent by standard telephone lines, has been on the air from Zenith's experimental station KS2XBS since March 1947. Its technical feasibility has been proven, the petition asserted, adding:

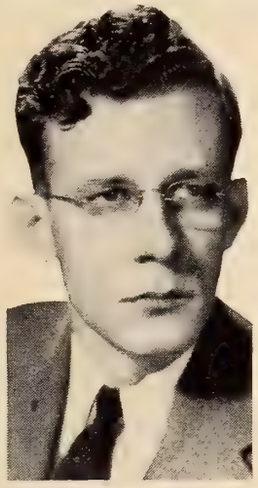
Whether the system will operate successfully where a large number of lines are connected to the same local exchange has yet to be demonstrated. However, the most important remaining question to be answered is whether the public will accept the principle of "pay-as-you-see" television. The primary objective of the proposed tests is to obtain a definitive answer to that question.

Zenith maintained that its proposed tests were even more limited than those of Muzak Corp. which FCC authorized in 1941 with respect to Muzak's "pay-as-you-hear" radio system.

Telebuyer

FRED FREELAND's innate inventiveness and technical approach to all things—including television—are birthrights from his father, an industrial engineer and former Swiss bell ringer in vaudeville. Any bell ringing Fred now hears comes from befuddlements of video in his work as television director of Ruthrauff & Ryan, Chicago.

Always interested in creative dramatics and factual electronics, Fred is one of the few agency TV men permitted to call his own shots in station control rooms. Director of TV shows and spots for 30 accounts, Fred spends much of his time on film commercials.



FRED

His fascination for films began (and almost ended) in his hometown of Middlebury, Ind., when he was nine years old. The exploits of Harold Lloyd were being reeled off in the Freeland basement on 2,000 feet of highly explosive nitrate film when the can caught fire. The house, and Fred's head, were saved by a quick-thinking father who threw the reel out the back door. Fred immediately turned his efforts to production of pseudo radio and stage shows in the living room, surrounded by pulleys, mikes, curtains, props and turntables.

After years of homespun histrionics, he became a full-fledged announcer at WTRC Elkhart, Ind., when he was 14 and a Middlebury High School sophomore. His first job, at $3 a week as a substitute announcer, was snagged through the program director, who had tutored him in mike technique. "When it came time for me to ask for a job, he couldn't say no and prove he wasn't teaching me anything," Fred says.

When WHBC Canton lured him with a $20-a-week announcing job, he adjourned to Ohio, remaining until 1941. There he produced and announced shows, mainly musical.

While auditioning applicants for an amateur hour one evening, he heard a "real cute gal who tried to sing, but couldn't. Her name was Norma Faust—and she still can't sing," Fred says. They were married in Canton, and now have a 13-year-old son, Dick. They now live in Ft. Wayne, Ind., where Fred spends his weekends.

At the time of his marriage, Fred was fast becoming a sound expert. He offered his services and the station facilities, both free, to an industrial film producer. Together they shot location movies for such organizations as the Timken Co. and Republic Steel. Fred later produced movie shorts for Warner Bros.

Fred's next job was in uniform—he entered the Army. Going from Mississippi to Louisiana to Texas, he worked on an infantry radio staff and aided in production of several CBS network shows from WHAS Louisville. On his return to civilian life, he went to the Studebaker Corp. in South Bend, Ind., as foreman in the high frequency static suppression department. Locked in his laboratory daily for security reasons, he developed noise-abaters for Army vehicles.

Transferring to WOWO Ft. Wayne, operated by Westinghouse along with WGL (later sold) and the experimental FM station, W49FW, Fred was one of a program staff of 100, but in nine months became production manager.

Early in the war he produced the film feature "Bombs Over Ft. Wayne" for the local civilian defense unit. The documentary was later taken over by the War Dept. and released nationally. It earned an Army citation for him in 1942.

While at Westinghouse, Fred became involved in the television department operations, and earned three patent awards from the firm for inventing (1) a mixing circuit for long-set shots, akin to a traveling mask in the movies, (2) an electronic zooming lens, and (3) a pulse-time transmission system, a single instead of a double unit.

After putting TV technical and programming theories to test at the Farnsworth experimental station there, he went briefly to WBZ-TV Boston as director of television. He returned to Ft. Wayne in January 1948 to promote and produce the *Hoosier Hop*, 20-year-old western and folk show, and special productions, including several for the Indiana State Fair. After turning out television film commercials and more industrial movies as a freelancer, he was hired by WBKB (TV) Chicago as production supervisor last January. From there it was a quick jump to Ruthrauff & Ryan in June.

Fred directs or supervises all of the agency's TV shows and film commercials, most of which are made in Chicago. With enough technical knowledge to know his own limitations, Fred has a simple formula for successful shows and commercials—"Shoot everything as a minute movie, and follow motion picture techniques exclusively."

ON THE WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV

presents, between 6 and 11 p.m.

7½ hours

of Local and National Spot Advertiser

Sponsored Programs Weekly

more than double the other 3 Washington TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0
Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri.
sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays
sponsored by Arcade-Pontiac Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays
sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays
sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays
sponsored by L. P. Steuart, Inc.,—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays
sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays
sponsored by Phillip's Radio & Television Co.—RCA
"Capitol Close-Up"—7:30 to 7:45 PM—Fridays
sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays
sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays
sponsored by Duffy-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8¾ Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 **WMAL-TV** WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.

Telestatus

(Continued from Telecasting 8)

advertisers using one to three stations. Biggest new spot account reported by Rorabaugh in November, in point of stations used, was D. L. Clark Co. which placed business on 11 stations. No big spot accounts dropped or decreased their station list to any extent with the exception of Kaiser-Frazer Corp. which dropped from 16 stations in October to two in November.

The Dodge Div. of Chrysler Corp., which had placed spot business on only two stations during the October check week, increased its schedule to include 31 stations in November. Eleven new stations were added by the Alliance Mfg. Co. for 38 in November while American Tobacco Co. and Pioneer Scientific Corp. bought 10 new outlets. They placed business on 49 and 26 stations respectively in November. Benrus Watch Co. and Bulova Watch Co. continued as heavy users of television spots.

Greatest Gain Local

Greatest gain in the number of advertisers was made in the local field. This category jumped from 1,416 advertisers in the October report to 1,697 for November.

Food & Food Product advertisers, which have consistently led in the number of active sponsors, gained 50 new accounts for a November total of 346 (Table II). Although one network sponsor was lost—Derby Foods Inc. which had backed a half-hour segment of *Super Circus*—substantial gains were made in the spot and local fields.

Advertisers of Automotive, Automotive Equipment & Accessories increased by 30 to remain in second place with 271 accounts. One network sponsor dropped in this classification—Buick Div. of General Motors. Spot advertisers remained at 14 with the gain being made at the local level.

Increases in all three classifications kept Household Furnishings, Equipment & Supplies in third place with 247 advertisers. Hotpoint Inc. sponsored a special one-hour Thanksgiving Day program on 18 stations and Nash-Kelvinator Corp. which had started participations in the Monday through Friday *Homemakers Exchange* in October was included in the November report. Three new spot advertisers were added and the remaining gains were made locally.

In fourth place for number of accounts was Radios, TV Sets, Phonographs, Musical Instruments & Accessories with 239 advertisers. Although the number of network advertisers remained at five in November, Admiral Corp. started a second program, *Lights Out*, on 33 NBC-TV stations. There was one new spot advertiser, with the remaining 35 new accounts being placed locally.

* * *

Te-Ve



Drawn for TELECASTING by John Zeigler

Sightmirror Patent

SIGHTMASTER Corp., New York television set manufacturer, announced last Friday the issuance of patent No. 2,492,224, covering its sightmirror. With the patent's issuance, Sightmaster plans to make Sightmirror available for public use for any television receiver now in existence.

TABLE II

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	1	2	5	8
2. Apparel, Footwear & Access.	4	19	98	121
3. Automotive, Automotive Equip. & Access.	8	14	249	271
4. Beer & Wine	4	97	13	114
5. Building Materials, Equip. & Fixtures	—	1	68	69
6. Confectionary & Soft Drinks	3	31	25	59
7. Consumer Service	—	4	119	123
8. Construction & Contractors	—	—	15	15
9. Drugs & Remedies	1	6	3	10
10. Entertainment & Amusements	—	—	23	23
11. Food & Food Products	8	103	235	346
12. Gasoline, Lubricants & Other Fuels	6	13	15	34
13. Horticulture	—	—	8	8
14. Household Furnishings, Equip. & Supplies	9	31	207	247
15. Industrial Materials	—	1	3	4
16. Insurance, Banking & Real Estate	1	2	71	74
17. Jewelry, Optical Goods & Cameras	6	8	43	57
18. Office Equip., Stationery & Writing Supplies	1	4	9	14
19. Publishing & Media	—	3	29	32
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	5	9	225	239
21. Retail Stores & Shops	—	—	117	117
22. Smoking Materials	8	12	4	24
23. Soaps, Cleansers & Polishes	2	15	11	28
24. Sporting Goods & Toys	2	1	30	33
25. Toiletries	6	18	6	30
26. Transportation, Travel & Resorts	—	8	9	17
27. Miscellaneous	3	18	57	78
TOTAL	78	420	1,697	2,195

Film Report

BING CROSBY Enterprises, Hollywood, in first television film venture, has been signed to produce 10 26-minute films for **Procter & Gamble's** *Fireside Theatre* series on NBC eastern TV stations. According to agency for P&G, **Compton Adv.,** Hollywood, each film will cost between $8,000 and $12,000. Production to get underway after Jan. 1 will be directed by **Frank Wisbar,** who produced earlier series for P&G for Teleplay Productions.

Standard Television Corp., New York (film distributor), concluded agreement with **J. Arthur Rank,** London, for distribution by Standard of 75 feature films; aggregate production costs are said to have been $50 million. About 50 films never shown in U. S. have been made in past two years, according to Standard. Others, such as "I Know Where I'm Going," "Waterloo Road," etc. have already been box office hits during U. S. theatre runs.

KTLA (TV) Los Angeles has started telecasting new 45-minute film series *The Comics.* Based on comic strip characters, series is made up of films leased from **Universal International.** Among those acquired thus far are 13 episodes each of Flash Gordon, Red Barry, Ace Drummond, Tim Tyler, Smiling Jack and two Don Winslow series. Two different series are being shown each week, in 20-minute segments.

Caston Productions, Hollywood, doing series of 13 quarter-hour travel films, titled "Sketchbook." Films will depict interesting people in various parts of U. S. Shooting already has started in California and Arizona, later to be extended to rest of country. Firm has plans for European series to be combined with this group . . . "Dixie Dugan," half-hour TV film based on comic strip character has been prepared by **Brink Productions,** Hollywood. Plans are to produce two half-hour film episodes weekly for series. **Jean Gerard** is producer, **Al C. Ward** directs and **Helen Parrish,** film actress, takes lead role.

Alan Brown, formerly with Time Inc. and recently special assistant to Secretary of the Navy, has joined the **Princeton Film Center,** Princeton, N. J. Mr. Brown will be director of client relations as well as executive assistant to the president. He now resides in Princeton but will spend a large part of his time in Film Center's New York office. . . . **United World Films,** New York, recently completed six one-minute video commercials for **Lever Bros.' NBC-TV** show *The Clock.* Agency: **J. Walter Thompson Co.,** New York.

Penguin Pictures Inc., New York, producing filmed musical series, "I Thee Wed," planned as three 15-minute weekly episodes. Cost of series said to be less than comparable live show. Series currently being offered to national sponsor and will be re-released thereafter on market-by-market basis.

General Films Division of Television Corp. of America, western branch, Alameda, Calif., announces its new studios which opened in September are operating on full seven-day schedule. Not all this production has been contracted for, but John Convery, general manager of division, believes in providing back-log of all types of film for future calls. All sound and camera equipment being used is latest 1950 type. New sound stages and outdoor sets and buildings make this one of the largest studios in country devoted to exclusive production of TV films, it is said.

CHEVROLET TV

Active Northeast Drive

LOCAL Chevrolet Dealers Assn. (New York, New Jersey, Connecticut) is using concentrated local spot television campaign to promote the new 1950 car. The campaign, which will run for two weeks, started Dec. 27. All six New York TV stations will be used. It is estimated the minute film commercials will be aired nearly 3,000 times during the fortnight.

During that time spots will be seen on WOR-TV on every available program every night including WOR-TV's *Telefax News.*

The other channels—WCBS-TV, WNBT (TV), WABD (TV), WJZ-TV and WPIX (TV) will be heavily covered with both participation and station break plugs.

Campbell-Ewald, New York, is agency for the intensive schedule. The one-minute films were created by the agency and Archer Productions.

The new car plugs also will be integrated into the association's four regular weekly programs, *Pantomime Quiz* on WCBS-TV; *Famous Jury Trials,* WABD; Roller Derby, WJZ-TV; and *Winner Take All,* WCBS-TV.

WCON-TV's Tower

WORK is progressing on the WCON-TV Atlanta, Ga., tower. Harvey J. Aderhold, chief engineer, claims the tower will be the tallest in the world. A 114-ft. guy derrick mast is being used to hoist steel for the tower which will point skyward some 1,060-ft. above ground, Mr. Aderhold said. Tower was designed and fabricated by International Derrick Co., Columbus, Ohio. An RCA Pylon is on top.

16th in a distinguished series...



1950
The Broadcasting Yearbook and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?

Which are the top radio-TV advertising agencies—their gross billings?

You'll find these answers—and many, many more hard-to-get facts—plus the following exclusive features in the 1950 BROADCASTING • TELECASTING Yearbook.

Gross network billings by advertisers, by agencies, by product classifications, by months ● Comparative radio costs vs. newspapers and magazines ● Year's top ratings and program trends, awards ● Economic analysis of 1949 broadcast advertising ● Advertising agencies (and personnel) handling radio-TV accounts ● National and regional advertisers directory ● More than 50 directories covering AM-FM-TV stations, executive personnel; equipment manufacturers; national representatives; film, transcription and related services.

These and a thousand facts/charts more are the BROADCASTING • TELECASTING Yearbook, classified under easy-to-find headings, indexed for quick reference.

There's nothing like the Yearbook for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING subscribers as of February 1, but a limited supply of copies will be available at $5.00 each.

$7 pays for 52 weekly issues and includes 1950 Yearbook.



BROADCASTING • TELECASTING
BUSINESS JOURNAL OF RADIO-TV

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter a year's subscription to BROADCASTING immediately and be sure to send me the 1950 Yearbook, free of charge, as part of this subscription.

☐ I enclose $7.00 ☐ Please bill me

Name

Street

City Zone State

With more and still more telecasters it's Du Mont TV camera equipment because of outstanding

DEPENDABILITY



DU MONT Type TA-124-B *Image Orthicon Chains*

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

$$SD+QW=\frac{D}{FWFT}$$

(Simple Translation)

SUPERIOR DESIGN plus
QUALITY WORKMANSHIP equals
DU MONT
First With the Finest in Television

Consult us on your TV plans and requirements. Literature on request.

©ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. ● TELEVISION TRANSMITTER DIVISION, 1000 MAIN AVE., CLIFTON, N. J. ● DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. ● GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. ● PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.

CLEAR CHANNELS

Farmers Urge Power Boost

CLEAR-CHANNEL stations' frequencies should be "held inviolate by international agreement" and power increased to permit further service to farmers, the American Farm Bureau Federation resolved Dec. 15 at its 1949 meeting, affirming a resolution adopted in 1946 and reaffirmed in 1947 and 1948. Sub-stations are advocated by the federation to serve special needs of farmers.

Service by KFI Los Angeles to the Great Western Live Stock Show held in that city a few weeks ago was praised in a letter sent to General Manager William B. Ryan by C. J. Lump, representing the Great Western Live Stock Assn.

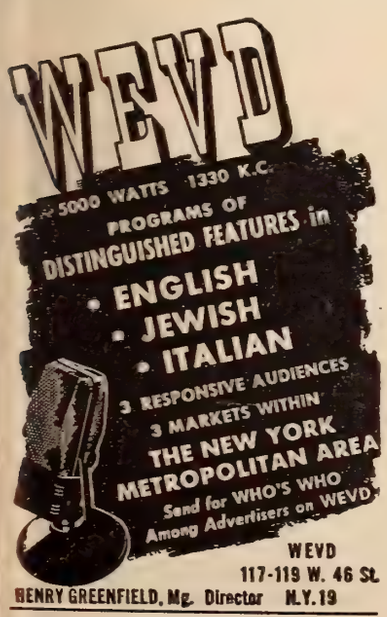
KXXL RENO CASE

FCC Issues Initial Decision

INITIAL decision to deny renewal of license to KXXL Reno, Nev., and dismiss as moot a request to sell the station to Chet L. Gonce, its original owner, was reported by FCC last Wednesday. KXXL, destroyed by fire in November 1948 and off the air since that time, is assigned 250 w on 1230 kc.

Hearing Examiner Fanney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without Commission consent the one-third interest each held by Edward Margolis and Frederick W. Kirske, who had been partners with him in the license. The report showed further that Mr. Samuel did not desire to renew the KXXL license and did not wish to rebuild or operate the station.

The examiner found that Mr. Samuel wished renewal only for the purpose of transferring it to Mr. Gonce for cancellation of a $10,000 debt due the latter. At the hearing, Mr. Samuel further stated he wished to "withdraw" both the renewal request and the transfer bid. Mr. Gonce was given FCC approval in 1947 to sell to Mr. Samuel and his associates for $30,000.



Allied Arts

EDWARD A. MALLING appointed sales manager for component parts in General Electric Receiver Div., Syracuse, N. Y. He has been with company since 1935.

CARROLL GARDNER appointed account executive for Frederic W. Ziv Co. Formerly general manager of WLEX Lexington, Ky., he will cover Florida and Southern Georgia with headquarters in Jacksonville. Mr. Gardner formerly was general manager of WAPI Birmingham and later was with WMBR Jacksonville.



Mr. Gardner

AIR KING PRODUCTS Co., Brooklyn, N. Y., reports its new console and table model television receivers will make use of rectangular video tubes. Called "soft-lite full view," tubes are said to show picture exactly as it is telecast from transmitting station with no loss of view from cut corners or masking.

COMMODORE JOHN D. SMALL, executive assistant to the president of Emerson Radio and Phonograph Corp., New York, named vice president of corporation in addition to his present duties. ABRAHAM ROSEN, controller, appointed assistant treasurer. A. A. VOGEL, former assistant controller, named controller. JOSEPH LONGIN, former assistant controller, named assistant to the executive vice president.

Dr. ALBERT W. HULL, assistant director of General Electric Research Lab., Schenectady, N. Y., retires. He will continue to serve company as a consultant.

RALPH B. AUSTRIAN, New York television consultant, will headquarter in Hollywood for next few months at offices of N. P. Rathvon & Co., 1041 No. Formosa Ave., Hollywood. He will make special survey for N. Peter Rathvon, former president of RKO Radio Pictures and Radio Keith Orpheum Corp.

Equipment

ELIZABETH K. TAYLOR appointed an assistant secretary of AT&T, first woman in organization to hold that post. She joined company in 1921 as stenographer and later became secretary to the president.

TUBE DIVISIONS of General Electric Co., Syracuse, N. Y., announce following appointments: E. F. PETERSON named manager of sales of tube divisions, with headquarters at Schenectady, L. B. DAVIS appointed manager of receiving tube division at Owensboro, Ky., and K. C. DeWALT named manager of cathode ray tube division at Syracuse.

UNIVERSAL MOULDED PRODUCTS CORP., Philadelphia, announces marketing of Reelest, portable tape recorder with "twin-track" which eliminates interruption for rewinding; automatic tape threader, and volume indicator.

Listen for the words "Transcribed by AMPEX" after the great shows in radio

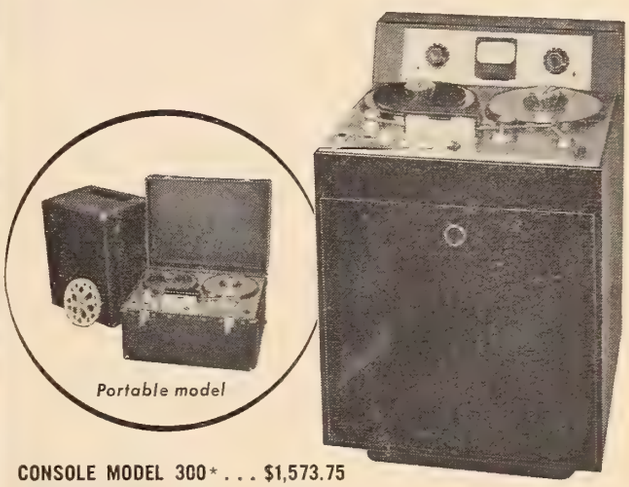
Here's how the *NEW*

Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation



CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
*Meter Panel Extra F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

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ACTIONS OF THE FCC

DECEMBER 22 to DECEMBER 29

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 22 Decisions . . .

BY COMMISSION EN BANC

Request Granted

KVNJ-AM-FM Fargo, N. D.—Granted request to remain silent for 90 days pending reorganization and refinancing.

WMMJ Peoria, Ill.—Granted authority to remain silent 60 days from Dec. 23, pending assignment of license.

KOPP Ogden, Utah—Granted renewal of license for period ending Nov. 1, 1952.

Modification of CP

KTED Laguna Beach, Calif.—Granted mod. CP to change directional ant. and designated for hearing in Washington on March 13, 1950, application to increase nighttime power from 250w to 1 kw, and made KOMA Oklahoma City, party to proceeding.

December 22 Applications . . .

ACCEPTED FOR FILING

License for CP

WTJH East Point, Ga.—License to cover CP new AM station.

AM—1310 kc

KLIX Twin Falls, Ida.—CP to change from 1340 kc 250 w unl. to 1310 kc 1 kw unl. DA-N AMENDED to request 1310 kc 1 kw unl. DA-1.

AM—790 kc

KNEW Spokane, Wash. — CP to change from 1430 kc 5 kw DA to 790 kc 5 kw unl. DA-N AMENDED to request 790 kc 5 kw DA-2.

SSA—730 kc

WLIN Merrill, Wis.—SSA on 790 kc 1 kw-D 250 w-N for period ending no later than Nov. 1, 1949 AMENDED to request SSA for a period ending not later than Nov. 1, 1952.

License Renewal

Applications for license renewals AM stations: WBGE Atlanta, Ga.; KXEO Mexico, Mo.; KVOL Lafayette, La.; KWNW Wenatchee, Wash.

Applications for license renewals FM stations: WSON-FM Henderson, Ky.; WQXR-FM New York; WOPI-FM Bristol, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: KPOR Riverside, Calif.; WCOH-FM Newnan, Ga.; WACE-FM Chicopee, Mass.; WFMB Mayodan, N. C.

License for CP

WEBR-FM Buffalo—License to cover CP new FM station.

WOSU-FM Columbus, Ohio—License to cover CP new noncommercial educational FM station.

FM—93.7 mc

KXOK-FM St. Louis—CP to change ERP to 70 kw, increase ant. height to 547 ft.

TENDERED FOR FILING

AM—790 kc

KSPI Stillwater, Okla.—CP to operate on 790 kc 500 w-N DA and retain daytime operation 780 kc 250-D.

AM—860 kc

WOAY Oak Hill, W. Va.—CP to change from 860 kc 1 kw unl. to 860 kc 10 kw unl. Contingent on WHFG change in facilities.

AM—1600 kc

WKNK Muskegon, Mich.—Mod. CP to change from 1600 kc 1 kw unl. to 1600 kc 5 kw-D 1 kw-N.

Modification of License

KBUC Corona, Calif.—Mod. license to change from 1370 kc 500 w unl. DA to 1370 kc 500 w unl. DA-N.

December 23 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSMO San Mateo, Calif.—Mod. license to change studio location.

Modification of CP

KONO San Antonio, Tex.—Mod. CP to change frequency, increase power etc. for extension of completion date.

License Renewal

Application for license renewal AM station: WFEB Sylacauga, Ala.; WROD Daytona Beach, Fla.; WWPG Palm Beach, Fla.; WBBQ Augusta, Ga.; WJPF Herrin, Ill.; WLBC Muncie, Ind.; WLBJ Bowling Green, Ky.; WEIM Fitchburg, Mass.; WMBN Petoskey, Mich.; KICK Springfield, Mo.; KGFW Kearney, Neb.; KSET El Paso, Tex.; WJMA Orange, Va.; WBRW Welch, W. Va.

December 27 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Jones)

WMMJ Peoria, Ill.—Granted petition to dismiss application to change to 970 kc, 1 kw unl. DA.

WLEA Hornell, N. Y.—Granted petition for leave to amend application to show time and place of birth of certain stockholders, to change estimated cost of construction and operation, and to furnish copies of program log for composite week and analysis thereof.

Coast Bcstrs. Inc., Astoria, Ore.—Granted petition for leave to amend application to change name of applicant to Deal O. Wilkins and Howard R. Marks d/b as Coast Bcstrs. to change applicant from corporation to partnership, to delete all reference to L. K. Greer and Leslie E. Marcus, and to show revised financial data.

FCC General Counsel—Granted petition for extension of time to Jan. 26 to file exceptions to initial decision in proceeding upon application of Worcester Bcstg. Co., Worcester, Mass.

FCC General Counsel—Granted petition for extension of time to Jan. 3 to file proposed findings of fact in proceeding re WGBF Evansville, Ind., and WMRO Aurora, Ill.

(By Examiner Basil P. Cooper)

KSTV Stephenville, Tex.—Dismissed as moot petition for continuance of hearing.

Western Massachusetts Bcstg. Corp., Great Barrington, Mass.—Granted petition for continuance of hearing from Dec. 22 to Jan. 9 at Washington.

(By Examiner Hugh B. Hutchison)

WGRD Grand Rapids, Mich.—Granted petition for leave to amend application to specify new trans. and ant. site, to make changes in proposed DA-N, install new DA-D and to operate with 5 kw in lieu of 1 kw unl. On Commission's own motion, application as amended is removed from hearing docket.

WEIM Fitchburg, Mass.—Granted petition to reduce proposed D operating power from 5 kw to 1 kw and to make certain changes in proposed D radiation pattern.

(By Examiner Fanney N. Litvin)

WCTT Corbin, Ky., and WISE Asheville, N. C.—Scheduled hearing for Jan. 3 in Washington in proceeding which was inadvertently scheduled Jan. 2, legal holiday.

KOJM Havre, Mont.—Granted petition for continuance of hearing re application and that of KAVR Havre, Mont. from Jan. 9 to Feb. 20 in Washington.

(By Examiner Elizabeth C. Smith)

Antelope Valley Bcstg. Co. and Antelope Bcstg. Co. Inc., Lancaster, Calif.—Granted joint petition for leave to amend respective applications by acceptance of affidavits attached to petition, for purpose of correcting defects resulting from variances and discrepancies between dates of engineering affidavits and those of applications.

December 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDZ Tuscola, Ill.—Mod. CP move trans. and studio sites to change hours power etc. AMENDED to request change from 1050 kc to 610 kc DA-DN, 1 kw unl.

Following stations filed for mod. CPs extend completion dates: KNOB(FM) Long Beach, Calif.; WGOR(FM) Ft. Lauderdale, Fla.; WAPO-FM Chattanooga, Tenn.; WTVJ(TV) Miami, to 7-27-50; WNBQ(TV) Chicago, to 3-20-50.

License for CP

WHGR Greensboro, N. C.—License to cover CP new AM station.

WJAR-FM Providence, R. I.—License to cover CP new FM station.

WOUI(FM) Athens, Ohio—License to cover CP new noncommercial educational FM station.

(Continued on page 68)

LaGRANGE LOCAL

FCC Issues Initial Decision

FIRST local station for LaGrange, Ill., metropolitan Chicago community, is proposed in an initial decision issued by FCC fortnight ago to grant the bid of The LaGrange Broadcasting Co. for 500 w daytime on 1300 kc there.

Hearing Examiner Fanney N. Litvin found that the proposed station's 0.5 mv/m contour would include a population of 3,196,259. The report indicated only slight interference would occur with WMRO Aurora, Ill., WKAN Kankakee, Ill., and WOOD Grand Rapids, Mich. Although the station would serve but 67.5% of the Chicago metropolitan district, the examiner felt the waiver of the Commission's 90% requirement was justified in view of the first local outlet to be afforded LaGrange. LaGrange Broadcasting is a partnership of Russell G. Salter, one-third owner of WAUX Waukesha, Wis., and Charles F. Sebastian.

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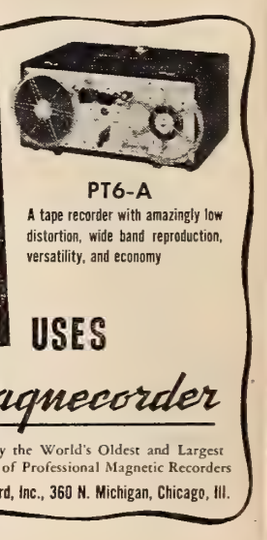
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Production



LOUIS M. HEYWARD, former script editor for AP's radio division, **MICHAEL SKLAR,** former script writer for *Cavalcade of America* and *Inner Sanctum,* and **VERA OLDHAM,** former script writer for *Parker Family* and *Show Boat,* join ABC script and program promotion division for radio and TV as senior writers. **ARLENE WOOD,** former copy chief for WBEC Pittsfield, Mass., joins division as junior writer.

TILLIE CAUSEY, former part-time script writer for WCBI Columbus, Miss., joins KXOK St. Louis as script writer.

JAMES T. VANDIVEER, director of remote telecasts for KECA-TV Hollywood, elected first vice president of Academy of Television Arts and Sciences.

ROBERT WHITAKER, relief announcer and parttime play-by-play announcer for WPAY-AM-FM Portsmouth, Ohio, joins station in fulltime capacity, replacing **JOHN VROMAN,** who resigned to join WKSR Pulaski, Tenn. Mr. Whitaker was with WBEX Chillicothe, Ohio, for two years.

MIKE RAPCHAK, formerly of WIMS Michigan City, Ind., **BOB CARPENTER,** formerly of WBCM Bay City, Mich., **BILL FOSTER, BOB MOORE,** formerly of WGBA Columbus, Ga. and **KEN CARTER** join announcing staff of WWCA Gary, Ind. **HENRY RODDIGER** appointed musical director and librarian for station, assisted by **MINERVA M. TESSEINE. BOB TANNEHILL** named continuity director. WWCA took the air as a new fulltime station Dec. 9.

EARLE C. FERGUSON, former production manager at KOA Denver, becomes program director for station succeeding **CLARENCE C. MOORE,**



Mr. Ferguson



Mr. Walker

retired. Mr. Ferguson is succeeded as production manager by **WILLIAM G. WALKER,** former assistant in KOA's production department.

BERT LEEDS, formerly director at Twentieth Century-Fox, signed as director of NBC-TV *Life of Riley.*

ROSEY ROWSWELL rejoins WJAS Pittsburgh as m.c. of new morning show, *Rosey Bits.*

HERBERT O. PHILLIPS, KECA-TV Hollywood set designer and art director, sells original story "The Inner Voice", to Anatole Litvak, Twentieth Century-Fox producer.

DAVE MILLER, disc jockey for past nine years with WAAT Newark, N. J., resigns to join WPAT Paterson.

Mrs. IRENE KUHN, assistant director of information for NBC, is currently touring Spain gathering material for articles and broadcasts.

ELBERT WALKER, KTSL (TV) Hollywood senior producer-writer, named as producer of *What's the Name of That Song.* **J. C. LEWIS** replaces him as producer of *Norma Young Show* and *It's a Neat Trick.*

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, appointed to National Public Relations Committee of Reserve Officers Assn. of U. S. She is only woman thus far so honored.

JOHN WAGNER, ABC Hollywood assistant auditor, is the father of a boy, James McCracken.

BILL GAVIN, KNBC San Francisco producer, is the father of a girl, Janet Elizabeth.

JACK MORRIS, of KTLA (TV) Hollywood traffic department, is the father of a girl, Jana.

NEW classes in Radio Dramatics and Television Acting will be offered in spring semester of University Extension of U. of California. Radio Dramatics course starts Jan. 12; television course Jan. 10.

On All Accounts

(Continued from page 16)

Manchesters—followed the Brewsters to the U. S.

Gordon's stint in New York radio production, copywriting and other agency work was stopped temporarily in 1942 when Uncle Sam beckoned and he donned a Navy uniform. The war took the young Manchester away from memories of Willimantic, Conn., near Hartford, where he was born, and out of Gotham's melee. In the service, he was trained as an electronics engineer in the Navy, transferred to the Marines in the Pacific, and later, as a liaison officer attached to the Air Forces. Finally, he wound up with the Navy again in Hollywood on Naval film production. Latter assignment lasted three months and added to his basic grounding already gained in film work.

Back from the war in 1944, Gordon re-entered agency freelance work in New York. Four years later, he joined the Ryan agency, at 726 Jackson Place N. W., Washington. Since that time, Gordon has aided in the agency's mounting radio billings.

Selling Ability

Selling is the main credo breathed by Gordon. His successes have been pinned to ability to place advertising. This ability has been cultivated through meticulous testing, results of which in the Washington area, he found, warranted substantial reallocation to radio of advertising budgets. Principles evolved have been carried still further into other market areas.

In one of these tests, Mr. Manchester found that rural and low-income people in Washington, Virginia and part of Maryland, were receptive to radio introduction of an unfamiliar corn meal brand name, Covered Wagon, produced by Mills Stream Cereal Co., Bonner Springs, Kan. A good slice of the budget went into placements on the WINX Washington disc jockey show emceed by Jerry Strong; on WRNL Richmond, and on WARL Arlington, Va.

How Gordon sells rough ground corn meal to this population can be seen from the following sentence taken out of context of typical radio copy: "Honest to Pappy's buckskin britches friends—you've never eaten corn meal makins 'til you've used Covered Wagon corn meal."

Heavy Radio Scores

For the more cultivated taste in the city, Gordon draws on the appeal of the fried shrimp delicacy, packed frozen. But the principle is the same—heavy radio placement. In this case, all placings are spot. Again success.

In Minneapolis, and other such markets, Gordon reports that surprisingly the mass consumer is unfamiliar with the tang of shrimp. Only a thin sprinkle of connoisseurs were aware of its attraction. National placement of one-minute spots in 48 markets made known Jekyll Island frozen fried shrimp. Other packaged food brands which he handles are Dixiana-South and Dewkist. Another account placed by Mr. Manchester is that of the Mid-Atlantic Div. of Safeway Stores (supermarket chain).

Gordon likes the use of 100%

News



MORRISON SCHWARTZ, formerly with WLBJ Bowling Green, Ky., named news editor for WWCA Gary, Ind., which took the air Dec. 9.

DON BELL, former NBC and MBS correspondent, appointed news director at KWBW-AM-FM Hutchinson, Kan.

JERRY SHERMAN, former staff announcer with WKMH Dearborn, Mich., named news editor and special events director of WDET (FM) Detroit.

Dr. JOHN H. HANLEY, garden expert for KJR Seattle, elected president of Western Washington Horticultural Assn.

TOM MOOREHEAD, sportscaster for WEIL-AM-TV Philadelphia, received Good Sport Award of Golden Slipper Square Club on Dec. 8.

FIRST AGAIN!

Sunday afternoon television programming has been started by KDYL-TV, marking another "first" for Salt Lake City's first television station.

In 1950 — to tap the rich Salt Lake City market — remember these powerful selling twins, KDYL and KDYL-TV, always out in front.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

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See Centerspread This Issue

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

spot nationally because it allows flexibility. Regional and local advertising, he says however, include varied placements, depending on the peculiarities of the areas covered.

In addition to AM radio, efforts of Gordon and the Ryan agency have been directed in the FM and TV fields with varied success. On the FM side, Gordon cites mail response of "thunderstorm proportions" in spot-placing of Tru-Ade for FM baseball broadcasts in a local region. Television has centered on children's programs with plans underway for expansion of sales campaigns using this medium, he adds. The Ryan agency also handles film work for the Assn. of General Contractors.

Gordon Manchester, versatile and active, has the build of an athlete. In fact he did play varsity football at the U. of the South. But he says his prowess on the gridiron was nothing to speak of; anyhow, now he's making all his touchdowns in radio.

STEEL OUTLET

Expect WEIR on Air May 1

CONSTRUCTION of a 1 kw station, WEIR, operating unlimited on 1430 kc, is to begin this week, according to a report from Steubenville, Ohio, where the outlet will be located. Station will have studios in both Weirton and Steubenville, covering an area of more than 300,000 popuation. It is schedued to be on the air May 1.

According to the report, the call letters, WEIR, will honor Ernest T. Weir, chairman of National Steel Corp. and its subsidiary, Weirton Steel Co. Station will be operated by Tri-State Broadcasting Co., a recently-formed West Virginia corporation, president of which is Thomas E. Millsop, also president of Weirton Steel Corp. and mayor of Weirton, W. Va.

THREE WOR New York advertisements, conceived and written by Joseph Creamer, station's promotion director, are included in Jo Sinel's *1949 Newspaper Advertising Annual*, collection of year's outstanding ads in American newspapers.

Programs

KWKW Pasadena, Calif., today (Jan. 2) doing two-hour on-the-spot broadcast of Tournament of Roses parade, Pasadena. Station will feed broadcast to Armed Forces radio stations and to eight California stations including KMPC Hollywood; KFAC KLAC Los Angeles; KIEV Glendale; KRNO San Bernardino; KSMA Santa Maria; KSPA Santa Paula; KVEN Ventura. Carnation Co. (ice cream) sponsoring Broadcast on KWKW; Carnation Milk Dealers on KVEN. Bill Garr, KWKW Special Events Director, is in charge of production. Parade announcing chores are being shared with him by Wes Mears and Bob Wilson.

French Salute

WNEW New York broadcast special *Salute to French Radio* Dec. 27, 9-9:30 p.m. in celebration of 50,000th program produced by International Division of Radio Difusion Francaise. Program included excerpts from French programming.

New WMBG Show

FIVE-minute show on WMBG Richmond has been recently inaugurated under title *Washington Correspondence*. Program features station's Washington correspondent giving day-by-day account of happenings in nation's capital and hints as to what further developments can be expected. Show is sponsored by International Wood Products Co., Richmond, Mon.-Wed.-Fri. 6 p.m.

Early Xmas Viewing

THREE Cincinnati TV stations made Christmas Day "TV Day" all day in that city. WKRC-TV went on the air at 8 a.m. Christmas morning from a local orphanage; WCPO-TV placed a test-pattern on at 6 a.m. and began regular telecasting at 7, and WLWT (TV) began telecasting at 8 a.m. Early programming was designed to accommodate recipients of TV sets as Christmas presents.

Students Take Over

ONE of the tenth anniversary features of KVFD Ft. Dodge, Iowa, was inauguration of series, "School Day," in which students from local high school and junior college take over operation of station and its FM affiliate, KFMY, from 6 p.m. to midnight. Students do selling for shows they produce, give play-by-plays of games of interest to listeners and generally take complete charge of stations' operations.

'Something To Do'

NEW show, *Something To Do*, on WTMJ-TV Milwaukee, finding enthusiastic reception from children and their mothers. Show is aired Mon.-Wed.-Fri., 5-5:30 p.m., and teaches children simple arts and crafts. Prizes donated by sponsor, Boston Dept. Store, Milwaukee, are awarded to nine children in viewing audience weekly and children participate in show during following week.

Christmas Every Day

LATE last November, WFBR Baltimore's locally produced programs urged listeners to send in letters about people who express Christmas cheer throughout the year. Special committee selected 10 best letters and sent invitations to writers to bring the persons they had written about to studios for special 45-minute broadcast last month. During program, roving m.c. pinned orchids on letter-writers and Santa Claus gave prizes to women who were selected as year-round St. Nicks. Choir and interviews with personalities rounded-out show.

Teen-Age Talent

YOUNG people who have organized themselves under name, Tele-Teen Talent Inc., produce *Spotlight on Tomorrow*, half-hour variety show on WLWD (TV) Dayton, Ohio. Time and facilities of station are loaned to group by WLWD. Shows feature songs, instrumental selections, comedy routines and dance numbers. Program is also carried by WLWT (TV) Cincinnati and WLWC (TV) Columbus.

Mid-Winter Baseball

BASEBALL is already "hot" with bi-weekly half-hour *Hot Stove League* show on WNOR Norfolk, Va. Featuring Earl Harper and Jack Harris, station's baseball announcers, program gives listeners late baseball developments and news, and interviews baseball celebrity guest. Special feature of show is three inning baseball quiz game. Teams of three men each are headed by Messrs. Harper and Harris. Correct answers to questions merit home run for team. Incorrect answers count as strike outs. Upshot of quiz will be "Hot Stove League World Series" between two champion teams which will be played off before regular WNOR baseball season begins.

Youth Program

SPECIAL program on WTVR (TV) Richmond featured five 10-year-old boys who demonstrated work being done by Richmond YMCA with youths in the city. Boys were members of physical educational program at the Y and performed acts of balancing, tumbling, pyramid building and so forth for the televiewing and studio audience. Entire show, emceed by Jack Lewis, sports announcer for WTVR, was made up of boys' performances.

STATION BIDS

FCC Reports on WDIA, KLX

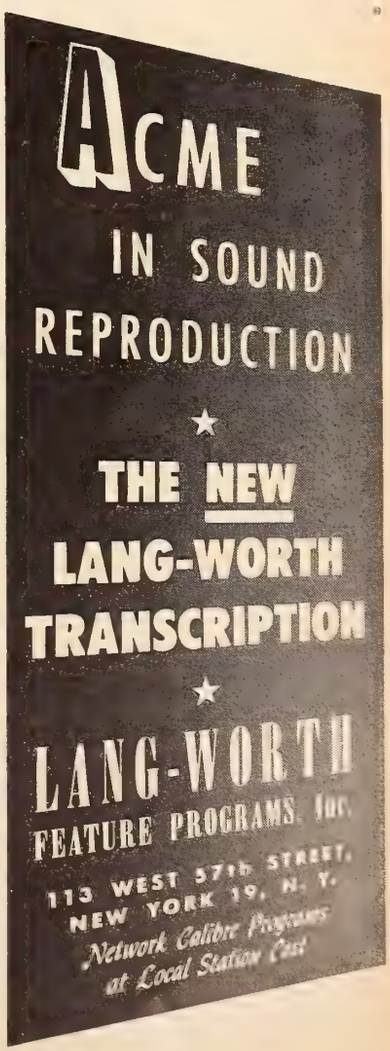
INITIAL decision has been reported by FCC to grant application of KLX Oakland, Calif., for power increase on 910 kc fulltime from 1 kw to 5 kw directional.

Commission meanwhile reported initial decision to deny WDIA Memphis, Tenn., request for switch from 250 w daytime on 730 kc to 250 w fulltime on 1240 kc.

In the KLX case, the initial ruling by Hearing Examiner Fanney N. Litvin found that the proposed power increase would not cause objectionable interference to any other station and that the proposal would be in "substantial compliance" with the Commission's rules and engineering standards. With increased power KLX would expand its 0.5 mv/m coverage from present 1,523,600 persons to 1,605,800 persons, the report estimated.

Hearing Examiner J. Fred Johnson Jr. recommended denial of the WDIA bid because the proposed operation would not meet minimum engineering requirements for coverage of residential and business areas and further on ground of interference with WENK Union City, Tenn., and KWAK Stuttgart, Ark. Examiner Johnson found no evidence in the record that WDIA had violated any laws regarding lottery and gift enterprises, which also had been an issue in the case.





CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Traffic manager, male, must be experienced with some sales ability. Well established, fulltime ABC affiliate in midwest. Give experience, background, references and photo. Box 531D, BROADCASTING.

Station manager. 1 kw day and FM. Downstate Illinois. Single station 50,000 pop. In the black. Want good young man with proven sales and managerial ability. Adequate salary and 10% of net. Complete details including salary required first letter. Need salesman same station. Box 595D, BROADCASTING.

Manager for successful 250 watt network station. Midwest, only station in highly desirable city and market. Must have full knowledge all phases of broadcast business, be a good salesman and have ability to manage station and direct staff. Good proposition for right party. Write Box 602D, BROADCASTING.

Salesmen

Southern 5000 watt station invites top radio salesmen with loyalty and purpose for bigger incomes and better living, permanent men only. Will consider man and wife, experienced. Write frankly, send photo. Box 553D, BROADCASTING.

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large Southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Announcers

Experienced combo man. Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D, BROADCASTING.

Topnotch announcer with 1st ticket for new kw fulltime in California valley city of 25,000, car necessary. Start $60. Rush disc, photo, full details at once. Start before February 1. KMOD, Modesto, California.

Wanted—Announcer-combination engineer and announcer-salesman. Radio Station WKEU, Griffin, Ga.

South Georgia independent wants announcer with a first class ticket, emphasis on announcing. Must be able to read news, run record shows, etc. Start $200 per month. WVOP, Telephone 327, Vidalia, Ga.

Technical

Wanted. Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

First class license, no experience. Single, young, 250 watt station. Chance to get a start. Contact J. A. Huff, WHAW, Weston, W. Va. Opening December 28.

Help Wanted (Cont'd)

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Georgia.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Traffic girl wanted, progressive independent station in Texas. Must know traffic, shorthand and secretarial work. Send all qualifications and photograph. Box 584D, BROADCASTING.

Wanted—Copywriter with good training and educational background. Reasonable starting wage with advancement based on ability. Large southeastern market. Photo and references. Box 619D, BROADCASTING.

Continuity director. Must write fresh sparkling copy. Some air work. Experience desired. Please rush sample of copy, recent photo and audition disc to Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

General manager, commercial manager or both. Cannot perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 560D, BROADCASTING.

Young aggressive manager large FM, interested in getting into the real medium of the future—TV. Desire junior executive or managerial position. Have followed TV's growth, want to learn, willing to work at reasonable salary. Looking for job growing to permanent position. Box 577D, BROADCASTING.

Manager seeking station with potential. Background consists of announcing, writing, producing, news editing for CBS, Plus programming, directing and managing and the usual success stories. Must leave present coastal area due to wife's ill health. References and comments of owners of station I am managing at present available direct. I won't go into the personal glorifications such as sobriety, records, etc. It speaks for itself. Character references may be obtained from the industry's most respected individuals. Box 633D, BROADCASTING.

Capable manager—Good business executive . . . strong on results and smooth, economical operation. Can give you the productive kind of radio that builds listeners and increases billings. Fine background in sales, advertising and radio. Mature, with plenty experience and the common sense management that makes a station profitable . . . net or independent. Available January first. Write or wire, P.O. Box 1244, Greenville, South Carolina.

Salesmen

Salesman, five years selling in radio. Know announcing, production, promotion, acting. College, good sales record, ambition. Married. Age 31. Sober. Excellent references. Presently employed with 1000 wt independent, major eastern seaboard market. Desire sales position with station or agency in Los Angeles area. Box 552D, BROADCASTING.

Young, qualified, conscientious, experienced salesman wants better opportunity in Michigan. Box 536D, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager, proven sales record with independent and network stations. Old enough to have many years actual radio sales experience with young ideas in sales, promotion, management, advertising and merchandising. Available for personal interview for stations located in Ohio, Michigan and Indiana. Box 575D, BROADCASTING.

Announcers

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Announcer-copywriter, husband - wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kws appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Experienced announcer, disc jockey, newscaster, continuity writer, actor. College graduate. Married. Disc, photo, references available. Thrive on hard work. Will travel anywhere. Send details. Box 576D, BROADCASTING.

Play-by-play all sports, news, special events, participation shows. 4 years solid experience, finest references. Young enough to be enthusiastic; mature enough to be dependable. Married. Seeking permanent position sports minded far western station. Will arrange personal audition. Box 580D, BROADCASTING.

Thinking about baseball? Sports announcer with large market background has legitimate reason for seeking change. References include present employers. Details, disc, interview on request. Box 581D, BROADCASTING.

Announcer, now on NYC FM station. Versatile, operate board, write continuity. Prefer small eastern outfit. Salary secondary to advancement opportunities. Box 582D, BROADCASTING.

Sportscaster-announcer experience play-by-play and all phases of general announcing including newscasting, commercials, etc. Married, currently employed. No floater. Box 586D, BROADCASTING.

Announcer, Desires opportunity, you didn't have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience. (Weren't you once? Now look at yourself!) Box 589D, BROADCASTING.

Looking for a mail order and pitch commercial man? One with experience aplenty? A man who is a nationally known hillbilly disc jockey, a man who really sells, and a man who does all staff work. If so, you'll be interested to know that I'm available after January 15. Please write full position details. Box 590D, BROADCASTING.

Sportscaster one of nation's finest basketball, baseball, football. Please write Box 592D, BROADCASTING.

Experienced announcer, engineer 2 years. 250 w to 50 kw. RCA graduate, 1st phone. A-1 disc jockey. 150 mile radius N.Y.C. Available immediately. Box 593D, BROADCASTING.

Announcer, console operator. Experienced deejay, news, sports. Married veteran. Disc and photo available. Box 597D, BROADCASTING.

Gninrom nam, reflects a reliable, different, D. J. 8 years success. Married, employed. $80. Box 604D, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster—Topnotch excellent voice background ten years commercial radio handling play-by-play and daily sports program for such accounts as General Mills, Coca Cola, Atlantic Refining and Peter Hand Brewery. Desire post selling and broadcasting all types sports programs on straight commission. Best references. Am Army officer returning to inactive duty 15 January after having been recalled to year tour in Special Services handling radio shows. Prefer east or middle-west but interested in any station that is fertile field for sales. Box 603D, BROADCASTING.

Announcer-engineer, 3 years experience, prefer eastern coast. Presently employed. Box 618D, BROADCASTING.

I'm looking for my first job. Who will take a chance on a young vet, professionally trained, two years college. Travel anywhere for any salary. Disc available. You won't be sorry. Box 624D, BROADCASTING.

Announcer—Experienced combination man. Control board operator and announcer, employing versatility. Would like to secure position with progressive stations. Disc, resume and photograph available. Free to travel. Box 626D, BROADCASTING.

Combination announcer, news commentator, sportscaster. Operate board. Two years experience. College graduate, B. S. in Physical education. Prefer New York or New Jersey areas. Excellent references. Part-time considered. Box 629D, BROADCASTING.

Announcer, 15 months experience. Will travel. Operate console. Consider all offers. M.S.G., 5009 S. Talman, Chicago 32, Illinois.

Staff announcer, 24, single, 2½ years network and independent experience. Will travel, but prefer Great Lakes region. College B.A. in speech. Copy writing. Jack Edwards, 11402 Superior Avenue, Cleveland, Ohio.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

Experienced first phone transmitter engineer seeking permanent position anywhere. Minimum salary two hundred dollars monthly. Available two weeks notice. Box 578D, BROADCASTING.

Engineer, 2 years transmitter and remotes. 3 years Army radar experience. Graduate leading radio school. Box 587D, BROADCASTING.

Combination man. First phone, one year experience. 8 months as engineer on ten kw-FM station. 6 months combo-work. A-1 reference. Box 588D, BROADCASTING.

Experienced engineer FM, AM studios. Will consider anywhere. Married. Box 591D, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Experienced engineer. AM-FM. First phone, transmitter, console, remotes. Experienced construction, installation. Car, married, presently employed. Box 621D, BROADCASTING.

Engineer, 1st phone. 2 years experience all phases AM and FM station operation and maintenance. Single, 25, car, available. Box 625D, BROADCASTING.

First class radio telephone operator license. Graduate of technical school in AM and FM broadcasting and television. Working as TV repair. Desire position in broadcasting. 24 years of age, unmarried and free to travel. Box 631D, BROADCASTING.

Experienced engineer two years as chief, married, no children. Best of references. Box 632D, BROADCASTING.

Situations Wanted (Cont'd)

Immediately available—First class licensed engineer with over 4 years experience. Single, 25, without car. Starting salary secondary. Good references. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

Chief engineer-engineer. AM-FM. Can announce. R. C. Barritt, 1200 Susquehanna, Pittston, Pennsylvania.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Have disc. Wire or write Donald Bentrott, Wheatland, Iowa.

Engineer-experienced FM-AM. Communication engineering graduate. All licenses. Available immediately. M. Johnson, 436 N. Hazel, Danville, Illinois 2478 J.

Engineer, 28 months transmitter and studio experience. Reference, will travel, car. Harold D. Porter, 1134 25th, Des Moines, Iowa.

Production-Programming, others

Experienced program director desires immediate change. Well educated, reliable, conscientious, hardworking. Experience at independents and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network quality voice. Versatile—do equally good job remotes, newscasts, classical music, commercials, etc. Top references all employers. Disc, details on request. Box 568D, BROADCASTING.

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Young woman wants diversified position, prefreably with small station. Thoroughly experienced in programming, traffic, music, continuity, public relations, merchandising. Box 579D, BROADCASTING.

Trained continuity writer, 18, male, writes excellent copy. Box 598D, BROADCASTING.

She'll make her own place in your area. Four years experience in women's and children's programs and record library. Unusual background and training. Voice and disc or interview on request. Box 601D, BROADCASTING.

Continuity writer, thoroughly trained, ambitious, reliable, efficient, good commercial copy. Box 617D, BROADCASTING.

Adept news, continuity writer; extensive experience, engineering, announcing, production. Familiar television operations. College graduate. Employed; will relocate to progress with growing organization. Box 620D, BROADCASTING.

Television

Production-Programming, others

Television man: Station, agency, motion picture, package production experience. Seeks position TV station, agency. Capable full charge all production including remotes, Pet project: low-cost, live programming. Prolific, energetic, sober, reasonable. Go anywhere. Box 605D, BROADCASTING.

Young man, television film producer, college education, colorful motion picture and television background, wants position with TV station as film producer. Can offer indispensable, custom-made television film equipment plus ten years' experience. No false claims. Write Box 630D, BROADCASTING for details of production experience, references, photos of special equipment, and sample prints of present television film work.

For Sale

Stations

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For Sale (Cont'd)

Central Illinois. Making money. Only station in 100,000 trading area. 1 kw day plus FM. Can be purchased for value physical assets. Under $100,000. $30,000 dn. Box 596D, BROADCASTING.

9 kw FM only. Fine city of 34,000 population within 100 miles of Chicago. Hub of trading area of 56,000. Appraisal value over $70,000. Reason for selling not financial. Liberal terms. Details to responsible parties upon request. Box 600D, BROADCASTING.

Equipment, etc.

For Sale—#10 soft drawn copper radial wire bright brand new on five reels. 1343 pounds @ 17¢ per pound FOB WHHH, 2nd National Bank Building, Warren, Ohio.

For sale—Type 26-C Collins limiting amplifier, good condition, just out of service. WHLN, Harlan, Kentucky.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Interested buying station—low price range. Supply sufficient information in confidence. Experienced broadcaster. No broker. Box 627D, BROADCASTING.

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Wanted. FCC approved AM frequency and modulation monitors. State model, price and age. Box 594D, BROADCASTING.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted for new 250 watt, 1580 kc station. RCA, Gates, Collins, Western Electric, General Electric or Raytheon. Transmitter, crystal, modulation and frequency monitors, console, 250 ohms remote amplifier, limiting amplifier, 15 watt monitoring amplifier, turn tables, pickup arms, 250 ohms microphones, antenna tuning unit, 200 ft. tower, CAA lights, ⅞" coaxial cable. Reply to Box 373, Altoona, Pennsylvania. No telephone calls.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Situations Wanted

Managerial

AM-TV SALES EXECUTIVE

Seasoned salesmanager for an AM or TV station is looking for a challenging job for 1950.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 521D, BROADCASTING.

Situations Wanted (Cont'd)

Attention Independent Stations!

Veteran radio manager of highly successful independent metropolitan station is available for managerial job with a "non-network" property. Well acquainted with national radio buyers; best references.

BOX 623D, BROADCASTING

Help Wanted

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

For Sale

Equipment

For sale: Present 250 watt transmitting plant available approximately January 15, 1950 on an "as is, where is" basis. All equipment in good as new condition which has given eight years of trouble free operation.

Western Electric model 451-A-1 250 watt transmitter complete with tubes, 1400 kc crystal and model D-97008 antenna coupling unit.

Western Electric model 126-A limiting amplifier, complete.

Western Electric model 124-E monitor amplifier, complete.

Western Electric, 72 inch racks (2).

Alliance 160 foot guyed, base insulated tower.

WHHH, 2nd National Bank Bldg., Warren, Ohio

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Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

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These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

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2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Schools (Cont'd)

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228 South Wabash Ave., Chicago 4, Illinois

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Allis-Chalmers Repeat

ALLIS-CHALMERS Manufacturing Co., Milwaukee, has ordered a live repeat broadcast of the *National Farm and Home Hour* from NBC Chicago for Mountain and Pacific Coast Time zones starting Jan. 7 at 1:30 p.m. CST each Saturday, reaching the additional zones at 11:30 a.m. and 12:30 p.m. respectively. Program is aired regularly at 12 noon CST. Agency is Bert S. Gittins, Milwaukee.

Feature

(Continued from page 16)

health, infantile paralysis, and cancer societies.

Promotion for the program has been very extensive and is responsible for the biggest slice in the budget. Nineteen different paid program advertisements appeared in each of 18 KUSD area county weekly newspapers and in each of the three dailies. Eighty thousand copies of the "Fight" card, listing the entire series of broadcasts, were printed by the State Dept. of Health and distributed through the local schools. To add to these, 90,000 "Fight" tickets for use as individual promotion pieces were printed as part of the campaign. One thousand tickets were printed to go with each of the 19 different newspapers' ads.

Two of the series (Dec. 1 and 8) were tied in with the annual Christmas seal campaign and were given over to "Churchyard Cough," dramatizing the fight against T. B. Other "Fight" cards included such battlers as "The Crippler" (polio), "Kid Cancer," and "Denture Dan" (tooth decay).

Not only was the promotion a teaser for the sponsors, but as Mr. Merrill explains: "The entire promotion budget . . . has been contributed by the participating organizations which required a bit of promotion in itself."

Next Thursday another round against U. S. Public Enemy No. 1 will be clocked over KUSD, exemplifying radio participation in diseminating education in public health.

Comedy Writers Guild

A COMEDY Writers Guild has been formed by the Gagwriters Comedy Forum under the direction of National Laugh Enterprises. A cooperative venture, the guild gives as its main purpose protection of gagwriters and special material writers not covered by the Dramatists Guild and the Radio Writers Guild. The Comedy Writers Guild seek affiliation with AGVA.

Promotion



OPEN house at opening of WOHI East Liverpool, Ohio, was occasion for distribution of several promotion pieces by station. Over 1,500 visitors received buttons bearing drawing of "Wo-hi" Indian and legend, "1490 on your dial means Good Entertainment," booklet containing opening week schedule and pictures of "WOHI-VIEW," scenery seen from transmitter site and photographs of studio and staff artists. Cuts of Indian were used extensively in local papers.

Timely Attention

CHRISTMAS season display erected by KEXO Grand Junction, Col., was composed of two huge Christmas trees, lighted by more than 500 bulbs apiece, and eight-foot Santa Claus. Trees and Santa were situated on either side of highway junction near building prominently displaying call letters and dial position of KEXO.

Graph Folder

TWO-color folder sent to trade by WEEI Boston shows graphs of station's listener pull. Cover contains teaser statement, "In Boston, 0.8% don't." Inside explains, "But 99.2% DO listen to radio." Two-year graph from Pulse Reports shows WEEI's ratings compared to other local stations. Another graph demonstrates station's share of listeners by quarter hours between January '47-June '49. Back of folder reads, in part, "In Boston, where people listen to *people*, the station is WEEI."

FM in '50

IN all-out pitch to hold and obtain new business for FM, in particular WCSI (FM) Columbus, Ind., station has sent two-page report to all time-buyers, regional and local clients, entitled, "Don't Forget FM Radio in 1950." Paper points out advantages of using radio and FM and suggests that businesses use at least 35% of their ad budgets for radio.

Cover Promotes

COVER from Dec. 12 issue of BROADCASTING has been sent to trade by KCBS San Francisco. Story of success of Jim Grady, commentator for station, is briefly told on sheet. Clipped to cover is small card reading, in part, "Whether your product comes from Milwaukee, Manhattan, or the factory down the street . . . a sales recommendation by KCBS means immediate local acceptance. . . ."

More KF&O

RCA has published 16-page illustrated booklet on *Kukla, Fran & Ollie* to be distributed to new TV set owners, conventions in RCA Exhibition Hall and through company distributors. Booklet is titled, "Found at Last! A Man Who Doesn't Like Kukla, Fran & Ollie," and tells history and format of show which is alternately sponsored by RCA and Sealtest Division of National Dairies.

Game Promotes 'Firefighters'

DAY before premiere broadcast of *Firefighters* over KBON Omaha, Neb., promotion stunt was staged at annual grid classic, Santa Claus Bowl, in Omaha's municipal stadium. Grade-school football game was sold-out to audience largely composed of children. Signs throughout stadium promoted show, and representatives from fire department with fire truck were present. Sponsor, Harding's Sealtest, distributed 3,600 popsickles to children.

It Happens!

LARGE yellow sheet is latest promotion piece sent to trade by WWDC Washington. Page begins, "Sinclair Lewis said: 'It Can't Happen Here' . . . but it did happen on WWDC." Telegram, sent to station by Forjoe & Co. asking for all available time on behalf of Talking Toy, follows. Short resume of Talking Toy's success on WWDC follows. Attached is mimeographed page showing WWDC's position in audience holders in Washington, according to Pulse for Sept.-Oct., 1949.

Birthday Celebration

NINTH birthday of Betsy King, reportedly youngest disc jockey in Boston, heard weekly over WCOP that city, was celebrated in cooperation with U. S. Navy recently. Festivities aboard ship docked in Boston Navy Yard were attended by 400 of Betsy's young listeners who had written in for tickets. Santa Claus distributed toys, movies were shown and the ship's band played. Birthday refreshments were served. Children attending were asked to bring new toys for needy children to be distributed by the Navy.

WOV Pilgrimage

LARGE sheet reprinted from New York *Journal-American*, Dec. 7, sent to trade by WOV New York, tells briefly story of WOV's sponsorship of Pilgrimage to Rome as part of 1950 Holy Year celebrations, and announces sailing of pilgrims on that day. Picture of Diana Baldi, women's commentator for WOV and its representative throughout pilgrimage, is featured on sheet.

Booklet Surveys

OVERSIZED 20-page booklet, illustrated in color and containing maps, currently being distributed to public through Pure Oil Co., sponsor of H. V. Kaltenborn on NBC. Booklet, entitled, *Fifty Fabulous Years*, surveys 50 most important people and events from 1900 to the present. Maps showing the changing of territories of various nations are included. Booklet was edited by Mr. Kaltenborn.

Simple Statements

MIMEOGRAPHED sheet from CFQC Saskatoon, Sask., tells simple story designed to interest potential sponsors. Heading is, "More Farmers Pay Income Tax in Saskatchewan Than In Any Other Province." Listing of numbers of farmers paying the tax in all Canadian provinces follows with statement, "CFQC is situated in the heart of the richest farming belt in the West."

Promotion for 'Little Women'

PART of promotion for presentation of "Little Women" on *Ford Theatre*, CBS-TV recently, was sending of copy of book to editors in all cities carrying the program. Flyer pasted on front cover of book called attention to show. Agency is Kenyon & Eckhardt, New York.

Cole's Scrapbook

MINIATURE copies of scrapbook of Grady Cole, WBT Charlotte, N. C., commentator, have been printed for distribution to his clients and agencies to show how he delivers more than effective air - salesmanship. Newspaper promotion, all obtained because of news value of stories, assists in boosting Cole name and indirectly the name of his sponsors.

For 'Magic Cottage'

ATTRACTIVE booklet has been prepared for distribution to sponsors and agencies by DuMont TV Network promoting *Magic Cottage* show. Picture of Pat Meikle, program's narrator-drawer-m.c., is on cover and narration inside tells show's success story. Illustrations demonstrating format of show and history of people connected with it are included, as are merchandising hints, promotion and publicity ideas.

Personnel

WILLIAM WYATT ADVERTISING Co., San Antonio, Tex., appointed to handle advertising for WOAI-AM-TV San Antonio.

LANG-WORTH

30 Stations Buy Library

THIRTY stations have signed contracts in the past ten days with Lang-Worth Feature Programs Inc., New York, for its new eight-inch library.

New stations are: WCAV Norfolk, Va.; KFRM Kansas City, Mo.; KIVY Crockett, Tex.; WPEP Taunton, Mass.; WMID Atlantic City; WOAP Owosso, Mich.; WLOH Princeton, W. Va.; WICY Malone, N. Y.; WJAT Swainsboro, Ga. Stations renewing contracts are: WEOL Elyria, Ohio; WKMH Dearborn, Mich.; WBCC Bethesda, Md.; WHTC Holland, Mich.; WBEC Pittsfield, Mass.; KODI Cody, Wyo.; WSYR Syracuse, N. Y.; WSCR Scranton, Pa.; WAVE Louisville, Ky.; WILS Lansing, Mich.; WKJJ Portland, Ore.; WHEI Washington, N. C.; KRSC Seattle; KRGV Weslaco, Tex.; WWJ Detroit; WROY Carmi, Ill.; KSYL Alexandria, La.; WJEJ Hagerstown, Md.; WBEN Buffalo, N. Y.; WGRC Louisville, Ky.; WKOK Sunbury, Pa.

A National Service

During 1949
Blackburn-Hamilton Company
served clients in 43 states

Negotiations, Appraisals, Financing

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

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James W. Blackburn
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CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

'49 Revenue

(Continued from page 19)

by the 230-odd stations that went on the air last year.

Revenue to stations from sale of network time declined between $1.5 million and $2 million as compared to 1948.

"Regionally, the revenue picture has changed," according to Dr. Baker. "In 1948 the New England area reported an increase in local business; this year (1949) this area reports the greatest decrease. On the other hand, local business on the Pacific Coast has shown a marked improvement in 1949 as compared with losses in 1948. The West North Central Region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri) again reports sizeable increases in retail business.

"The largest percentage increase in national spot business was reported in the East South Central Region (Kentucky, Tennessee, Alabama, Mississippi). Important increases were also reported in the Middle Atlantic, Pacific and Mountain Regions.

"While the Pacific and Mountain Regions appeared to enjoy large increases in revenue this year, they seem to have been hardest hit by increases in operating expenses. The New England and West North Central Regions show decreases in expenses, although both of them showed increases last year."

NAB's tabulation of 1949 estimates against the FCC's official 1948 figures follows:

* * *

GROSS REVENUE

	1948 (Official FCC Figures)	1949 (Estimates)	% Change
National Networks	$133,723,098	$129,300,000	— 3.3
Regional Networks*	7,329,255	7,529,000	+ 2.7
National Spot	104,759,761	118,425,000	+13.0
Local Retail	170,908,165	180,025,000	+ 5.3
	$416,720,279	$435,279,000	+ 4.5

* Includes miscellaneous networks and stations.

ANTI-TRANSIT

D. C. Appeal Move Brews

AN APPEAL from a District of Columbia utilities decision sanctioning transit radio operation in Washington was promised last week by opponents of music-equipped vehicles.

Plans were afoot to carry the fight to the U. S. Dept. of Justice, members of Congress and Federal District Court if Washington's Public Utilities Commission rejects a petition for rehearing of the case.

PUC ruled fortnight ago that transit FM is "not inconsistent with public convenience, comfort and safety" and said the conclusion is "inescapable that radio reception in street cars and busses is not an obstacle to safety of operation" [BROADCASTING, Dec. 26, 1949].

Two Washington attorneys—Franklin S. Pollak of the Justice Dept. and Guy Martin—said last week they would file the rehearing plea and, if that failed, take the case to Federal District Court.

Meanwhile, a small Washington group reportedly has asked James Lawrence Fly, former FCC chairman, and other attorneys to represent it in suits against Capital Transit Co., which takes the service from WWDC-FM, and New York Central Railroad, currently airing broadcasts in New York's Grand Central station. Basis for litigation would be the contention that both types of broadcasts constitute "forced listening" and are unconstitutional.

The organization, which calls itself the National Citizens Committee Against Forced Reading and Listening, said it had asked four members of Congress to sponsor anti-transit FM legislation.

AWARD of appreciation for cooperation and assistance extended for maintaining and furthering interests and activities of Marine Corps presented to KXOK St. Louis.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

HAVE I TOLD YOU LATELY THAT I LOVE YOU

On Records: Bing Crosby—Andrews Sisters—Dec. 248247; Tony Martin—Fran Warren—Vic. 20-3613; Red Foley—Dec. 46014; Gene Autry—Col. 27097; Sons of the Pioneers—Vic. 20-1987; Tex Ritter—Cap. 296; Curley Joe—Cont. 5055.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WINS CASE

Pope Charges WFDR (FM) 'Avco Rule' Move

GENEROSO POPE's Il Progresso Italo-Americano Publishing Co., seeking FCC approval of its $512,500 purchase of WINS New York, claimed last week that WFDR (FM) New York in its bid for the WINS facilities [BROADCASTING, Dec. 19, 1949] is seeking to "reinvoke the old Avco Rule."

In a petition filed Thursday by Marcus Cohn of the Washington law firm of Cohn & Marks, Il Progresso also contended the WFDR application is "defective" and should be returned because it doesn't meet FCC's requirements on engineering data.

The application's reference to WINS' present day and night patterns as representing its own, the brief said, is insufficient under FCC rules. Additionally, the brief asserted, the application does not show that WINS' antenna site is available to WFDR, or that WFDR, although willing and able to buy WINS' equipment, is willing and able to "construct" a station.

The brief contended that WFDR, owned by the International Ladies Garment Workers Union, is attempting to re-establish the now-abandoned Avco Rule when it asks FCC to call in WINS' renewal application for hearing with its own application and Il Progresso's transfer request.

WFDR, the Commission was told, wants to have its program plans compared with the foreign-language plans of Il Progresso, not with the programming of WINS, and thus "to do indirectly what the Commission has already determined [by repeal of Avco] cannot be done directly."

Seeks Relief

"So obvious is the intention of petitioner to attempt to seek relief under the abolished Avco Rule," the brief asserted, "that it actually incorporates the required language of that rule" on the point of meeting "the same terms and conditions" as the original applicant.

Meanwhile, the battle over the merits of foreign-language programming continued between Il Progresso and the Committee of WINS Employes, who are protesting sale of the station to the Pope interests. Mr. Pope proposes to inaugurate foreign-language programs on WINS.

Former FCC Chairman James Lawrence Fly, attorney for the WINS employes, had questioned the "principle" of such programs, and Il Progresso had replied by quoting from some of Mr. Fly's own past statements on the subject [BROADCASTING, Dec. 12, 19].

In a further reply, also filed by Mr. Fly the WINS group said:

Here we say that in the year 1949, in the New York area and in the light of the present facilities for foreign-language broadcasting balanced against the present need, it is not sound public policy to subtract this particular facility [WINS] from those being devoted to general-purpose programming and add it to those serving the foreign-language need. . . .

The question is not what James Lawrence Fly has said about foreign-language broadcasts in time of war. It is what does this Commission say about this concrete proposal. We say that question requires a hearing.

The WINS group conceded they made an "inadvertent mistake" in saying Mr. Pope himself had told them he could employ only a few of them at WINS. They said the statement was made instead by Mr. Pope's son, Gene Pope.

To this Il Progresso replied with an affidavit asserting that no representations concerning the future employment of WINS personnel was made at the meeting.

Further, it was contended, Il Progresso's acquisition of WINS would not necessarily mean the number of foreign-language stations would be increased, since it will be required to sell WHOM Jersey City, now a foreign language outlet, which might become a general service station under new owners.

WINS, owned by Crosley Broadcasting Corp., is on 1010 kc with 50 kw day and 10 kw night.

Mr. Stan Schloeder
Benton and Bowles
New York City, N. Y.

Dear Stan:

Happy New Year! I reckin ever'thin' is astartin' all over again fer 'nother year, but here in th' hometown o' WCHS folks already is ust ter lissenin' ter West Virginny's number one station! WCHS has allus been th' lissenin' habit here in southern West Virginny, but hit's even more so now. Heerd a coupla fellers atalkin' in th' resternt t'other day. One wuz asayin', "Ever'thin' I wants ter hear is on WCHS! When I gits up, my favorite disc-jockey Don Evans is on WCHS. Durin' th' morning I want Godfrey an' he's on WCHS. I want news an' sports at dinner time. Where do I git 'em? On WCHS, of course. An' then all evenin' my folks lissens ter WCHS!" Jest tho't I'd let yer know, Stan. You fellers likes ter use stations folks lissens to most.



Yrs.
Algy

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 60)

Applications Cont.:

License Renewal

Following stations filed applications for license renewal: KSFE Needles, Calif.; WMLT Dublin, Ga.; WLAV Grand Rapids, Mich.; WEXL Royal Oak, Mich.; WJMB Brookhaven, Miss.; KFDW Helena, Mont.; WOXF Oxford, N. C.; WTAD-FM Quincy, Ill.; WIBM-FM Jackson, Mich.

FM—98.7 mc

WWDC-FM Washington—CP change from 101.1 mc to 98.7 mc.

FM—101.1 mc

WOL-FM Washington — CP change from 98.7 mc to 101.1 mc.

TENDERED FOR FILING

SSA—770 kc

KOB Albuquerque—Extension of SSA operate on 770 kc with 25 kw-N 50 kw-D unl. for period from March 1, 1950, for next regular license or period concurrent with next extension of temp. license.

Modification of CP

WDSM Superior, Wis.—Mod. CP change from DA-DN to DA-N, on 710 kc.

December 29 Decisions . . .

BY COMMISSION EN BANC

Authority Granted

WRGK Brookfield, Ill.—Granted authority to remain silent from Jan. 1 to March 27, pending completion of reorganization plans.

KHBR Hillsboro, Tex.—Granted authority to remain silent for period of 60 days from Dec. 31, 1949, pending financial reorganization.

CP Granted

WIPR Santurce, P. R.—Granted CP to change trans. location; eng. cond.

Argument Continued

Commission on own motion continued without date oral argument scheduled for Jan. 6 on applications of The Connecticut Electronics Corp., Bridgeport, Conn.

BY THE SECRETARY

WKJB Mayaguez, P. R.—Granted license change frequency, etc. (710 kc 500 w-N 1 kw-D unl.).

WOSC Oswego County Bsctg Co. Inc., Fulton, N. Y.—Granted license for new standard station and specify studio location (1300 kc 1 kw D).

WCSH Portland, Me.—Granted license to use presently licensed alternate main trans. as main trans.

WTVB Twin Valley Bcsters. Inc., Coldwater, Mich.—Granted license for new standard station (1590 kc 1 kw DA D).

KXOC Chico, Calif.—Granted license increase power.

WKAN Kosciusko Bcstg. Corp., Warsaw, Ind.—Granted license for new standard station (1220 kc 250 w D).

WJCM Sebring, Fla.—Granted mod. CP for approval of ant., trans. and studio locations.

KMAN Manhattan, Kan.—Granted mod. CP change type trans.

KLFY Lafayette, La.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion on dates shown: WDBC Escanaba, Mich., to 4-5-50; WPAR Parkersburg, W. Va., to 3-12-50; WKVM Arecibo, P. R., to 3-15-50; KRGV Weslaco, Tex., to 6-1-50; WHP Harrisburg, Pa., to 7-2-50; WKNA Charleston, W. Va., to 4-16-50; WIBC Indianapolis, to 6-15-50; WPKY Princeton, Ky., to 2-1-50; WTIM Taylorville, Ill., to 2-15-50; WTVJ Miami, Fla., to 7-27-50; WNBQ Chicago, to 3-20-50; subject to express cond. that it is without prejudice to any action Commission may take with respect to any pending applications for renewal of license of stations licensed to grantee; KA2XAQ Kansas City, Mo., to 4-1-50; KWPC-FM Muscatine, Iowa, to 6-21-50; WKBN-FM Youngstown, Ohio, to 3-15-50; KOA-FM Denver, to 7-13-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of license of standard stations licensed to NBC); WJPF-FM Herrin, Ill., to 3-31-50.

KSNY Blake-Formby Bcstg. Co., Snyder, Tex.—Granted license for new standard station (1280 kc 500 w D).

KIFN Western Bcstg. Co., Phoenix, Ariz.—Granted license for new standard station (860 kc 250 w D).

WJCN The Highlands Bcstg. Co., Sebring, Fla.—Granted assignment of CP from partnership to newly formed The Highlands Bcstg. Co. Inc.

WJR, The Goodwill Station Inc., Area Detroit, Mich.—Granted CP and license for new remote pickup KA-2313.

Isle of Dreams Bcstg. Corp., Area Miami, Fla.—Granted CP new remote pickup KA-5217.

KGNB New Braunfels, Tex.—Granted mod. CP for approval of ant. and trans. location and specify studio location and change type trans.

KIVY Crockett, Tex.—Granted mod. CP change type trans. and change type tower.

WCDL Carbondale, Pa.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

KMFM Monroe, La.—Granted mod. CP change trans. and make changes in ant.

WHHS (FM) Havertown, Pa.—Granted mod. CP educational station for extension of completion date to 2-15-50.

Federal Telecommunications Labs. Inc., Nutley, N. J.—Granted license for new exp. TV station KE2XHZ; Channels 2 through 13 in lieu of Channel 7; subject to non-interference to any station in operation on these frequencies.

KTTV Inc., Los Angeles—Granted CP and license for new exp. TV station KMC-43.

National Bcstg. Co.—Granted CPs and licenses for new remote pickups: KA-5196 area Denver; KA-5189 KA-5193 KA-5190 KA-5191 KA-5192 KA-5194-5 Area of Hollywood; KA-5174 KA-5175 KA 5176-7 Area of Washington; KA-5169 KA-5170 KA-5171 KA-5172-3 Area New York; KA-5178 KA-5179 KA-5180 KA-5181 Area Cleveland.

KRMG Tulsa, Okla.—Granted mod. CP change type trans.

WCBS-TV New York—Granted mod. CP for extension of completion date to 4-10-50.

WCHS Charleston, W. Va.—Granted request for 30-day extension of time from Dec. 30 to carry out assignment of license WCHS to The Tierney Co.

KWCR Cedar Rapids Bcstg. Corp. Inc., Cedar Rapids, Iowa—Granted license for new standard station and specify studio location.

KAVE Carlsbad, N. M.—Granted license to install new vertical ant. and change trans. location.

WMFD Wilmington, N. C.—Granted license change frequency, increase power, etc.

KGAN J. James Glancy, Kingman, Ariz.—Granted license for new standard station (1230 kc 250 w unl.).

WLBC Muncie, Ind.—Granted license install new trans.

KLMX Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—Granted license for new standard station and specify studio location (1450 kc 250 w unl.).

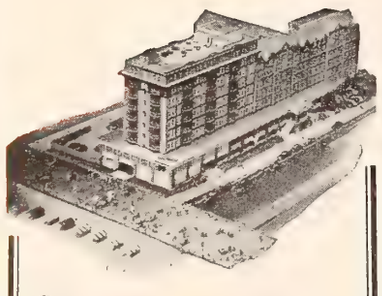
WDYK Richard Aubrey R[illegible], Cumberland, Md.—Granted license for new standard station (1230 k 250 w unl.).

KWCR Cedar Rapids, Iowa—Granted mod. license change name of licensee to Cedar Rapids Bcstg. Corp.

The WFMJ Bcstg. Co., Area Youngstown, Ohio—Granted CPs and licenses for new remote pickup KA-5182-3-4. Granted CPs for new remote pickup broadcast stations.

KBLF Red Bluff, Calif.—Granted CP install new trans.

WSTA Charlotte Amalie, Virgin Islands—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.



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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 29

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,086	2,047	190		330	266
FM Stations	743	477	306	*7	49	28
TV Stations	97	30	81		353	182

* Four on the air.

CALL ASSIGNMENTS: KCRV Caruthersville, Mo., (Pemiscot Bcstrs. Inc., 1370 kc, 1 kw day); KGMO (FM) Cape Girardeau, Mo., (Cape County Bcstg. Co., Channel 249, 97.7 mc); KLVL Pasadena, Tex., (Felix H. Morales, 1480 kc, 1 kw day); KNED McAlester, Okla., (Pittsburg County Bcstg. Co., 1460 kc 1 kw day); KOPY Glenwood Springs, Col., (Glenwood Springs Bcstg. Co., 1240 kc, 250 w unlimited); WBCO Bessemer, Ala., (Bessemer Bcstg. Co., 1450 kc, 250 w unlimited); WGBG Greensboro, N. C., changed from WHGR (Greensboro Bcstg. Co. Inc., 1400 kc, 250 w unlimited).

* * *

Docket Actions . . .

FINAL DECISION

Tariff regulations and practices proposed by Bell System applicable to interconnection of intercity TV transmission channels and facilities furnished by others declared unlawful in certain respects [See story, page 90, BROADCASTING, Dec. 26]. AT&T ordered to amend its policy effective March 1 to permit interconnection of its facilities with those of private broadcasters. Hearing ordered Jan. 25 on whether AT&T should be required to interconnect intercity TV channels with those of Western Union. Decision Dec. 23.

PROPOSED DECISION

Announced proposed decision to grant applications of Don Lee Bcstg. System for renewal of licenses of KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles and for severance of application for new TV station at San Francisco and placing same in pending file. Decision Dec. 28.

INITIAL DECISIONS

Initial decision by Hearing Examiner Fanney N. Litvin reported to deny license renewal to KXXL Reno, Nev., and to dismiss as moot application for assignment of license from Edward Margolis, Frederick W. Kirske and Byron J. Samuel d/b as Station KXXL to Chet L. Gonce. Decision Dec. 28.

Announced initial decision by Hearing Examiner Basil P. Cooper to deny application of Carolina Piedmont Bcstrs. Inc. for new AM station at Lincolnton, N. C., 1050 kc, 1 kw day. Decision Dec. 29.

OPINIONS AND ORDERS

Adopted order staying until further order the effective date of modifications ordered in licenses of WHAT and WTEL Philadelphia, which share time on 1340 kc, by specifying that WHAT shall operate on 1340 kc with 250 w fulltime and WTEL on 860 kc with 250 w daytime. Order Dec. 23.

Following actions were taken by Commission en banc Dec. 22 on applications requesting operation on 770 or 1030 kc, clear channels:

(a) WJZ New York—Order dismissing without prejudice to refiling after final decision, petition requesting all applications for 1030 kc be withheld until decision in docket. These involve KARM Fresno, Calif.; KWSC Pullman, Wash.; KUTA Salt Lake City; KWBU Houston; KTHT Houston; KOB Albuquerque; Blackwell Bcstg. Co., Blackwell, Okla.; Rafael Ramos Cobain, San Juan, P. R.

(b) KWSC Pullman, Wash.—Returned to pending file application for operation on 1030 kc, 1 kw-N, 5 kw-LS DA-N until conclusion of clear channel hearing.

(c) KWBU Corpus Christi—Memorandum opinion and order dismissing without prejudice application for license to cover SSA on 1030 kc, 50 kw, local sunrise Boston, Mass. to sunset Corpus Christi.

(d) KTHT Houston, Tex.—Returned to file application for mod. CP on 1030 kc, 50 kw unl. DA-N until conclusion of hearing.

(e) KXA Seattle, Wash.—Memorandum opinion and order denying request for application to change from 1 kw limited to 50 kw unl. on 770 kc, be removed from pending file and granted in part.

(f) KGA Spokane, Wash.—Order denying application for SSA on 1030 kc, 50 kw unl. DA-N; dismissed petition

Theatre for Sale

The five story office and theatre building, known as the Guild Theatre Building, at 243-257 West 52nd Street, New York City, will be offered for sale in proceedings for the reorganization of West 52nd Theatre Co., Inc., Debtor, at a Public Sale to be held on January 19, 1950, at 3 P. M. at Room 1305, United States Court House, Foley Square, New York City.

The building is of steel frame and concrete construction, with both theatre and office space. The theatre has a seating capacity of 956 seats in the orchestra and balcony. The offices are on the 2nd, 3rd, 4th and 5th floors and run along approximately the whole street frontage of 130 feet and are 20 feet in depth. The office space has a separate entrance and is serviced by an automatic push button elevator to the fourth floor.

The theatre space is presently occupied by Mutual Broadcasting Company on a month to month basis as a radio broadcasting theatre for Station WOR. The office space is occupied by a different tenant.

The property will be sold subject to a past due mortgage of $557,500. Any bid to be considered must exceed the sum of $59,991.14 above this mortgage.

Further details and the terms of bidding can be obtained from the Trustee or his counsel.

VAN VORST, SIEGEL & SMITH
Counsel
25 Broad Street
New York 4, N. Y.

VICTOR M. TYLER, *Trustee*
West 52nd Theatre Co., Inc.
120 Broadway
New York 5, N. Y.

for similar change by Louis Wasmer who has since been substituted by Corp. of Gonzaga U.

Non-Docket Actions . . .

TRANSFER GRANTS

WBEX Chillicothe, Ohio—Granted transfer of control of Shawnee Bcstg. Co., licensee, from D. C. Summerford, J. Harry Callaway and F. A. Dieringer to Walter A. and James E. Graham, owners WWGS Tifton, Ga., 26% each; Ivan Kulbersh and Murray Marcus, assistant managers Kulbersh's Dept. Store, Tifton, and Wilkie A. Nieghbors, each 16%. Consideration $68,000. WBEX assigned 1490 kc, 250 w unlimited. Granted Dec. 29.

WGAD Gadsden, Ala.—Granted assignment of license from Coosa Valley Bcstg. Co. to General Newspapers Inc., owner WGNH Gadsden. WGNH, operating at loss, is to be given up. Consideration is $40,000. WGAD operates on 1350 kc, 1 kw unlimited. Granted Dec. 29.

WKLA Ludington, Mich.—Granted assignment of license from Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Bcstg. Co. for $50,000 to Raymond A. Plank, assistant general manager and chief engineer WFYC Alma, Mich. WKLA assigned 250 w on 1450 kc. Granted Dec. 29.

KDON (AM) Santa Cruz and KSNI (FM) Salinas, Calif.—Granted acquisition of control by John Ben Snow through purchase of 1,300 of 1,750 sh. held by Merritt C. Speidel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Bcstg. Co., KSNI licensee. Consideration is cancellation of $147,498 obligation. Monterey in turn owns 50% of Central Coast Counties Radio Inc., KDON licensee, and has been given consent to purchase other 50% from Grant R. Wrathall. Mr. Snow now holds 76.25% and Mr. Speidel 11.25% of parent newspaper firm. KDON assigned 250 w on 1240 kc. Granted Dec. 29.

WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y.—Granted acquisition of control of Poughkeepsie Newspapers Inc., licensee, by John Ben Snow through purchase of 45.25% interest held by Merritt C. Speidel for cancellation $932,874 obligation. Mr. Snow becomes 88.68% owner; Mr. Speidel retains 2.25%. WKIP assigned 1450 kc, 50 w fulltime. Granted Dec. 29.

KWRN-AM-FM Reno, Nev.—Granted acquisition of control of Reno Newspapers Inc., licensee, by John Ben Snow through purchase of 26% interest held by Merritt Speidel for cancellation $165,137 obligation. Mr. Snow previously held 45.68%. Mr. Speidel retains 7.5% interest. KWRN operates with 250 w unlimited on 1490 kc. Granted Dec. 29.

Deletions . . .

EIGHT FM authorizations and one AM license reported deleted by FCC. Deletions from first of 1949 to Dec. 20 totaled: AM 61, FM 217, TV 13. Deletions, effective dates and reasons follow:

WGBG Greensboro, N. C.—Greensboro Bcstg. Co. Inc., license, Dec. 20, merger with WHGR there, new permittee for 250 w fulltime on 1400 kc [BROADCASTING, Aug. 15].

WBRC-FM Birmingham, Ala.—Birmingham Bcstg. Co. Inc., licensee, Dec. 20. Economic [BROADCASTING, Dec. 19].

KMBC-FM Kansas City — Midland Bcstg. Co. License, Dec. 12. Applicant said it felt it advisable to discontinue FM operation.

KSMB (FM) Santa Maria, Calif.—John H. Poole. License, Dec. 15. Economic.

WILM-FM Wilmington, Del.—Delaware Bcstg. Co., CP, Dec. 16. No reason.

KOPY(FM) Houston, Tex. — Texas Star Bcstg. Co., CG (on air), Dec. 15. No reason.

WLOW-FM Norfolk, Va.—Commonwealth Bcstg. Corp., CP, Dec. 15. No reason.

WJNO-FM West Palm Beach, Fla.—WJNO Inc., CP, Dec. 15. Hurricanes, storms cited along with economic conditions and lack of interest in FM.

WLOH-FM Princeton, W. Va.—Mountain Bcstg. Service Inc., CP, Dec. 15. Business is at standstill, applicant said.

New Applications . . .

AM APPLICATIONS

West Bend, Wis.—West Bend Bcstg. Co., 1470 kc, 500 w daytime; estimated cost $17,638. Principals: Paul J. Mueller, 2% owner WMIL Milwaukee and ex-chief engineer of that station, president 14%; Paul Ripple, WMIL engineer, secretary 12%; Carl H. Rohde, d/b technician for AC Spark Plug Division, General Motors Corp., treasurer 12%; Wendell S. Ciganek, owner Central Radio Parts, Milwaukee, vice president 12%; August C. Berkholtz, theatre and hotel properties owner at West Bend and Two Rivers, Wis. Filed Dec. 21.

Hartford, Wis.—The Kettle-Moraine Bcstg. Co., 1550 kc, 500 w daytime. Co-partners: Leo M. Durnill, Sherman C. Carr and Walter Zastrow. Filed Dec. 21.

Saratoga Springs, N. Y.—Saratoga Bcstg. Co., 900 kc, 250 w daytime; estimated cost $12,450. Co-partnership composed of John Nazak and Joanne May Levko formerly held permit for WONO there, now deleted through forfeiture. Filed Dec. 21.

Montevideo, Minn.—Midwest Bcstg. Corp., 1240 kc, 250 w fulltime; estimated cost $19,985. Principals: Edmond R. Donahue, retail jeweler, president 6.66%; Herbert E. Nelson, manager and part owner KBMU Breckenridge, Minn., director 25.33%; Don H. Bower, part owner KBMU, director 25%; Tom E. Davis, part owner KBMU, director 25.33%. Filed Dec. 21.

Laconia, N. H.—Warren H. Brewster, 1490 kc, 250 w fulltime: estimated cost $19,100. Applicant is 29% owner and manager of WLNH there. Filed Dec. 20.

Jackson, Ala.—The Jackson Bcstg. Co., 1290 kc, 1 kw daytime; estimated cost $19,750. Partnership: W. P. Thielens, 25%, and W. M. Jordan and T. H. Gaillard Jr., each 37.5% owner, all have equal interests in WXAL Demopolis, Ala. Filed Dec. 20.

New York—WFDR Bcstg. Corp., 1010 kc, 50 kw day, 10 kw night, directional day and night (request facilities of WINS there). Applicant is owner WFDR(FM) New York [BROADCASTING, Dec. 19]. Filed Dec. 20.

New Applications . . .

TRANSFER REQUESTS

WBKB (TV) and WBIK (FM) Chicago—Involuntary transfer of control of Balaban & Katz Corp., licensee, from Paramount Pictures Inc. to United Paramount Theatres Inc. through transfer of 99% of stock. See story this issue. Filed Dec. 28.

WSMB-AM-FM New Orleans—Involuntary transfer of control of WSMB Inc., licensee, to United Paramount Theatres Inc. Two transfers involved. See story this issue. Filed Dec. 28.

WWDC-AM-FM Washington—Assignment of license from Capital Bcstg. Co. for $125,000 to Peoples Bcstg. Corp., licensee WRFD Worthington, Ohio, and subsidiary of Farm Bureau Mutual Automobile Insurance Co. Capital Bcstg. has acquired WOL-AM-FM Washington from Cowles interests for $300,000 with FCC approval conditioned upon selling WWDC, assigned 250 w fulltime on 1450 kc. Filed Dec. 23.

WWYO Pineville, W. Va.—Assignment of license from Clarence W. Meadows, William D. Stone and William T. Lively d/b as Wyoming Bcstg. Co. to Wyoming Bcstg. Corp. in which each of three original partners is officer and 18.38% owner. Newcomers include: R. D. Bailey, attorney, president 4.85%; Jack Shipman, owner-publisher Pineville Independent Herald, executive vice president-treasurer 2.89%; C. S. Worrell, attorney, director 4.62%. Garland F. Wilkinson, associated with three original WWYO partners in ownership of WCAW Charleston, director; and Addie May Wilkenson, 4.04% WWYO assigned 1 kw day on 970 kc. Filed Dec. 23.

KROX Crookston, Minn.—Relinquishment of control of licensee, Crookston Bcstg. Co., by D. A. McKenzie, whose 50.14% holding is reduced to 38.89% through issuance of new stock to stockholders to increase total outstanding stock from 1,673 shares to 4,500 shares. Original plan was that all would participate in station on same basis. KROX assigned 1 kw day on 1050 kc. Filed Dec. 28.

WCOL-AM-FM Columbus, Ohio—Assignment of licenses from Lloyd A. Pixley (45%), Martha P. Pixley (15%) and Grace M. Pixley (40%) d/b as The Pixleys to Pixleys Inc., new firm of same ownership. WCOL assigned 250 w on 1230 kc. Filed Dec. 22.

WEGO Concord, N. C.—Assignment of license from the The Concord Tribune Inc. to Cabarrus Bcstg. Co., new firm owned in equal proportion by stockholders of Concord Tribune. WEGO assigned 1 kw day on 1410 kc. Filed Dec. 22.

KPAB Laredo, Tex.—Acquisition of control of Laredo Bcstg. Co., licensee, by Allen B. Tish through transfer of 88% interest from Mark Perkins, 98% owner, who is unable to continue operation of station because of its indebtedness, FCC was told. Mr. Tish, vice president and part owner of Laredo Times, has loaned KPAB $1,500 to meet payroll and has paid $15,000 on stock liens. KPAB assigned 250 w fulltime on 1490 kc. Filed Dec. 16.

WDLF DeLand, Fla.—Assignment of license from Lyle Van Valkenburg tr/as DeLand Bcstg. Co. for $50,000 to John B. Stetson U. WDLF assigned 250 w fulltime on 1490 kc. Filed Dec. 20.

WKOY Bluefield, W. Va.—Assignment of license from J. Lindsey Alley, Odes E. Robinson, and E. Bernard Jarrett d/b as Radio Bluefield Co. to WKOY Inc., new firm of same people. No change in interests. WKOY assigned 250 w fulltime on 1240 kc. Filed Dec. 20.

KTSA-FM San Antonio, Tex.—Assignment of license from Express Pub. Co. to Sunshine Bcstg. Co., wholly-owned subsidiary. Filed Dec. 16.

WFEC Miami, Fla.—Assignment of license from Florida East Coast Bcstg. Co. for $50,000 to Howard D. Steere, owner of his own advertising agency in Detroit. Florida East Coast is headed by Dorothy Bartell. WFEC assigned 250 w daytime on 1220 kc. Filed Dec. 19.

NBC Today

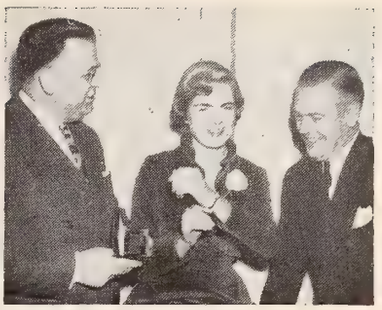
(Continued from page 21)

dent and chief engineer, in the New York-Washington and Cleveland-Detroit fringes. The tremendous development of kinescope recordings, from both a technical and program point of view, was exposed to newsmen during the year; and the first use of the split-screen technique for an entire program was made on *Lights Out* Aug. 2. Rear screen projection techniques were introduced to widen the scope of dramatic presentations.

NBC National Spot Sales reported two significant developments during the year: an increase in spot radio time sales over 1948's record-breaking total, and the emergence of spot television as a major advertising medium.

National spot radio sales on NBC-owned-and-operated stations reached their highest total in radio history with an over-all increase of more than 20% over the previous high year, 1948. New products like antihistamine cold tablets and concentrated orange juice were heavily promoted by spot radio advertising.

More than 5 million people throughout the U. S. viewed the network's documentary film, *Behind Your Radio Dial*, which traced the history of radio and the background of NBC's claim to the title, "America's No. 1 Network."



ADMIRING watch awarded by Lever Bros. Co. in its Lux 15-Year-Old Girl Contest promoted last fall on CBS programs is Ellen Galvin, winner in Boston finals, accompanied by Michael J. Roche (l), Lever Bros. general advertising manager, and Harold E. Fellows, general manager of WEEI, Boston CBS outlet. WEEI has added prizes of its own: Trip to Hollywood, under joint sponsorship by Teen Age Shop of Filene's of Boston, via TWA Constellation. Miss Galvin, member of Filene's high school fashion board, was to select California high school fashions for Boston.

ABC Top Command

(Continued from page 19)

ner was a noted newspaper reporter and columnist.

A graduate of Swarthmore College, he joined the New York *Herald Tribune*, first as a financial reporter and later as a Washington correspondent.

Subsequently he teamed with Joseph Alsop to write a widely syndicated Washington column, and with Mr. Alsop co-authored several books.

In announcing the election of Mr. Woods to the vice chairmanship, Mr. Noble said:

"In his new office Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function in the fields of sales, talent and programming.

"The rapid development of television and the continued growth and expansion of radio broadcasting make it imperative that he have more time to devote to the broader problems of radio and television sales and programming."

Mr. Woods, who announced Mr. Kintner's elevation, said: "Mr. Kintner has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new, young and vigorous trend of thought and operation which has made ABC an outstanding factor in radio and television. I am confident that under his administration the network will continue the sustained progress which has marked it since its organization."

'50 BASEBALL

LBS Plans Live Pick-Ups

MAJOR league baseball broadcasts will be carried for the third successive season in 1950 by the Liberty Broadcasting System which covers 28-states from coast-to-coast, President Gordon B. McLendon announced last week.

Departure for Liberty in the coming season will be live broadcast of a number of the games. In previous seasons every game was re-created from wire reports. Mr. McLendon will be principal commentator for the network as he has been in the past.

While Liberty, with headquarters in Dallas, is a year-round regional network serving 45 stations in Texas, Oklahoma, Colorado, Arkansas, Louisiana, Mississippi and Alabama, more than 100 stations in 21 states already have signed option agreements for the baseball broadcasts, Mr. McLendon said.

Edmund F. Kahn

FUNERAL services were conducted Tuesday for Edmund Franklin Kahn, 38, production manager of WGN Chicago, who died Dec. 24 in his Wheaton, Ill., home after an illness of several months. Survivors include his wife, Alice, and three children, Dennis, 9, Judy, 6, and Sandra, a month old.

At Deadline...

FINALISTS ARE NAMED FOR 'VOICE' CONTEST

TWELVE finalists for third annual Voice of Democracy radio essay contest announced Friday by joint sponsors—NAB, Radio Mfrs. Assn., U. S. Junior Chamber of Commerce. Finalists selected by committee representing sponsors and U. S. Office of Education. Board of nine nationally known persons to select four national winners after hearing transcriptions of essays. Prizes to be awarded at Feb. 22 luncheon in Washington.

Finalists are: Gayle Ann Wilson, 16, Alhambra, Calif.; Anne Pinkney, 17, Trinidad, Colo.; Gloria Chomiak, 17, Wilmington, Del.; Robert Shanks, 17, Lebanon, Ind.; Edward Bradford Burns, 17, Muscatine, Ia.; Richard D. Dailey, 15, Cumberland, Md.; Lorna Wilson, 17, North Platte, Neb.; Miriam Berman, 17, Rochester, N. Y.; James Phillip Struthers, 17, Elyria, Ohio; Richard L. Chapman, 17, Brookings, S. D.; Fay Bussell, 17, Memphis; Arthur Maud, 16, Salt Lake City.

Judges of finals will be Mrs. Raymond Clapper, author and broadcaster; Morgan Beatty, NBC; Wayne Coy, FCC chairman; Douglass Southall Freeman, author; Edward R. Murrow, CBS; Tom Clark, Associate Justice, U. S. Supreme Court; Andrew Holt, president, National Education Assn.; J. Edgar Hoover, director, FBI; James Stewart, actor. Four winners will receive $500 scholarships.

Finalists chosen in competition with million students who participated in school, community, state and regional eliminations in 1,800 communities in 48 states, District of Columbia, Alaska and Puerto Rico, according to Robert K. Richards, NAB public affairs director and chairman of Voice of Democracy Committee. Contest started during National Radio & Television Week. Local Junior Chamber of Commerce chapters cooperated in arranging community contests, with radio dealers giving local prizes.

PILOT INSURANCE DRIVE

PILOT LIFE INSURANCE Co., Greensboro, N. C., has retained Walter J. Klein Co., Charlotte, as agency and plans an increased advertising appropriation this year. Company will open 1950 campaign with $14,000 TV sponsorship of *Crusade in Europe* war films on WBTV (TV) Charlotte and WFMY-TV Greensboro, N. C. Pilot spent over $100,000 in advertising last year. O. F. Stafford is president and C. R. Andrews is advertising manager. Account executives serving the company will be Walter J. Klein, agency president, and Dan F. Rice.

DuMONT NETWORK SALES UP

DuMONT Television Network announced Friday its total gross billings for network as well as local sales on its owned and operated stations in 1949 would exceed $2,500,000. Gross billings on DuMont Network excluding local business estimated at $900,000 [TELECASTING, Dec. 26].

DEADLINE EXTENDED

DEADLINE for Generoso Pope to disclose purchaser of his WHOM New York extended for one to two weeks. Under his $512,500 contract to buy WINS New York from Crosley Broadcasting Corp., he was to name WHOM buyer by last Friday.

WERI WESTERLY SOLD TO SPRINGFIELD GROUP

SALE of WERI Westerly, R. I. (1230 kc, 250 w, fulltime) to two Springfield, Mass. businessmen and associates for $71,000 announced Friday, subject to FCC approval.

Buyer is Radio Westerly Inc., new firm owned by Richard G. Moore, Springfield building contractor; Lee S. Greenwood, business associate of Mr. Moore; Warren M. Greenwood, program director of WHAV Haverhill, Mass., and Albion W. Warren Jr., in public relations in Berlin, N. H. Seller is W. Paul Oury, former Navy commander, who plans to move to Southwest.

Warren Greenwood, who will manage WERI, formerly managed WMOU Berlin, N. H. He is son of Stockholder Lee Greenwood and son-in-law of Mr. Moore. Mr. Warren will be assistant manager. Transaction was handled by Blackburn-Hamilton Co., media brokers. Application for FCC approval being prepared by Dempsey & Koplovitz, Washington attorneys.

FCC-BAR GROUPS TO MEET

FCC CHAIRMAN Wayne Coy Friday advised Federal Communications Bar Assn. President Guilford Jameson that Commission was interested in meeting with FCBA group to review ambiguities in Sec. 1.342 of FCC's rules requiring licensees to file data on management and other contracts and bulk time sales (see early story page 28). Another Commission source also indicated review of rule's provisions already underway. President Jameson named Leonard H. Marks, head of FCBA Committee on Practice and Procedure, which recommended review, to chairman committee of three to meet possibly this week with FCC staff. Others named were Ralph L. Walker and Percy H. Russell Jr., Washington radio attorneys.

KWIK PROTESTS DELETION

KWIK Burbank, Calif., petitioned FCC Friday for hearing on Commission order revoking license [BROADCASTING, Dec. 19]. This automatically stays revocation order, which was issued on grounds of alleged misrepresentation prior to time station went into bankruptcy. Station (1490 kc, 250 w) now being operated by trustee in bankruptcy. International Ladies Garment Workers Union (owner of FM stations WFDR New York, WVUN Chattanooga, and KFMV Los Angeles) has pending offer to buy KWIK for $40,000.

IBEW-CBS DEADLOCK

THIRTY-DAY strike notice which expires Jan. 15 has been filed by IBEW Local 45 with Federal Mediation Service in its deadlocked negotiations with CBS-TV Hollywood for nine stage setup men. Union asking $52.50 for 40-hour week, network offering $42. If strike is put into effect approximately 100 IBEW members at CBS-TV would join walkout.

ZEH LEAVES AGENCY

ROBERT E. ZEH has announced his resignation as vice president, account executive and copy director of Henri, Hurst & McDonald, Chicago.

Closed Circuit

(Continued from page 4)

spectively, of WSM Nashville, who collaborated on pop song *Chattanooga Shoe Shine Boy*, may have a hit. Red Foley's Decca record of number getting rave notices from record reviewers.

BELL & Co., Orangeburg, New York (Bel-Ans), through its agency Redfield-Johnstone, New York, preparing one-minute radio spots to start in January on seven stations. Company heavy newspaper advertiser but agency advising radio and seven-station spot test.

GENERAL FOODS Corp., New York (Devil's Food Mix), through Young & Rubicam, New York, starting three-week test spot campaign in Boston only in mid-January.

ALEXANDER SMITH & SONS, New York (Floor Plan rugs), through agency, Anderson, Davis & Platte, New York, preparing $80,000 one-minute film spot campaign in 16 TV markets starting Feb. 20. Contracts are for 12 weeks.

HELBROS WATCH Co., New York, negotiating directly with XELO Juarez, Mexico, for intensive spot announcement campaign in 1950. Company currently underwriting *Richard Diamond* on NBC.

TV IMPACT MAY EXCEED ATOM BOMB, SAYS CARTER

TELEVISION'S impact on society may be greater than that of atomic bomb, E. Finley Carter, vice president in charge of engineering for Sylvania Electric Products Inc., New York, told American Assn. for Advancement of Science, meeting in New York.

Mr. Carter shared speaker's honors with Sterling W. Fisher, NBC manager of public affairs and education, and Ricardo Muniz, general manager, Receiver Division, Allen B. DuMont Labs.

Mr. Muniz, speaking of video's impact on employment and education, said industry will employ about ten times as many people as radio ever did, besides wide variety of employment which it stimulates.

Defending television against its alleged death-blow to such things as reading and conversation, Mr. Fisher pointed out that while conversation declines at time of viewing, video provides mental stimulus and topics for discussion when sets are turned off. Such sharing of common experiences is good for family cohesion, he said.

GREENE LEAVES NBC

F. MELVILLE GREENE, for 20 years manager of NBC's sales traffic division, retired effective Jan. 1 to operate tourist court near St. Augustine, Fla. In his service with NBC, Mr. Greene is estimated to have ordered more than a quarter-million station time segments for NBC sponsors.

WHITE TO LEO BURNETT

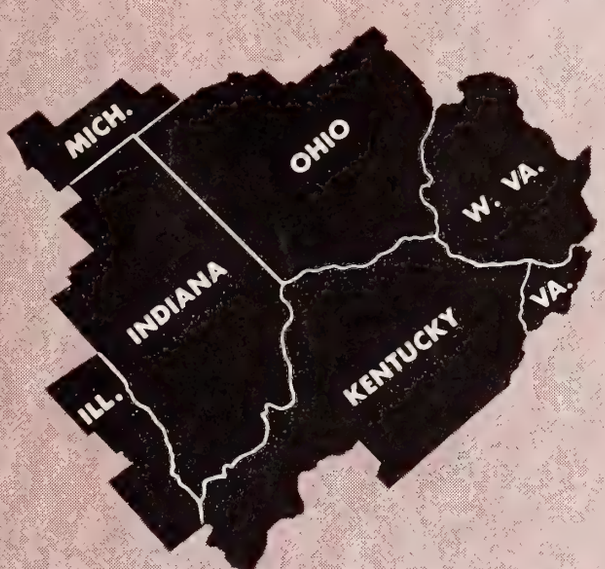
WILLIS WHITE has joined Leo Burnett Agency, Chicago, as account executive after working as associate advertising manager of General Foods Corp., Gaines Dog Food Division, in Kankakee, Ill.

JOINS TRANSIT RADIO

FLINT TRANSCAST Co., using WAJL Flint facilities, joins Transit Radio Inc. Transcast, headed by Myron Winegarden, broadcasts to vehicles of Flint Trolley Coach Co.



That's impact



Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7% — of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* **That's coverage!**

Of **all** listening among **all** radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* **That's penetration!**

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of **all** listening to **all** stations.* **That's dominance!**

And when you put coverage, penetration and dominance together . . . THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielson Radio Index, February-March, 1949

when you want impact you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION



Makes You Stronger!

The right kind of food builds you up. And so does Radio Sales research.

Take the case of the food sponsor who wanted to be stronger in Intermountain America. A Radio Sales Account Executive—backed by the most resourceful research department in spot radio—showed him how he could get 3 times as many listeners at less than one-third the cost-per-thousand. By switching to KSL in Salt Lake City. *So he did.*

You, too, can make your advertising so powerful it'll pick up extra-heavy profits... in 13 of your most important markets. Just call...

RADIO SALES *Radio and Television Stations Representative...CBS*

Representing WCBS, WEEI, WTOP, WCAU, WRVA, WBT, WAPI, KMOX, WBBM, WCCO, KSL, KNX, KCBS, WCBS-TV, WCAU-TV, WBTV, WAFM-TV, KSL-TV, KTTV and the Columbia Pacific Network.

JANUARY 9, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Success story:

A millinery chain operating two ladies' hat stores in Richmond recently started a schedule on WLEE. Six weeks later a friend asked the manager if it was doing him any good. He replied:

"WLEE is doing me so much good that I have cancelled all other forms of advertising."

Local Richmond merchants use WLEE because it brings them quick, profitable results. More and more national advertisers are following their lead. You should hear the whole WLEE story from your Forjoe man. Call him in today.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

For that

BRIGHT NEW PICTURE *in* LOUISVILLE

see your **Petry Man**



WHAS-TV
Louisville, Kentucky

WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company.
Petry has represented WHAS since 1933.

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

Sure, we're proud of our network- and our home-town record, too!

The shows below—every last one of them—are WFBR home-grown . . . conceived and produced in WFBR's big, modern studios. Their record for longevity, consistent mail pull, high Hoopers—and the fact that they're darn near always "sold out" — means just one thing: WFBR is the *one* Baltimore network station you can depend on to do a magnificent local job for you!

MORNING IN MARYLAND: (6-9 A. M. Monday through Saturday) On the air 19 years. 1027 pieces of mail in September '49. Top Hooper.*

IT'S FUN TO COOK: (12:45 P. M. Monday through Friday) On the air 6 years for one sponsor. Specialized appeal—but still #2 Hooper* in 9-station market. 2610 pieces of mail in September '49.

CLUB 1300: (1:00-2:00 P. M. Monday through Saturday) On the air 10 years. Sold out. Top Hooper.* 1835 pieces of mail in September '49. Has drawn as high as 8000 pieces in 7 days.

SHOPPIN' FUN: (2:00 P. M. Monday through Friday) Top Hooper.* On the air 4 years. Sold out.

EVERY WOMAN'S HOUR: (4:30 P. M. Monday through Friday) On the air 11 years. Top rated women's program in Baltimore. Sold out.

SPORTS PAGE: (6:15 P.M. Monday through Saturday) 3 years for same sponsor. #2 Hooper.* Drew 46,000 pieces of mail recently for football contest.

RETURN ENGAGEMENT: (7:05 P.M. Monday through Friday) The new baby. On the air 3½ months. No Hooper available yet. Not sold out —but going fast. 125 pieces of mail weekly and growing.

**December '48—April '49*

AM WFBR FM

THE BALTIMORE STATION WITH 700,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

THEY'RE OFFERING even money that NBC's proposed 2½-hour Saturday night TV series won't go through as planned. FCC's legal experts feel serious question is raised in formal complaint by rival DuMont Network (story page 53), though they're waiting for NBC's answer before deciding. In any event, there's doubt that NBC will get clearances from 15 affiliates, which is minimum network had set.

MYSTERY and serial program formats would figure prominently in Mutual schedules if those conversations of M-G-M with network looking toward operating and programming arrangements materialize. At least that's indicated by some of those identified with preliminary negotiations, which had bogged down but which could be revived at any time. Reports of conversations have covered everything from programming arrangements to full network operation with possible acquisition of some MBS stock and investment of substantial funds toward development by Loew's Inc., M-G-M parent.

PROGRAM PERSONNEL at NBC-WNBQ (TV) Chicago talking seriously with Comedian Fred Allen about Chicago origination for his first television show, expected to begin late this year. Mr. Allen, who has been ill and is making only few radio guest appearances, recently lauded publicly division's programs, policies and production.

IF AND when FCC approves sale of WWDC Washington (which would become WOL) to Peoples Broadcasting Corp., there's prospect that station will become MBS affiliate. WWDC, which takes over occupancy of present WOL 5 kw assignment on 1260 kc, has notified MBS it will not continue affiliation because it would mean complete change in its program format.

IF NEW WOL, operating on 1450 kc, does affiliate with MBS (negotiations probably will be entered with others in Washington area), one problem will be handling of Fulton Lewis jr.'s nightly commentary. Peoples is owned by Farm Bureau Mutual Automobile Insurance Co. and Mr. Lewis has carried on an uncompromising fight against co-ops. It's indicated that if negotiations with MBS are completed, station will carry Mr. Lewis but answer him within half-hour. Situation would be without precedent in radio programming.

1950 BASEBALL broadcast pact for Washington understood settled last week with WWDC-AM-FM to carry all games of Senators under Chesterfield sponsorship handled through Cunningham & Walsh (formerly Newell-Emmett). Formal announcement due when both Chesterfield AM and TV schedules are set. WWDC last year aired night games only with WPIK Alexandria, Va., carrying

(Continued on page 70)

Upcoming

Jan. 9-10: Joint meeting NAB Broadcast Advertising, Radio and Television Committees, NAB Hdqrs., Washington.

Jan. 9-10: Transit Radio Inc. sales convention, Roosevelt Hotel, New York.

Jan. 9-12: NRDGA convention, Hotel Statler, New York.

Jan 11: NBC Stations Planning & Advisory Committee meeting, New York.

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-14: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

(Other Upcomings on page 22)

Bulletins

CBS and Arthur Godfrey Friday concluded long-term agreement under which Mr. Godfrey will continue radio and TV performances on CBS exclusively. Contract length and money involved not announced. Agreement negotiated on Mr. Godfrey's behalf by C. Leo DeOrsey of Washington. James M. Seward, CBS vice president, represented network.

FIVE executives of RCA-Victor Division elected RCA vice presidents Friday at board meeting: Henry G. Baker, general manager, Home Instrument Dept.; John S. Carter, general manager, Tube Dept.; Paul A. Barkmeier, general manager, Record Dept.; Harold R. Maag, western manager, RCA Victor Division.

FOUR CBS EXECUTIVES MOVED IN REALIGNMENT

APPOINTMENT of John Akerman, eastern sales representative of WBBM Chicago, as assistant general manager of the CBS owned-and-operated station, and Ken Craig, radio-TV director, McCann-Erickson, as executive assistant to WBBM General Manager H. Leslie Atlass confirmed Friday by network's Central Division.

Two others named in top-level realignment: Gil Johnston, sales manager of CBS O&O KMOX St. Louis, as WBBM eastern sales representative replacing Mr. Akerman in New York, and Larry Lazarus, chief WBBM-CBS accounting department, to work under J. Kelly Smith, CBS vice president in charge of O&O stations. All appointments effective yesterday (Sunday).

Mr. Akerman, former manager of KPAS Pasadena, Calif., and earlier WBBM account executive, succeeds Frank Falknor, elevated to CBS vice presidency in charge of program operations [BROADCASTING, Jan. 2], and will head WBBM sales and programming. Mr. Craig, producer of *Wayne King Show* (Standard Oil of Ind.), will supervise office personnel, engineering and public relations department, also slated for reorganization.

Business Briefly

DOUBLEDAY BUYS ● Doubleday & Co. (book publisher), New York, yesterday (Sunday) started on NBC for 13 weeks Edwin C. Hill narration series, 4-4:15 p.m. and *Ideas Unlimited*, 4:15-4:30 p.m., quiz show with Ben Grauer and Eloise McElhone. Agency, Huber Hoge & Sons, New York.

BISCUIT RENEWAL ● National Biscuit Co., New York, renews effective Feb. 7 two MBS daytime shows, *Straight Arrow*, Tues., Thurs., 5-5:30 p.m. Agency, McCann-Erickson, New York.

WEED APPOINTED ● WNAO Raleigh, N. C., 5 kw 850 kc, and WDUK Durham, N. C., 1 kw 1310 kc, ABC affiliates, name Weed & Co. as exclusive representative, individually and in combination.

AUTOMOTIVE BUDGETS MAY TOTAL $400 MILLION

TOTAL advertising budget of automotive industry may reach record $400 million in 1950, judging by plans of leading manufacturers who see year of intensive competitive selling. Companies using radio and television heavily for 1950 debuts [BROADCASTING, Dec. 19, 1949].

Chevrolet Division of General Motors tops industry with $27 million, and dealers are expected to spend almost as much more locally. Ford ranks second with $22 million budget for Ford cars. Company's Lincoln-Mercury Division to spend another $15 million.

Oldsmobile Division of General Motors scheduling $8 million, with Buick and Pontiac around same figure and Cadillac around $4 million. Chrysler total expected to be well over $25 million. Smaller manufacturers expected to increase expenditures. Used-car dealers likely to spend at least $200 million.

D-F-S AGAIN RANKS FIRST IN NETWORK BILLINGS

FOR 16th successive year, Dancer-Fitzgerald-Sample, New York, heads list of advertising agencies in gross radio time network expenditures during 1949, according to figures released by four networks. Twenty leading agencies in total radio time billing during 1949 as shown by networks were as follows:

Dancer-Fitzgerald-Sample, $18,708,466; BBDO, $11,068,819; Benton & Bowles, $9,735,528; J. Walter Thompson Co., $8,748,036; Young & Rubicam, $7,617,573; Compton Adv., $7,119,301; Biow, $6,770,044; Wade Adv., $6,490,496; McCann-Erickson, $6,064,395; Newell-Emmett Co. (now Cunningham & Walsh), $5,909,540; Foote, Cone & Belding, $5,245,970; Ward Wheelock, $5,064, 096; William Esty & Co., $4,021,924; Leo Burnett $3,741,848; Duane Jones, $3,575,579; John F. Murray, $3,522,225; Ruthrauff & Ryan, $3,477,051; Cecil & Presbrey, $2,795,629; Kudner Adv., $2,252,016; Sullivan, Stauffer, Colwell & Bayles, $2,181,629.

Dancer-Fitzgerald-Sample placed spot radio billing for calendar year 1949 totalling $2,056,002 in addition to above billing.

MURPHY ON NBC'S SPAC

JOHN MURPHY, of Crosley TV stations, elected Friday to represent inter-connected group at NBC's 1950 SPAC meeting, Jan. 11 (story page 13).

WPTR

50,000 WATTS

ALBANY-TROY-SCHENECTADY

announces the appointment of

RA-TEL
REPRESENTATIVES, INC.

as exclusive national representatives

effective January 1, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

FRED R. RIPLEY,
General Manager

WPTR



BROADCASTING
TELECASTING
*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Here is confirmation of reliability

WKOW maintains broadcast of football game during powerline failure, with Collins 12Z remote amplifier

MONONA BROADCASTING CO.
MBS AFFILIATE
WKOW
10,000 WATTS

1070 ON YOUR DIAL
215 W. WASHINGTON AVE.
MADISON 3, WISCONSIN
TELEPHONE: GIFFORD 7100

November 5, 1949

Broadcast Sales Representative
Collins Radio Company
Cedar Rapids, Iowa

Dear Sir:

Please send one canvas carrying case for our 12Z remote amplifier.

You may be interested to know that the Collins 12Z (with the "automatic changeover to battery" feature) saved the day for us at the Wisconsin-Indiana football game last Saturday. The power failed at the field during half-time and most of the other stations carrying play-by-play were cut off until midway in the fourth quarter. We fed several other stations in Wisconsin during the emergency.

Needless to say, the people here at WKOW, our listeners, and sponsors were more than gratified that our broadcast was uninterrupted. Our engineers will probably never feel quite safe with any other remote equipment but the Collins 12Z in the future.

Sincerely yours,

V. A. Vanderheiden

V. A. Vanderheiden, Chief Engineer
WKOW - 1070 on your dial

VAV/jem



WIDEST KOVERAGE OF WISCONSIN

AUTOMATIC changeover to battery power when the a-c line fails is a standard feature of the Collins 12Z remote amplifier. All concern about powerline fluctuation and noise as well as power failure is eliminated. The 12Z is also the ideal remote unit for locations where a-c power is not readily accessible. Here are additional features:

- **Four microphone channels**
- **Two db per step attenuators**
- **Monitoring of amplifier or line output**
- **Ninety decibels gain**
- **Noise 60 decibels below program level**

Now is the time to get your 12Z remote amplifier. It will give your station that necessary security for every sports occasion. Delivery is from stock. Write, wire or phone Department R-1, Collins Radio Company, Cedar Rapids, Iowa.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Dogwood Rd., Fountain City
KNOXVILLE

417 Rosalyn Avenue
DAYTONA BEACH

DEALER DOLDRUMS?

It's pretty hard for your man in Wichita, or Bridgeport, to get steamed up over an ad campaign that takes an impersonal sweep over the whole country.

DIFFERENT WITH SPOT!



You can talk the local man's language, use his name and address, tackle **his** selling problem. In one market, or fifty, or a hundred. And odds are, you'll save money with harder hitting, personalized Spot.

Try Spot . . . to get your dealers **off** the bench and into the game. Try Spot on the Petry-represented stations listed here to cure **your** dealer doldrums.

Any advertiser can—and most advertisers should—use Spot Radio

HAVE YOU DEALT YOUR DEALERS IN?

In any market you choose you can get that dealer support for the asking

. . . why not begin by asking about these leading stations . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

EDWARD PETRY AND CO. INC.

Any advertiser can—and most advertisers should—use Spot Radio


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 2 WASHINGTON, D. C., JANUARY 9, 1950 $7.00 A YEAR—25¢ A COPY

BAB'S FUTURE?

Exploration Begins With Three-Group Meet Today

By J. FRANK BEATTY

THE future of NAB's new sales-getting machine—Broadcast Advertising Bureau—and possibly the management future of NAB itself will be at stake in a series of exploratory operations starting today (Monday).

First phase of the series will be an unprecedented joint meeting of three new NAB advisory committees. They are the Broadcast Advertising, Radio and Television Committees, opening a two-day session this morning at NAB Washington headquarters.

With membership just announced last week by NAB President Justin Miller, the committees are the first to be formed under the board's November reorganization plan which provides for a total of 10 advisory groups (see committee lineup, page 24).

Technically, the tripartite meeting has been called to work out a plan to fit BAB into the new Radio and Television Division setup. These two divisions have been compelled to drift along since their formation last September without the benefit of specific board directive.

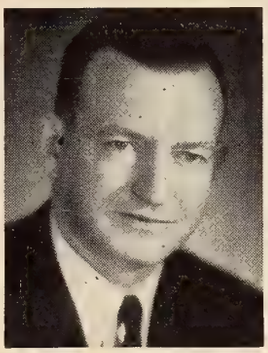
Strikes at Foundation

While the announced purpose is to devise a coordination plan, the subject actually is so important that it strikes at the foundations of the NAB reorganization project. Furthermore, it involves the danger of a young revolution among station executives who fear that BAB is about to get a dose of administrative ice water and perhaps a shrunken budget.

BAB is riding high on a wave of popularity that swept all 17 NAB district meetings last autumn. Not in recent history has any single NAB activity been so enthusiastically received. The 17 district directors who led the meetings are acutely aware of BAB's popularity and they recall the convention hall uprising and corridor maneuvering that forced BAB's creation at Chicago last April.

The tossing around that BAB has received in its brief but spectacular existence lays the groundwork for membership resentment that is simmering if not boiling. It is mostly confined to private conversations, letters and memos.

If this week's joint meeting at NAB headquarters produces a coordination plan for BAB, the plan will come before a joint Jan. 23-24 meeting of two key board policy bodies, the Structure Committee and the Finance Committee.



Mr. RYAN



Mr. GOLDMAN



Mr. THOMAS

* * *

Final step—and here the actual decision is slated—will be the board's Feb. 8-10 meeting at Chandler, Ariz., where the reorganization project that started in late 1948 is slated for completion.

Three key figures in this week's tripartite conference will be the chairmen of the new committees. They are William B. Ryan, KFI Los Angeles, Broadcast Advertising Committee; Simon R. Goldman, WJTN Jamestown, N. Y., Radio Committee; Eugene S. Thomas, WOIC (TV) Washington, Television Committee.

Of the three, Mr. Thomas is a board member, having been elected at the board's November meeting when TV first attained the right to directorships. He was chairman of the old NAB Sales Managers Executive Committee, predecessor to the new Broadcast Advertising Committee. Mr. Goldman was chairman of the former Small Market Stations Executive Committee, later a unit of the sales managers group. Mr. Ryan served two terms on the NAB board in the last decade and knows the association's operations.

In all, seven board members are scheduled to take part in the three-committee meeting. Board members on the Broadcast Advertising Committee are Howard Lane, WJJD Chicago, and Frank U. Fletcher, WARL Arlington, Va. Both served on the board's BAB Policy Committee, which directed BAB's course in its formative months and was abolished last November.

A surprise in the announcement

(Continued on page 24)

ALL-RADIO FILM

New York Premiere Set

By EDWIN H. JAMES

THE ALL-RADIO promotion film, "Lightning That Talks," which has been in preparation for more than a year, will be given a glittering premiere in New York at the Waldorf-Astoria Hotel March 1.

New York stations, networks and station representatives that have subscribed to the promotional film have guaranteed to contribute a $30,000 budget for the New York showing of the film, it was learned.

The plan for the showing was discussed by the New York committee last Thursday at Broadcast Advertising Bureau headquarters in New York. The committee arranging the New York premiere of the picture is composed of Lewis H. Avery, president of Avery-Knodel, in charge of finance; Charles Hammond, NBC vice president, in charge of invitations; Maurice Mitchell, director of BAB, in charge of arrangements, and Joseph Creamer, WOR New York promotion manager, in charge of publicity and promotion. Justin Miller, NAB president, will be honorary Chairman of the committee. The active Chairman had not been named as of last Friday morning.

The New York committee is con-

(Continued on page 42)



Mr. RATNER



Mr. MITCHELL



Mr. GRAY



Mr. KRUEGER

KTOK CHANGE

Bell as General Manager Prologues Expansion

EDGAR T. BELL, former secretary-treasurer and business manager of the Oklahoma Publishing Co. and its radio properties, last Thursday became general manager of KTOK in his native Oklahoma City, succeeding Robert D. Enoch, who had resigned.

Mr. Bell, a well-known figure in both radio and newspaper circles, is understood to have entered into an agreement with O. L. (Ted) Taylor, president and majority owner of the Oklahoma City ABC regional outlet, whereby he acquires an option for a "substantial interest," to be exercised within one year.

Joining Mr. Bell as sales manager of KTOK will be E. L. Colburn, formerly of the sales staff of WKY Oklahoma City NBC outlet, who recently resigned as commercial manager of KABC San Antonio.

Under Taylor-Bell direction, it was learned that KTOK promptly will undertake an expansion program, including new studios and offices.

Mr. Enoch, who had been with the station for nine years under its present and former ownership, has not announced future plans. At 42, he is a 20-year veteran in radio. He is a director of the NAB, representing District 12 (Kan. and Okla.).

Mr. Bell terminated 33 years with the Oklahoma Publishing Co. in mid-1948, disposing of his stock interest in the publishing firm and its then-owned and affiliated stations—WKY, KLZ Denver and KVOR Colorado Springs. Subsequently KLZ and KVOR were sold. Last year Mr. Bell was associated with Gene Autry, cowboy artist and station owner, in the proposed acquisition of KTSA, San Antonio CBS outlet. The project, however, was dropped because of the Avco rule and the competitive proposal of the *San Antonio Express* which subsequently acquired the station.

Mr. Bell joined the Oklahoma Publishing Co. in 1915 as advertising manager of the *Farmer Stockman*. An early radio enthusiast, he was instrumental in the acquisition by Oklahoma Publishing Co. of WKY in 1928 and in the subsequent purchase, by an affiliated company, of KLZ and KVOR.



Mr. BELL

HELBROS SPOTS

Sets Heavy XELO Contract

HELBROS Watch Co., New York, has signed a contract with XELO Juarez, Mexico, for 35,000 spot announcements yearly—approximately 96 transcribed spots per day—effective immediately [CLOSED CIRCUIT, Jan. 2].

The contract was placed direct by the company. Harvey M. Bond, advertising manager of Helbros, told BROADCASTING: "It is a very special deal." Although a radical departure from the Helbros policy of sponsoring only network shows, the spot schedule does not constitute an abandonment of network programs, Mr. Bond said.

Mr. Bond would not disclose the cost of the special spot schedule, although he did say that the length of the contract was "for several weeks." Helbros Watch Co., through Dorland Inc., New York, its advertising agency, sponsors *Richard Diamond*, a mystery series on NBC.

DC&S APPOINTS

Names Three Vice Presidents

THREE officers of Doherty, Clifford & Shenfield Inc., New York, have been appointed vice presidents.

They are: Samuel L. Frey, who joined the agency in 1946 and is in charge of media; Dr. Philip Reichert, director of the agency's professional division in charge of medical advertising, and Robert E. Shaw, who joined the agency in 1947 and is art director.

HUNT FOODS INC.

Plans AM-TV Campaign

RADIO and television will be used to supplement an advertising, merchandising and sales campaign of unprecedented proportions for Hunt Foods Inc., Los Angeles, during 1950, according to Frank Oxarart, national director of advertising and merchandising.

Mr. Oxarart revealed that programs are being studied. Selection of talent and shows on the basis of audience acceptance and suitability to promote Hunt products will be made on completion of tests in California, he said. Agency is Young & Rubicam Inc., Hollywood.

RONSON BUDGET

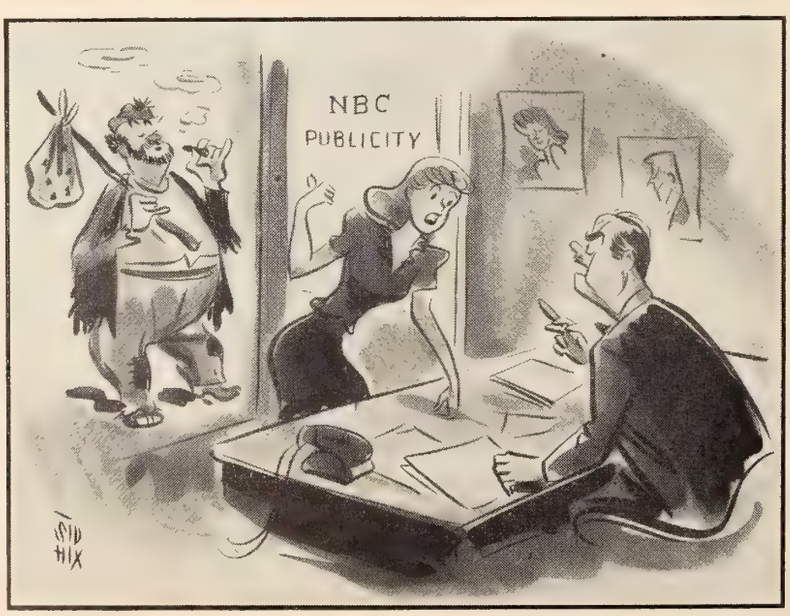
'50 Ad Plans Over $2 Million

THE ADVERTISING appropriation for 1950 will be the largest in the history of the Ronson Co., Alexander Harris, president of Ronson Art Metal Works Inc., announced at a sales conference of the company last week. The budget will be in excess of the $2 million spent for advertising in 1949.

One of the features of the five-day sales conference was the special presentation of Ronson's radio and television program, *Twenty Questions*. Also featured at a dinner was Johnny Desmond and the Tony Mattola Trio, stars of the *Johnny Desmond Show* on ABC.

Block Buys on ABS

BLOCK DRUG Co., Jersey City, through Cecil & Presbrey, New York, has signed a contract with the Alaska Broadcasting System on behalf of Amm-i-dent and Mina-poo, to sponsor the *Burns & Allen* program, carried Sunday afternoon on all six ABS stations.



Drawn for BROADCASTING by Sid Hix

"He wants tickets for the Welcome Traveler Show!"

NRDGA MEET

Radio-TV in Major Role

BROADCAST advertising, both radio and TV, has been assigned a major role at this week's convention of the National Retail Dry Goods Assn., Jan. 9-12, at New York's Hotel Statler.

Tomorrow morning (Jan. 10) Maurice B. Mitchell, director of Broadcast Advertising Bureau, will serve as co-moderator of a session at which retailers and media men will discuss "How to Put Over A Coordinated Promotion" of store advertising campaigns involving more than one medium.

Wednesday morning Mr. Mitchell will be joined by Lee Hart, BAB assistant director in charge of retail activity, for a presentation of "A Simple Formula for Buying and Using Radio Time." At that same session, Arthur M. See, sales promotion manager of Saks 34th St., will make an on-the-air presentation, "How to Promote Merchandise on Television," utilizing his store's program, *Your TV Shopper*, on WABD (TV) New York.

Mortimer W. Loewi, director of the DuMont TV Network, will discuss "Television for Retailers" at this session, which will conclude with a review of the best retail radio programs of 1949, winners in the annual contest sponsored by NRDGA and BAB.

On Wednesday afternoon, Justin Miller, NAB president, will speak on "Radio-Retailers and the 1950 Campaign," at a session on public relations.

KELLOGG PLANS

New Series on Mutual

THE KELLOGG Co., Battle Creek, Mich., will sponsor *Mark Trail*, a new children's series, on an eastern test network of 53 MBS stations, including WOR New York, [CLOSED CIRCUIT, Nov. 21, 1949], starting Jan. 30, Monday, Wednesday and Friday, 5-5:30 p.m.

The program is based on a popular comic strip dealing with forest conservation. Contract is for 22 weeks. Kenyon & Eckhardt, New York, is the agency. Program is owned and packaged by Rockhill Radio, New York.

Schlitz NBC Series

JOS. SCHLITZ BREWING Co., Milwaukee (beer), on Jan. 6 started a comedy situation series, *The Halls of Ivy* starring Ronald Colman and his wife Benita Hume, on 165 NBC stations, Friday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Packaged by NBC, the series is written by Don Quinn and Walter Brown Newman. Nat Wolff is director with Sam Fuller, producer for Young & Rubicam Inc., agency servicing the account. Henry Russell directs the music and Ken Carpenter announces.

WHAS NOT FOR SALE

Taken Off Market

WHAS Louisville, 1-A clear-channel station of the *Courier-Journal* and *Louisville Times*, is no longer on the market for sale, it has been announced.

Officials said the station, which had been open to negotiations since FCC vetoed its sale to Crosley Broadcasting Corp. [BROADCASTING, Sept. 26, 1949,] "has been taken off the market" and that "no further bids for its purchase will be entertained."

The announcement came Dec. 31 from Mark Ethridge, publisher of the *Courier-Journal* and *Times*, and Lisle Baker, vice president and general manager of the radio and newspaper operations.

Bids Received

They said two "serious" bids and several inquiries had been received looking toward acquisition of the station. But, they asserted:

The circumstances under which we were willing 16 months ago to sell WHAS have changed entirely. Our own picture is much brighter and so is television's. Even while negotiations for the sale of the station have been going on, we have been pushing the completion of our television station, as is obvious from the progress on the tower. We expect to be on the air in late February with our own and with the CBS television programs.

Crosley Contract

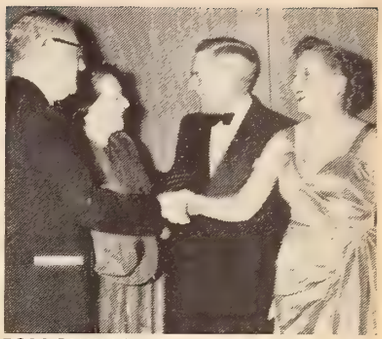
The reference to their willingness to sell WHAS "16 months ago" related to the date of the sales contract with Crosley. The Avco subsidiary was to pay $1,925,000 for the WHAS-AM-FM-TV properties and lease studios and facilities in the *Louisville Times-Courier Journal* building for 10 years at $75,000 a year. FCC rejected the proposal on grounds that the overlap between WHAS and Crosley's 1-A WLW Cincinnati was too great under the Commissions's duopoly ban.

In the FCC hearing WHAS authorities explained the decision to sell was based on expansion of other interests and a desire of the Barry Bingham family, which owns the newspapers and station, for "complete financial self-containment."

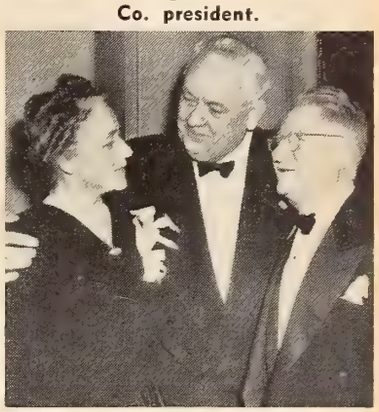
One group known to have been negotiating for the Louisville clear-channel station included H. Leslie Atlass, vice president of the CBS Central Division; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago, and Gene Autry, cowboy actor and broadcaster [BROADCASTING, Oct. 17, 1949]. Negotiations were along the lines of the Crosley-WHAS contract.

Fort Industry Withdrawal

At one time the Fort Industry Co., multiple-station operator, and Comedian Bob Hope were competitors with Crosley for the WHAS radio properties, but withdrew their bids before FCC opened its hearing on the proposed Crosley-WHAS transaction. WHAS operates with 50 kw on 840 kc.



FOLLOWING her debut on the *Carnegie Hall* program's Christmas broadcast, Margaret Truman is congratulated by Joseph Katz (l), of the Joseph Katz Advertising Agency. The program, sponsored by the American Oil Co., is handled by the Katz agency. With Miss Truman is Charles H. Wagner, American Oil Co. president.



LAURITZ MELCHOIR (center), singer, greets E. F. Kalkhof, advertising director of the American Oil Co., and Mrs. Kalkhof, when they attended the *Carnegie Hall* Christmas program.

FRY TO K&E

Takes Executive Duties

GEORGE THOMAS CLARK FRY, who left ABC last fall as national director of network radio sales, has joined Kenyon & Eckhardt, New York, in an executive capacity. Since his discharge from the U. S. Marine Corps in 1945, Mr. Fry was with ABC, first as a member, then as director of its business development department. Following that he served as eastern sales manager for network radio and television. In July 1948, he was named national director of network radio sales.



Mr. Fry

NBC MEETING

SPAC Set for Jan. 11 in N.Y.

NBC's 1950 Stations Planning and Advisory Committee will meet for the first time Jan. 11 in New York. The two-part meeting will discuss sound broadcasting matters in the morning and devote the afternoon session to television.

The 1950 SPAC committee for sound broadcasting is made up of Clair R. McCollough, Mason-Dixon Group; Harold Essex, WSJS Winston-Salem, N. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Pill, WSFA Montgomery, Ala.; Walter J. Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston; Walter E. Wagstaff, KIDO Boise, Idaho, and Ewing C. Kelly, KCRA Sacramento, Calif.

Balloting Incomplete

Representing TV non-interconnected stations is John M. Outler Jr., WSB-TV Atlanta. Final balloting for the representative for the television interconnected stations has not yet been completed.

All members of 1949 SPAC who were not reelected have been also invited to attend this first meeting in 1950. They are Martin B. Campbell, WFAA Dallas, who was the 1949 chairman; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJDX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

BASEBALL RATES

Examiner Hits WU Policy

WESTERN UNION'S rates and policy for baseball sports service to radio stations last week were declared "unreasonably and unjustly discriminatory, and unlawful" to the extent that the tariff specifies an extra charge for each station in a network in addition to a fee for the subscriber station.

Ruling was made in an initial decision by Hearing Examiner Elizabeth C. Smith. Investigation of the tariff was made last spring [BROADCASTING, June 13, 1949].

"Insofar as Western Union purports to classify the users of the service according to the use made or the value to the user of the service furnished, it subjects radio station subscribers to unjust and unreasonable discrimination in favor of newspaper and press associations," the ruling declared, "in that the identical service is offered to newspapers and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge."

The examiner ordered Western Union to file, prior to the 1950 baseball season, a revision of the tariff to remove the inequities cited. The initial decision, issued Thursday, would become final and effective in 40 days unless contested.

The tariff involved in the hearing was made effective April 19, 1949, and constituted a revision of the earlier tariff so as to incorporate the extra-charge provision for additional stations in a network. Two types of baseball service are offered: Paragraph 1 service and Paragraph 19 service.

Descriptive Service

Paragraph 1 service is a full descriptive service furnished by direct circuit from the scene of the ballgame to the premises of the subscriber and includes a running account of the game plus other related information as reported by the WU operator at the game. This service has been offered for many years.

Paragraph 19 service is new and involves furnishing in one message at the end of the ballgame a resume of highlights plus a summary of innings, batteries, runs, hits and errors.

The revised tariff expressly permits a subscriber-station to furnish Paragraph 1 reports to other stations in a network on additional charge of $2 per game per additional station over the basic fee. Such extra charge for Paragraph 19 service is $1.

Prior to this revision the tariff made no specific provision for network broadcasting of the sports service reports and the examiner found that Western Union violated the Communications Act by allowing station-subscribers to use the service for networking. No further action was considered needed, however, since the revision of the tariff on the matter was declared unlawful.

The report stated that Western Union in 1948 had knowingly permitted WIND Chicago and its Midwest Baseball Network to air game re-creations based on Paragraph 1 service, although contrary to the then existing tariff, because sponsorship contracts already had been set and Western Union was planning to revise the tariff. Prior to 1948, Western Union did not know the network had so used the service, it was said. WIND had been one of the chief opponents to the charges contained in the tariff

(Continued on page 26)

Spry & Radio's Aunt Jenny:

13 YEARS

With

THE RIGHT WOMAN . . . . . .



IN 1936 a new shortening made its appearance on the market and one year later the product enlisted network radio as its largest single salesman.

Skeptics insisted that the new item, Spry, product of Lever Bros. Co., would never crack the comparatively entrenched status of the non-vegetable shortenings. They were even less sanguine about Spry's ability to buck the other big vegetable variant on the market.

Today, 13 years later, Spry is one of the established products in the field with over a million dollars annually devoted to radio, still its largest single salesman.

Moreover, largely as a result of the spur of Spry's advertising, the sales of all vegetable shortenings have increased far beyond the speculations of its greatest exponents, and the Lever Bros.' reports last year listed the sales of Spry as the greatest in its history.

The radio history of Spry is in large measure the history of a single show, *Aunt Jenny's Real-Life Stories*, on CBS.

For the first year of its existence Lever Bros. employed a national spot campaign, supplemented by newspapers, to introduce the product. The radio spots plugged the slogan, "Try Spry," and met with such success that the firm plunged into the medium with the network show the next year. "Aunt Jenny" was born full-grown in 1937, a planned brain-child of Lever Bros. and Ruthrauff & Ryan, the agency which today is still handling the show.

At that time, daytime radio fare was limited—quiz and audience participation shows were not known—and the traditionally successful format was that of a serial show. It was decided, however, to experiment with a different kind of daytime program—short, action-packed stories built around true-to-life situations. These five to ten episode stories were to be built about a central character who not only narrated and motivated the dramatic portion of the show but at the same time sold the product. And thus Aunt Jenny was born.

* * *

AUNT JENNY shares a Spry smile with C. J. McCarthy Jr., vice president and account executive for the Lever Bros. product at Ruthrauff & Ryan, New York



Aunt Jenny Well-Known In All Media

From the start Aunt Jenny never has been exploited as a radio performer but rather as a real person with human understanding. She has become a symbol of her product. Her picture, her cooking methods and her national recipes are featured in national magazine and newspaper ads and in all cook books distributed by the maker of Spry. Aunt Jenny has become the product's trademark.

When the program first went on the air in 1937 it was carried on 55 CBS stations. Today it is heard on 81 stations over the same network.

Public service groups have been quick to recognize and take advantage of the unique relationship that has been fashioned between character and audience. During the war the American Red Cross called on Aunt Jenny to urge the support of her listeners to the service organization. So effective was her urging that the Red Cross was moved to award a special plaque to her in recognition of her accomplishment.

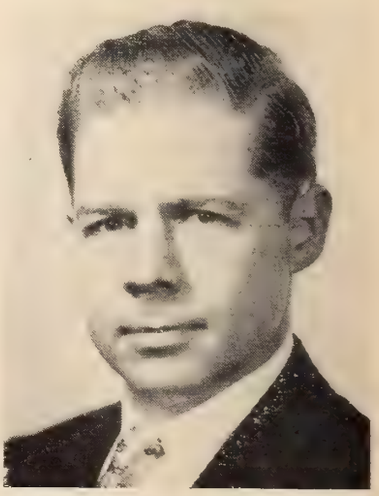
When the Spars and the Waves needed help in recruiting, Aunt Jenny was there with the message. Again certifications of commendation from both these agencies attested to the power of Aunt Jenny to influence audience reaction.

Even a difficult subject such as cancer was treated in a story by Aunt Jenny for the American Cancer Society. Recently Aunt Jenny successfully helped the Girl Scouts recruit new leaders.

During the month of October the case history of an alcoholic's struggle to overcome his weakness was portrayed on the program. The series was rebroadcast for Alcoholics Anonymous, and copies of the scripts were sent to the AA branches throughout the country. Aunt Jenny worked with the cooperation of the Alcoholic Foundation on that series.

In order to achieve the realism that has caused millions of actual

* * *



GEORGE B. SMITH, newly-appointed Spry advertising manager, came to Lever Bros. from Foote, Cone & Belding.

and potential Spry customers to identify themselves intimately with the show, Chief Editor Sidney Slon and Producer Robert Steel have introduced several physical innovations to the program. Instead of the conventional stand mike they placed the microphone on a boom over the heads of the actors, thus freeing them to read to each other rather than to the mike and conveying a naturalness that characterizes every aspect of the operation.

Carrying that characteristic over into sound they have studiously arrayed the effects in a precise and natural relation to action. For example, if the scene is to be played with an entrance door about 12 feet away, the door is set 12 feet from the microphone. The actor making his entrance actually starts his speech near this door rather than relying on the traditional mechanical "fade in" from the dead side of the mike to the live side.

Talent With Show Since 1937

Another element that gives the program its sense of integration is the fact that all of the talent principals have been with the show since its inception. These include Aunt Jenny, herself as well as Announcer Dan Seymour and Organist Elsie Thompson.

The relationship between star and announcer is one that is normally achieved only on the expensive night-time comedy shows. Dan Seymour is cast as a visitor in Aunt Jenny's kitchen, and between them they talk rather than "spiel" the commercial, so that it is often difficult to determine where the show leaves off and the commercial begins. This association between program and product is one that the listener carries away with her.

* * *



ANNOUNCER Dan Seymour, with the show since its inception, does a masterful job of integrating the commercials into the rest of the show.

In a specific test conducted early in the program's history by Radio Eye, the Ruthrauff & Ryan research organization, this desirable association was definitely ascertained by an inordinately high sponsor identification quotient. As might be expected, the survey also showed a much higher percentage of users of the product among listeners than among non-listeners.

The men behind the Spry operation at Ruthrauff & Ryan, besides Mr. Slon and Mr. Steel, are C. J. McCarthy Jr., account supervisor and vice president; R. M. O'Donnell, account executive, and Wilson Tuttle, vice president in charge of radio and television for the agency.

Guiding the fortunes of Aunt Jenny at Lever Bros. are James A. Barnett, vice president in charge of advertising, Michael J. Roche, advertising manager, and George B. Smith, newly appointed Spry advertising manager who moves to Lever from Foote, Cone & Belding.

Nor is Spry without a television history. In fact the product was the second to be advertised on WNBT (TV) New York in 1941 when it featured an hour long video treatment of the Aunt Jenny program. And starting in November 1943, Spry sponsored a half hour show once a week on WABD (TV) New York for 105 weeks. Currently, together with Lux and Pepsodent, Spry is sponsoring *The Clock* on WNBT.

Lauds Radio's Selling Power

In commenting on the AM medium's success with the product, Mr. McCarthy observed, "Through radio we urged people to 'Try Spry,' through radio we have persuaded people to 'Buy Spry.' Radio has sold our product; and we in turn are sold on radio."

In its extended and enthusiastic use of radio, Spry reflects as a product the established viewpoint of the parent company, Lever Bros., and its president, Charles Luckman, a resounding advocate of radio.

Traditionally in the top five in annual radio billing, Lever spent more than $7 million last year exploiting its products on the air.

The first national venture of any of its products into radio occurred somewhat unrelatedly in 1928 when *Amos 'n' Andy* went on the air for Pepsodent, which later became a division of Lever Bros. The show was on the air for Pepsodent until 1937.

At that time Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red, Hot and Blue", was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself instead of directing it at others in the cast.

Mr. Hope allegedly spurned the suggestion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful salesmen in the history of the industry.

Entered Network Radio in 1934

The first network night-time program to take to the air specifically for Lever Bros. was the *Lux Radio Theatre* in 1934, which established itself almost instantly as a radio model in form and success. In common with all Lever Bros. shows now on the air, the show is still in the top 15 in its Hooper category and is first among the dramatic programs.

With the beginning of 1950, Lever is sponsoring eight network radio shows, and significantly one, *Aunt Jenny*, is a daytime serial.

Lever Bros. was first formed in Great Britain by William Hesketh Lever, the son of a well-to-do wholesale grocer of Bonton, Lancashire, when he joined his brother in manufacturing soap. Until that time soap had been sold only in long factory bars. Mr. Lever cut the bars into tablets, wrapped each one, called his brand Sunlight, embarked on an advertising campaign, expanding ultimately to this country where the firm has become one of the two leading soap manufacturers in America.

Today, Lever Bros. Co. is really a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Geoffrey Heyworth as chairman of the board, while Dutch firm is known as Lever Bros. and Unilever N.V., with Paul Rykens as its chairman. Each man is also vice chairman of the other company. Mr. Luckman is president of Lever Bros. in New York.

Lever Bros. always has been a company aggressive and alert to modern selling methods—a policy typified by its success in radio and television.

* * *

EFFECTIVE TV commercial is the shot of three dancing chefs who cavort around a large pie.



Lever Bros' Shortening Product Blazes a Sales Success Story With Radio

McCONNELL

Sees Continued Industry Progress

WHILE television in 1950 will prove to be radio's greatest rival, radio is by no means doomed, in the opinion of Joseph H. McConnell, NBC president, who last week released a year-end statement in which he described NBC's parallel progress in both broadcast media.



Mr. McConnell

"Programwise," Mr. McConnell declared, "radio's contributions to the entertainment of the American people will continue to improve. For the first time since its advent in 1920, broadcasting has a rival in its own domain, and the competition is good for it. Television, which progressed so rapidly in 1949, will, in 1950, far exceed its best previous year."

Pointing out that while in its four years of life TV has been nurtured and supported largely by radio, Mr. McConnell asserted: "From now on television at NBC will be 'on its own' as a separate and independent organization. It now has its own studios, showmen, engineers, sales force, newsmen, talent scouts and financial set-up.

"Television finds encouragement in the fact that four of its seven lean years are past. Within the next three years more television stations will move out of the red and into the black. Several video broadcasters already report that they are showing a small profit.

"Every year," he continued, "should find an increase in this upward trend, so that by the end of the next decade television will be established on a highly profitable basis. It will be nationwide in scope.

Mr. McConnell went on to outline the history of radio broadcasting which, he said, is not nationwide but world-wide in scope. Sound broadcasting's alliance with science, he said, has made it the backbone of the American radio industry. He credited American advertisers with the success of radio broadcasting.

The new art of television, Mr. McConnell declared, is so fascinating with its double appeal and service of sight and sound that "starry-eyed soothsayers again have rushed to their crystal balls to catch a picture of the future.

"Enchanted by what they have seen," he added, "they have hastily predicted that the future is all television, that 'sound broadcasting' is doomed.

"But consulting the record of invention in the past reveals evidence that these hasty prognosticators may be looking in the dark. The telegraph was not banished by the telephone, wireless has not eliminated the cables, the phonograph was not killed by radio, the movies did not destroy the theatre, nor did any of these forces do away with books, magazines and newspapers. All these still have their place.

"It is well to observe, however," he continued, "that the older inventions that have survived the onslaught of progress have done so because they adapted themselves to new conditions created by science rather than complacently mold and decay with the old. The electronized phonograph in combination with radio is an outstanding example of what happens when an older art or instrument keeps pace with progress. It too advances, gains added appeal and extends its scope of service."

He stressed his belief that sound broadcasting will continue to serve and sell while television continues its development as a parallel industry.

"By no means is radio doomed," he declared. "It begins a new half century as an ever-widening horizon for service. Sound accepts the challenges of sight in tandem as well as in competition, as the camera joins with the microphone to advance the art of broadcasting. The microphone will continue to speak the message of its sponsor, while television displays the products and through illustrations adds to the pictorial effectiveness of the spoken word."

ARKANSAS GROUP

New Regional Unit Forms

FORMATION of the The Arkansas Group, new regional and national sales representative organization in the state, has been announced by Frank Browne, general manager of KWFC Hot Springs. While the complete list of stations participating has not yet been released, Mr. Browne, who is general manager of the new group, said the new unit would include stations which pinpoint Arkansas coverage state-wide.

The organization, he said, would make "a consolidated effort to seek increased business and negotiate for various other radio services." It is to act as sales representative for the stations involved, offering agencies the opportunity to buy on a one-time clearance, one affidavit and one billing basis, at a group rate.

A manual is being prepared, Mr. Browne said, to tell the story of the organization and of each individual station. It will contain basic data sheets, market and coverage maps and similar information. Headquarters of the group is P. O. Box 1038, Hot Springs.



ALLAN JACKSON (seated), of the CBS Washington news staff, had a big day on a visit to Macon, Ga., when Mayor Lewis B. Wilson (r) presented him with a key to the city, a police chief's badge and a scroll proclaiming him Macon's honorary chief of police for the day "with all privileges, rights and courtesies thereunto attached." Watching the ceremonies are Ben Chatfield, news director of CBS outlet, WMAZ Macon, and Joy Smith, secretary to Mayor Wilson. Mayor Wilson, WMAZ General Manager Wilton Cobb, Commercial Manager Frank Crowther and Mr. Chatfield met Mr. Jackson at the airport to touch off the round of southern hospitality.

FCC Actions

THREE new AM stations proposed to be authorized by FCC last week in initial decisions and four new stations granted in non-hearing cases, two of which were for Hawaii. License of KPAB Laredo, Tex., revoked effective midnight Jan. 31. Details of these and other FCC actions are found in FCC Roundup on page 68 and Actions of the FCC beginning on page 44.

FCC REVAMP

Plans Staff Reorganization

AN ADMINISTRATION plan to reorganize many of the Government's regulatory commissions was reported in the making last week, but FCC seemed likely to be more affected by one of its own devising.

The Administration's plan apparently would set up most or all regulatory agencies along the lines already in effect at FCC and some others, providing for the chairman to be appointed by the President and to be given broader administrative responsibilities.

The Commission's own plan is for a staff reorganization, along functional lines [CLOSED CIRCUIT, Dec. 12, 1949]. Details were first disclosed in connection with job classification papers sent by FCC to the Civil Service Commission. Now it appears virtually certain that FCC intends to proceed as soon as possible, whether the requested job classifications are granted or not.

Under the current plan, four staff bureaus would be set up—Broadcast, Common Carrier, Safety-Special Services, and Field Engineering and Monitoring. Each would have its own legal, engineering, and accounting sections, thus in effect reversing the present alignment wherein there are professional bureaus with each containing sections dealing with broadcasting, common carrier, etc.

Bureau Heads

For the head of each of the four proposed new bureaus, FCC is seeking an $11,200 to $12,000 job classification from CSC. These directors, not yet selected, would have complete charge of their respective bureaus, subject only to the Commissioners themselves.

The Chief Engineer, Chief Accountant, General Counsel and Executive Officer would be FCC's top-flight advisors and representatives, each heading a separate staff bureau. For the Executive Officer, FCC is seeking an $11,200 to $12,000 rating; for the others, $12,000 to $13,000.

Authorities said it was unlikely that CSC would act on the classification requests before the end of April. In the meantime, it was understood, reorganization plans are moving ahead, with a probability that the changes will be accomplished piecemeal, not all at once.

CBS PROMOTES

Four Realignments Announced

HUBBELL ROBINSON Jr., appointed a fortnight ago to CBS vice president in charge of network programs [BROADCASTING, Jan. 2], last week announced the appointment of Robert P. Heller, CBS executive producer in New York since June 1948, as New York director of programs for the radio network.

As CBS-TV program director, Charles Underhill will retain responsibility for all video programs originating in New York. Hollywood-originated shows, both AM and TV, will continue to be supervised by Harry Ackerman, Hollywood vice president and network program director, and Sig Mickelson, as previously announced, remains director of public affairs for both media.



Mr. Heller

Mr. Heller first joined CBS to work on the *Man Behind the Gun* series in late 1940, after working with Norman Corwin on the four-network *This Is War* series.

Prior to becoming head of the CBS documentary unit in 1946, Mr. Heller shuttled back and forth between CBS staff work and wartime assignments such as organizing the UN Information Service's radio department; documentary film production for the War Department with Frank Capra; and the *Why We Fight* orientation series, first as a civilian and later as an Army Signal sergeant.

At the same time last week, realignments in the network's press information were announced by George Crandall, director. Michael J. Foster, executive assistant to Mr. Crandall, was promoted to assistant director of press information, and Michael J. Boscia, who has been supervising publicity for WCBS New York, was named to succeed Mr. Foster as executive assistant to Mr. Crandall.

Mr. Foster was a reporter and sports writer for *The New York Evening Journal* and the *New York Times* before joining the CBS publicity staff in 1938. After four years with the Army Air Force, in which he attained the rank of captain, he rejoined CBS press information in 1946, becoming manager of the department's trade and feature division in 1947.

Mr. Boscia was with 20th Century-Fox advertising before joining CBS publicity in 1941. He left CBS in 1943 to go with Young & Rubicam Inc., New York, returning to the network in late 1944.

WTTM CRUSADER

Mark Wins Fight for Airport

RADIO crusader, George Taylor (Carl Mark, executive vice president and general manager, WTTM Trenton) has won the battle of the Mercer County Airport. The field was turned over to the New Jersey state capital early in December, marking the happy conclusion to Mr. Mark's campaign.

Over a year ago, WTTM points out, Mr. Mark, who commentates at WTTM as George Taylor, first threw the spotlight on the fact that the airport, controlled by the Navy, was going unused while the city suffered the lack of air transportation facilities. From that time on, Mr. Mark pegged away at the impasse, bringing the situation to the constant attention of listeners and to officials at the Defense Department in Washington.

WTTM says the success of Mr. Mark's campaign marks the first time a radio drive in the state helped prompt Governmental action on such an issue. When the airport was acquired early in December, WTTM received the news with accompanying action. First news was bulletined by Mr. Mark. The next day, complete reports of the change-in-hands were broadcast including the first public statements contained in an on-the-spot interview conducted by Special Events Director Ernie Kovacs with John J. Inglesby, Freeholder and Chairman of the Mercer County Airport Committee.

RCA-Victor Record Plans

RCA-VICTOR in 1950 will produce records of 78, 45 and 33⅓ rpm and instruments capable of playing all three, Frank M. Folsom, RCA president, announced last week. The announcement marked a departure in RCA-Victor policy, which until now has confined the company to the manufacture of 78 rpm and its own 45 rpm records and record players.

NBC RESEARCH

Will Be Next Unit Split Between AM, TV

THE NBC research department will be the next to be split between radio and television as the network's reorganization plan develops, it was learned last week.

Although no official announcement of the division was made, it was learned from informed sources that Hugh M. Beville Jr., present director of research, will move up to a staff-level position, acting as adviser to top management on research problems.

Barry T. Rumple, present manager of the research department, will be assistant to Mr. Beville on the staff level, it was said.

The rest of the present research department will be divided into two entities—one for sound broadcasting and the other for television.

George W. Wallace, now television and network sales promotion manager, will become chief of the sound broadcasting research department, which also will include elements of sales promotion.

Robert W. McFayden, now research associate, will head television research, it was said.

Members of the present research staff will be divided between the new radio and television research departments.

Under the reorganization plan, the research departments in radio and television will embrace duties other than pure research, it was said. Both will function in more direct relation to sales and sales promotion than they have in the past.



Mr. Beville



Mr. Rumple

ZECKENDORF

Is New ABC Board Member

WILLIAM ZECKENDORF, president of Webb & Knapp Inc., realtors, has been elected to the ABC board of directors, it was announced last week. Mr. Zeckendorf's election increases to ten the network's present board membership.

Mr. Zeckendorf, who is 44 years old, first gained an international reputation by making available to the United Nations the East River properties in New York he had assembled for other purposes. He also concluded negotiations which led to the purchase by ABC of the site of its television center on 66th St. in New York.

Mr. Zeckendorf, president of many real estate companies from coast-to-coast, is also president of the board of trustees of Long Island U.

Other ABC board members include: Edward J. Noble, chairman; Mark Woods, vice chairman; Robert E. Kintner, president; Earl E. Anderson, Alger B. Chapman, Robert H. Hinckley, C. Nicholas Priaulx, Franklin S. Wood and Owen D. Young.

Navy 'Powerhouse'

AWARD of a $999,735 contract for construction of a transmitter building to house a new Navy radio station at Jim Creek, Wash., has been approved by the Navy Bureau of Yards and Docks. Station is designed to be "the most powerful in the world," and will have more than 1,000 kw power to provide effective Naval communications throughout the Pacific area. Construction of building, expected to be completed within 18 months, will be started by Feb. 1, officials said.

PROPOSED AMs

At Guthrie and Lancaster

INITIAL DECISIONS were reported by FCC last week to grant a new AM station at Guthrie, Okla., on 1490 kc with 250 w fulltime to the Leader Publishing Co. and to grant a new AM outlet at Lancaster, Calif., on 1340 kc with 250 w fulltime to the Antelope Broadcasting Co.

Denials were proposed for their respective competitors, Enid Broadcasting Co. at Enid, Okla., and Antelope Valley Broadcasting Co., Lancaster.

In the ruling proposing to grant the bid of Leader Publishing Co., Hearing Examiner J. D. Bond found that Guthrie presently has no local station while Enid already has two outlets.

Smith Preference

Hearing Examiner Elizabeth C. Smith, in the California case, preferred Antelope Broadcasting over Antelope Valley Broadcasting on grounds of integrated ownership and operation. Antelope Valley, a limited partnership of two nonresident general partners and nine local resident limited partners, would be operated by the former group only, the decision stated. All ten stockholders in Antelope Broadcasting, eight of whom are local residents, would operate the proposed station, however, it was noted.

Ownership details:

Leader Publishing Co., Guthrie, Okla.—Principals: Raymond H. Fields, active for many years in national affairs of American Legion. He owns less than controlling interest in company which publishes newspapers in four cities in Oklahoma. He also has real estate and oil property holdings and is part owner of WLRP New Albany, Ind. Thomas W. Prentice and M. P. Long, who have business interests related to L. H. Wentz deceased and joint executors of his estate. Mr. Wentz prior to his death owned 49% stock in Leader Publishing Co.

Antelope Broadcasting Co. Inc., Lancaster, Calif.—Principals: James B. French, 33⅓%. Mr. French is first vice president of applicant corporation and supervisor of engineering maintenance and construction for Columbia Broadcasting Co., North Hollywood, Calif. W. B. Carter, president and director has 17⅓% interest, he is a rancher, real estate owner and president of Lancaster Radio Inc., electrical appliance, radio sales and service business.



IT'S a silver signet ring for Irving E. Rogers (2d l), pres.-treas., Hildreth & Rogers Co., owner-operator of WLAW-AM-FM Lawrence, Mass., as he marks 26 years with firm. L to r: David M. Kimel, WLAW sales mgr.; Mr. Rogers; his son, Irving E. Rogers Jr.; Fred A. Sullivan, prom. mgr.

NEW directors of Jerry Fairbanks Inc., Hollywood radio and television production firm, get together with Jerry Fairbanks (center), president of the firm. New executives are Russ Johnston (l), vice president of the organization, and Frank Mullen, chairman of the board [BROADCASTING, Dec. 5].



BEN DUFFY, president, BBDO, New York, visits with WCBS New York Commentator Margaret Arlen on her show. Mr. Duffy discussed his career with the agency where he started as office boy in 1919 and also spoke on behalf of Arthritis and Rheumatism Foundation of which he is a committee member.

CONGRATULATING Florence George, soprano, on receipt of painting by artist Philip Paval, are Carlton Adair (l), prog. dir., Don Lee Broadcasting System, and Robert J. McAndrews, director, SCBA. Miss George, wife of Everett Crosby, pres., Bing Crosby Enterprises, was feted by American Scandinavian Soc.





THE *Breakfast in Hollywood* program gets a new treatment as these three ABC executives "put in their order" from the beach at Hilo, Hawaii. They are (l to r), Clair Weidenaar, producer of the show; Bud Edwards, Western Div. prog. dir.; Fran Conrad, West Coast station relations mgr.

WHILE attending a convention in New Orleans, Basil L. Emery (r), vice president of the Chesebrough Mfg. Co. of New York, visited the studios of CBS outlet, WWL. Mr. Emery is greeted by Jack Halladay, WWL promotion manager. Chesebrough sponsors the *Dr. Christian* program over CBS.





FM ISSUE

Straus, Armstrong, Chain State Views

FM'S STATUS, the reasons for it and ways to improve it, continued to get attention last week.

In a letter to the *New York Times*, President Nathan Straus of WMCA Inc., who had planned to close WMCA-FM on Dec. 30 (see story below), said:

It seems to me that FM has been stillborn, not because the competition of television has doomed it, but because its performance has fallen far short of its promise. FM is a service which, for the ordinary listener to the ordinary program in the average location, has no advantages over AM. On the other hand, it has definite and substantial drawbacks.

Mr. Straus felt that the principal advantages claimed for FM —freedom from static, and higher fidelity—are more theoretical than real. A drawback, he said, is the necessity for pinpoint tuning.

John E. Armstrong of Scarsdale, N. Y., accepted the static-free, higher-fidelity attributes of FM, but felt "numerous" factors have impeded it, aside from television.

In a letter to the *Times*, he asserted: (1) Most sets aren't engineered to make FM sound any better than AM; (2) most FM tuners have no automatic frequency control; (3) most sets and tuners were not "drift compensated"; (4) most have built-in antennas, which "are not practical"; (5) FM programming is "for a large part canned music."

Sol Chain, manager of WBIB-FM New Haven, Conn., suggested that FCC might "begin reducing AM operating schedules." In that event, he said, "I am sure that all FM stations, strictly FM that is, would be happy to add to their present schedules the same number of hours lopped off AM hours."

Writing the Commission in connection with its proposal to boost FM's minimum operating hours [BROADCASTING, Nov. 21, Dec. 19, 26, 1949], Mr. Chain said:

. . . I, like many other veterans, put money, blood, sweat, tears and years into FM because I believed the Commission was sincere about FM and would do everything possible to foster its growth. The Commission has been very kind and liberal in relaxing rules to make it possible for us to continue sweating, but where is the concrete action to let the American public know that FM was intended to replace AM?

Why cannot AM stations duplicating on FM be required to use some AM time to explain FM to their listeners instead of keeping it as dark a secret as possible? Are AM stations who do nothing to promote the growth of FM operating in the public interest?

WMCA-FM SALE

Gives New Lease on Life

WMCA-FM New York, whose owner, Nathan Strauss, announced a fortnight ago would go off the air because it was losing money, [BROADCASTING, Dec. 26, 1949] has been sold, pending FCC approval or denial to a syndicate of unidentified buyers, it was learned last week.

Spokesman for the syndicate, Frank Stapleton, of the New York law firm of Engle, Judge and Miller refused to identify its members.

It was also learned that Storecast Corp. of America had agreed to buy blocks of time for its operations, thereby lending a degree of financial security to the new ownership. It also was thought possible that Stanley Joseloff, Storecast president, was one of the syndicate members. Mr. Joseloff could not be reached for comment.

WMCA-FM is remaining on the air pending FCC action on the sale. Papers will be filed, according to Mr. Stapleton, within the next two weeks. Should FCC turn down the sale, the station will leave the air, unless another prospective buyer can be found.

WEW-FM OFF AIR

Cites Lack of FM Acceptance

WEW-FM, owned by the U. of St. Louis, was reported last week to have gone off the air Dec. 30, with Rev. Paul C. Reinert, S.J., president of the university, explaining that the decision stemmed from "the fact that FM has not been accepted by the general public."

It was felt, Father Reinert said, that "it will be in the public interest to concentrate all efforts on the operation of WEW." The FM outlet had been on the air since May 1947, operating on Channel 236.

WAAT SUIT

Seeks To Restrain WPAT

BREMER Broadcasting Co., owner and operator of WAAT Newark, last week started suit in New Jersey's Superior Court Chancery Division to restrain WPAT Paterson from using the word "frolic" in the name of one of its new programs.

Dave Miller, who since 1940 had emceed for WAAT a program entitled *Hometown Frolic*, last Christmas Eve joined WPAT to emcee *Dave Miller's Frolic*. WAAT claims it has another program aside from the former *Hometown Frolic* listed as *Nighttime Frolic*. The suit names WPAT, the North Jersey Broadcasting Co., Dave Miller and Station Manager Herman Bess.

The suit also seeks to restrain Mr. Miller from using a list of 125,000 listeners he compiled while at WAAT, and which he allegedly has in his possession. It seeks to have him return the list, an accounting of the profits of the new show, and an unspecified amount of damages.

CONGRESS

Communications Groups Map Plans

TWO COMMUNICATION subcommittees were marking time last week—as the 81st Congress returned to its legislative chores—preparatory to exploring communications problems relating to FCC, but at different levels.

The House Interstate & Foreign Commerce Committee plans to meet this Wednesday to review the legislative agenda of proposals which will command most of its attention throughout the coming session. On the meeting may hinge whether its FCC-FTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), will delve into the McFarland FCC reorganizational bill, and if so, to what extent.

Rep. Sadowski is expected to confer with Chairman Robert Crosser (R-Ohio) of the House Commerce Committee and other members on the advisability of holding hearings on the measure (S 1973) introduced by Sen. Ernest W. McFarland (D-Ariz.) and designed to realign the Commission along procedural lines.

While it passed the Senate with legislative ease, the proposal is expected to encounter stiff opposition on the House side—because of certain technicalities in its provisions and because some authorities feel it is not all-embracing [BROADCASTING, Dec. 26, 1949].

In the Senate, Sen. McFarland's communications group likewise is biding its time before launching its contemplated probe of spectrum space dealing with use of radio frequencies by government agencies and commercial radio-television stations through FCC allocation. Sen. McFarland said last week no action would be taken until Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and a member of the subcommittee, returns to Capitol Hill from his Panama trip. He is expected back late this week.

New Channels

The McFarland group feels that frequencies could be better coordinated, especially among government users, which might in turn open up new channels for FCC allocation to broadcasters. The study has been under deliberation for some time. Also slated for inquiry is the problem of domestic and international records communications.

Meanwhile, Congress turned its attention last week to additional measures designed to eliminate excise taxes on musical instruments and either repeal or cut those on radio, telegraph and telephone facilities.

A measure (HR 6563) by Rep. Daniel A. Reed (R-N. Y.) would exempt musical instruments while retaining the tax on radio receivers, phonograph records, etc. His proposal also provides for a tax cut on capital gains. By reducing the rate from 50% to 40%, a maximum tax of only 16% could be imposed compared to 25% at present.

Bill provides that any business enterprise operated by an individual or a partnership consisting of not over 20 persons may be treated, for tax purposes, as if it were a corporation. Unincorporated businesses would be taxed like corporate firms.

The Senate Appropriations Committee last week also announced it had studied the proposed "omnibus" or "package" appropriation bill, which the Senate adopted by resolution, looking toward adoption by Congress this year. The new method, to be studied further by a joint Senate-House group, would lump all requests for funds for agencies like FCC under one measure.

President Truman is expected to submit his annual budget message to Congress early this week, possibly today. Budget will cover expenditures for FCC, State Dept., and others for fiscal 1951.

DEMOCRATS ON AIR

Appear on Radio, TV Shows

DEMOCRATIC Party leaders appeared before microphones and television cameras in numbers last week as legislators reconvened on Capitol Hill for the second session of the 81st Congress.

Programs in which they participated in the past fortnight included NBC's *American Forum of the Air*, Jan. 8 (yesterday); ABC's *Cross Country Cross Section*, Jan. 4; NBC-TV's *News Caravan*, Jan. 2; MBS' discussion program, 10:30-11 p.m., Jan. 2; WMAL-TV Washington's *Capital Closeup*, Dec. 30; CBS' *Capitol Cloakroom*, Dec. 30; NBC's *Pro and Con*, Dec. 30.

Among legislators who appeared were Sen. Scott Lucas (D-Ill.), Senate Majority leader; Sen. Tom Connally (D-Tex.); Sen Paul Douglas (D-Ill.); William M. Boyle Jr., chairman of the Democratic National Committee; Vice President Alben Barkley; Rep. John McCormack (D-Mass.), House Majority leader.

Meanwhile, in a Democratic year-end report, Chairman Boyle revealed unprecedented requests for party assistance in obtaining radio time and preparing programs during 1949. Over 400 network broadcasts and telecasts were arranged for administration spokesmen with the committee's aid, he noted.

FCC on Hoover Plan

REPORTS of the Senate Executive Expenditures Committee on progress of Hoover Commisison recommendations to date have been compiled in a 388-page booklet published by the U. S. Government Printing Office. Booklet gives digest of principal recommendations, summarizes comments of FCC, FTC and other agencies relative to reorganizational plans, and outlines plans submitted and approved during first session of 81st Congress. Also included is Budget Bureau analysis of various proposals, as well as pending legislation. Book is available from U. S. Government Printing Office, Superintendent of Documents, Washington 25.



HOLDING POW WOW with his fans in celebration of sponsorship of *Hopalong Cassidy* on MBS eastern network by General Foods is Bill Boyd (center), who plays title role. L to r: Lewis Allen Weiss, chairman of board of Don Lee Network and MBS board member; Mr. Boyd; Robert Hussey, head of program development, Young & Rubicam Inc.; Sam Fuller, Young & Rubicam Inc. radio supervisor. Program is sponsored on Don Lee by Lewis Food Co. (Dr. Ross Dog & Cat Food).

'VOICE' PROBLEMS

Advisory Group Reports

LACK of funds is hampering the effectiveness of the U. S. international information program, including Voice of America operations, Congress was advised last Wednesday by the U. S. Advisory Commission on Information.

On the other hand, the commission reported, many specific steps have been taken in accordance with its recommendations in broadcasting, film production and other activities.

"Effective among these has been the increased use of local medium-wave radio time, documentary and informational films, and mobile units to carry the American story to the grass roots," the report pointed out. The advisory group said that the program "falls short of the effectiveness expected by Congress because it seriously lacks funds" and pointed out that needs as estimated by State Dept. were cut 50% by the Budget Bureau and Congress. The bureau already has set a ceiling of 61% below the program's stated needs for fiscal 1951, it added.

The commission also cited continued difficulty in getting professional personnel, but said State Dept. had showed its greatest improvement in integration of policy-making groups and information media heads.

Second Review

Report was the second semi-annual review submitted to Congress by the commission and was referred, along with a complete report on international information and educational exchange program, to the Senate Foreign Relations Committee.

Mark Ethridge, publisher of the *Courier-Journal* and *Louisville-Times*, is chairman of the commission, which also includes Justin Miller, NAB president; Philip D. Reed, chairman of the board, General Electric Co.; Erwin D. Canham, editor, *Christian Science Monitor*, and Mark May, director of Yale U.'s Institute of Human Relations. Commission was established to formulate and recommend policies and programs for carrying out the 1948 Educational Exchange Act.

Meanwhile, State Dept.'s Office of International Information last week named Charles M. Hulten, formerly of the Stanford U. faculty, as general manager of overall information activities, including Voice of America.

RED INROADS

Detailed to Senate Group

THE U. S. Communist Party has succeeded in infiltrating certain key unions in the radio, communications, motion picture and other fields, and has the means to call extensive strikes as a prelude to revolution.

That belief was voiced by John J. Huber, one-time informer for the FBI who himself infiltrated the Communist Party as a member from 1938 to 1947. He appeared before a closed-door session of the Senate Judiciary Immigration subcommittee held last fall. Testimony was released by the group the past fortnight, and will serve as the basis for a report on alien influences sometime before March.

Mr. Huber stated that in 1942 he sat in on a Communist meeting at which plans were laid to capture these vital industries and to say "that the party has succeeded in its ambitious plans would be an understatement." He cited the entertainment realm as the most cultivated. Mr. Huber's testimony alluded chiefly radiowise to Norman Corwin, member of the radio division, UN Dept. of Public Information, and William Gailmor, radio commentator, whom he cited for associations with alleged Communist-front organizations.

Testimony on Morgan

Henry Morgan, of NBC's *Henry Morgan Show* made a collection speech, Mr. Huber testified, at an "anti-discrimination" rally held in 1946 by a veterans group, labeled a Communist-front. Mr. Morgan said he also would "accept Catholic money," according to Mr. Huber, who said the rally was largely directed against Catholics for their opposition to Russia.

Mr. Huber expressed surprise that Mr. Corwin, former CBS writer-producer and once proposed as FCC Commissioner, now is working for UN, "writing radio scripts for American radio stations," because "he appeared and spoke at many meetings and never deviated from the Communist party line."

Further, Mr. Corwin was active during 1947 in an appeal for reinstatement of such "leftwing" news commentators as Robert St. John, Frank Kingdon, Johannes Steel and Mr. Gailmor, Mr. Huber asserted.

Mr. Huber also mentioned the March 1949 Cultural and Scientific Conference for World Peace, held in New York, which included registrations by Clifford Durr, former FCC Commissioner and now Washington attorney, and Arthur Gaeth, author and radio commentator.

WPAT Power Increase

WPAT PATERSON, N. J., has increased its power from 1 kw to 5 kw on 930 kc, beamed on a four-element directional antenna, and is now broadcasting on a 24-hour daily schedule, it was announced last week.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Nov. 30 279
Number of network commercials starting during December 4
Number of network commercials ending during December 19
Number of commercials on the four nationwide networks, Dec. 31 264

December Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Procter & Gamble	Lorenzo Jones	NBC	Mon.-Fri., 4:30-4:45 p.m.	Dancer-Fitzgerald Sample
Anahist Co.	Counter-Spy	ABC	Thur., 7:30-8 p.m.	Foote, Cone & Belding
Chamberlain Sales	John B. Kennedy	MBS	Sat., 7:55-8 p.m.	BBDO
Hallicrafters Co.	Hollywood Quiz	MBS	Sat., 5:45-6 p.m.	Sorensen

December Deletions

Greystone Press	Mr. Fix It	NBC	Sun., 12-12:15 p.m.	H. B. Humphrey
Gruen Watch Co.	Hollywood Calling	NBC	Sun., 7-7:30 p.m.	Grey Adv.
Sterling Drug	Lorenzo Jones	NBC	Mon.-Fri., 4:30-4:45 p.m.	Dancer-Fitzgerald Sample
Longines-Wittnauer	Choraliers	CBS	Sun., 2-2:30 p.m.	Victor Bennett Co.
Longines-Wittnauer	Symphonette	CBS	Sun., 5:30-6 p.m.	Victor Bennett Co.
Elgin-American	You Bet Your Life	CBS	Wed., 9-9:30 p.m	Weiss & Geller
Wm. H. Wise & Co.	Get More Out of Life	CBS	Sun., 1:30-1:45 p.m.	Thwing & Altman
Radio Offers Co.	Pick a Date	ABC	Tues., 11:30-11:45 a.m.	Huber Hoge
Radio Offers Co.	Pick a Date	ABC	Wed., 11:30-12 noon	Huber Hoge
Radio Offers Co.	Sidney Walton	ABC	Tue. & Thur., 3-3:15 p.m.	Huber Hoge
Radio Offers Co.	Housewives Money-Maker	ABC	Thur., 10:45-11 a.m.	Huber Hoge
Kaiser-Frazer Corp.	Walter Winchell	ABC	Sun., 9-9:15 p.m.	Wm. H. Weintraub
Anahist Co.	Counter-Spy	ABC	Thur., 7:30-8 p.m.	Foote, Cone & Belding
General Mills	Modern Romances	ABC	Mon.-Fri., 11-11:15 a.m.	Dancer-Fitzgerald-Sample
Pillsbury Mills	House Party	ABC	Mon.-Fri., 12-12:25 p.m.	Leo Burnett
Pillsbury Mills	Galen Drake	ABC	Mon.-Fri., 4-4:15 p.m.	Leo Burnett
P. Lorillard Co.	Stop the Music	ABC	Sun., 8-8:15 p.m.	Lennen & Mitchell
Murine	John B. Kennedy	MBS	Sat., 7:55-8 p.m.	BBDO
Helbros Watch Co.	Quick as a Flash	MBS	Sat., 7:30-7:55 p.m.	Dorland Inc.

December One-Timers

Gillette	Blue-Gray Football Game	MBS	Dec. 31, 2:30 p.m.	Maxon
Gillette	East-West Football Game	MBS	Dec. 31, 4:30 p.m.	Maxon
Paramount Pictures	Samson & Delilah	MBS	Dec. 21, 8-8:30 p.m.	Buchanan
20th Century-Fox	Twelve O'Clock High	MBS	Dec. 31, 11:55-12 midnight	Charles Schlaifer Co.
Capehart-Farnsworth	Christmas Carol	MBS	Dec. 25, 3-3:30 p.m.	J. M. Mathes
Faydrex Corp.	Hollywood Round-Up	MBS	Dec. 9, 3-3:30 p.m.	direct
Stanley Home Products	Boys Town Choir	ABC	Dec. 11, 5-5:30 p.m.	Chas. W. Hoyt
General Mills-Wilson Sporting Goods	Nat'l Prof. Football Champ. Game	ABC	Dec. 18, 4:30-7 p.m.	Knox-Reeves & Ewell Thurber
Doubleday & Co.	Jacques Fray	ABC	Dec. 3, 1:45-2 p.m.	Huber Hoge
Radio Offers Co.	Shoppers Special	ABC	Dec. 10, 9:30-10 a.m.	Huber Hoge
Hotpoint Inc.	Hotpoint Holiday	CBS	Dec. 25, 5-6 p.m.	Maxon
Continental Baking Co.	The Rising Wonder	CBS	Dec. 30, 9:30-10:30 p.m.	Ted Bates

WDZ DECATUR

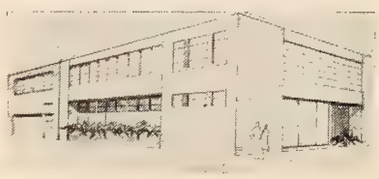
Emphasis on Central Ill.

EMPHASIS by WDZ on Central Illinois markets has followed its completed move from Tuscola to Decatur, some 40 miles west in the heart of the state's mid-section, the station reported last week.

WDZ now claims it has access to "one of the richest markets in the country" and is in a position to reach 13% more people in the listening area as a result of its move. According to station estimates, a total of 824,000 people with 232,000 radio homes now are in the WDZ half millivolt area. Operations have been consolidated at new studios on the second floor of the DeWitt Bldg. in Decatur, following FCC sanction for the move.

An auxiliary studio in Tuscola is being retained by WDZ for that city and Douglas county broadcasts of public service nature. Station is managed by Frank C. Schroeder Jr. Charles C. Caley, Director of NAB District 9 is president of WDZ Broadcasting Co., licensee.

* * *



WDZ's new studio

SEC-FTC Report

U. S. MANUFACTURING corporations during the third quarter of 1949 recorded about $300 million in profits after taxes, or a 15% increase over second-quarter figures, according to the quarterly joint report of the Securities & Exchange Commission and Federal Trade Commission. Profits after taxes rose from $2 billion to $2.3 billion.

BARRETT NAMED

Will Supervise 'Voice'

EDWARD WARE BARRETT, wartime director of overseas operation for the Office of War Information and for the past four years editorial director of *Newsweek* magazine, has been nominated by President Truman for the post of assistant secretary for public affairs. Senate confirmation is expected momentarily.



Mr. Barrett

Mr. Barrett succeeds George V. Allen, who resigned last November to become ambassador to Yugoslavia. The State Dept. post entails supervision of Voice of America programs and other international activities. He plans to assume his position about mid-February.

A member of CBS' publicity department in the early '30s, Mr. Barrett will be responsible for conducting activities of the Offices of International Information and Educational Exchange, developing policies relating to division of radio frequencies for international broadcasting, advising Secretary Dean Acheson on public opinion factors in the development of policies and for U. S. participation in UNESCO, according to the State Dept.

WLIB STAFF

Six Added to Sales Force

SIX radio time salesmen were appointed last week to the commercial staff of WLIB New York, Harry Novik, general manager, announced.

They are: Arthur Poppenberg, formerly with NBC and ABC, and at one time assistant manager of Taylor - Howe - Snowden Radio Sales; Helen Wood, former general manager of WCCC Hartford, assistant to the president of WIBX Utica, and head of the station representative firm of Helen Wood & Colton; Milton Lasker, previously of WMGM New York; Benjamin Segal, recently in the publishing business; Louis Mitchell and Julius Boyd, both previously with the *New York Age*.

Charles S. Hallenbeck

CHARLES S. Hallenbeck, 60, office manager since 1934 of the engineering section of the AT&T long lines department, died last Monday at his Mahwah, N. J. home. Death was caused by a heart attack, and came an hour after his induction as a member of the Mahwah township committee. Mr. Hallenbeck, who had been with The Bell System for 32 years, was a Polytechnic Institute graduate. He is survived by his widow, the former Inez Stevenson.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
NOVEMBER 20-26, 1949
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,967)	(10.1)	(+0.1)
1	1	Lux Radio Theatre (CBS)	11,038	28.1	+2.3
2	2	Godfrey's Talent Scouts (CBS)	8,760	22.3	+0.3
3	3	Jack Benny (CBS)	8,642	22.0	+0.3
4	4	My Friend Irma (CBS)	8,524	21.7	+2.7
5	12	Mystery Theatre (CBS)	7,306	18.6	+2.1
6	11	Fibber McGee & Molly (NBC)	7,071	18.0	+1.5
7	6	Charlie McCarthy (CBS)	7,031	17.9	+0.3
8	22	Day in Life of Dennis Day (NBC)	6,521	16.6	+2.3
9	27	People Are Funny (NBC)	6,481	16.5	+2.9
10	13	Walter Winchell (ABC)	6,442	16.4	+0.3
11	5	Amos 'n' Andy (CBS)	6,324	16.1	—2.0
12	32	You Bet Your Life	6,246	15.9	+3.0
13	14	Bob Hawk (CBS)	6,167	15.7	—0.2
14	21	Horace Heidt (CBS)	6,167	15.7	+1.4
15	9	Bob Hope (NBC)	6,128	15.6	—1.1
16	17	Red Skelton CBS)	6,089	15.5	0.0
17	35	Gene Autry (CBS)	6,010	15.3	+2.7
18	16	Inner Sanctum (CBS)	5,853	14.9	—0.6
19	26	Mr. District Attorney (NBC)	5,814	14.8	+1.1
20	45	Bing Crosby (CBS)	5,814	14.8	+3.6
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,710)	(6.9)	(0.0)
1	1	Beulah (CBS)	5,185	13.2	+1.1
2	3	Oxydol Show (CBS)	4,753	12.1	+2.1
3	2	Lone Ranger (ABC)	4,125	10.5	—1.4
WEEKDAY (Average for All Programs)			(2,082)	(5.3)	(—0.3)
1	1	Godfrey (Liggett & Myers) (CBS)	4,085	10.4	—0.3
2	2	Godfrey (Nabisco) (CBS)	3,810	9.7	+0.8
3	11	Godfrey (Gold Seal) (CBS)	3,339	8.5	+0.6
4	3	Right To Happiness (NBC)	3,260	8.3	—0.5
5	4	Romance of Helen Trent (CBS)	3,182	8.1	—0.7
6	7	Young Widder Brown (NBC)	3,142	8.0	—0.1
7	5	Pepper Young's Family (NBC)	3,064	7.8	—0.8
8	8	Wendy Warren (CBS)	3,025	7.7	—0.4
9	13	Ma Perkins (CBS)	2,907	7.4	—0.3
10	6	When a Girl Marries ((NBC)	2,907	7.4	—1.0
11	10	Backstage Wife NBC)	2,907	7.4	—0.6
12	17	Rosemary (CBS)	2,907	7.4	0.0
13	9	Aunt Jenny (CBS)	2,868	7.3	—0.7
14	16	Big Sister (CBS)	2,868	7.3	—0.3
15	14	Our Gal, Sunday (CBS)	2,868	7.3	—0.4
DAY, SATURDAY (Average for All Programs)			(2,514)	(6.4)	(+0.9)
1	1	Armstrong Theatre (CBS)	4,753	12.1	+2.3
2	5	Grand Central Station (CBS)	4,399	11.2	+2.8
3	3	Stars Over Hollywood (CBS)	3,889	9.9	+0.5
DAY, SUNDAY (Average for All Programs)			(1,611)	(4.1)	(+0.4)
1	1	True Detective Mysteries (MBS)	5,696	14.5	+2.6
2	2	Shadow (MBS)	4,596	11.7	+1.1
3	3	Martin Kane, Private Eye (MBS)	4,282	10.9	+1.1

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000— the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HAWAII GRANTS

Two New AMs Approved

GRANTS for two new AM stations in the Hawaiian Islands last Thursday brought the islands' total to 11.

Royal V. Howard, consulting radio engineer and former director of NAB's Engineering Dept., was authorized to build a fulltime station at Waipahu, Oahu. This will 250 w.

Rural Broadcasting Co., headed by Victor Eckland of KULA Honolulu, was authorized to use 920 kc with 1 kw for a new fulltime station at Waipahu, Oahu. This will be Oahu's first rural station.

Mr. Howard told BROADCASTING he expected to have his station on the air March 15 to "bring to this billion-dollar market and 49th state a new public service" and "a modern program structure that with the finest of engineering technics will enable us to serve all the people of Hawaii." The station, to feature news, sports and music, will be represented by Forjoe & Co.

(Other details in FCC Roundup, page 68.)

WGBS TECHNICIANS

NLRB Orders Election

TECHNICAL employes of WGBS-AM-FM Miami, licensed to The Fort Industry Co., have been directed by NLRB to hold an election in order to determine whether they should be represented by IBEW's Electrical Workers' Union Local 349.

The Fort Industry Co. has objected only to IBEW's unit description on the ground that WGBS announcers will occasionally operate control room equipment, and that they will then improperly come within the scope of the unit. NLRB said it did not interpret the unit as including announcers, who are covered by AFRA, and ruled that licensing of technical employes is not the sole criterion as contended by the employer. NLRB said it found that "all employes engaged in the operation and maintenance of all technical equipment" at WGBS-AM-FM "constitute a unit appropriate for collective bargaining purposes."



On the dotted line . . . . .

WILLIAM H. WIECHMANN, president of Wm. C. Wiechmann Co., sets third consecutive contract for department store's sponsorship of newscasts on WSAM Saginaw, Mich. L to r are: William T. Kessell, Wiechmann Co.; Bob Liggett, WSAM news staff; Mr. Wiechman, and Ed Campbell, WSAM sales department.

THREE 15-minute periods weekly on the *Afternoon Swing Session* over WWRL Woodside, N. Y., are sponsored by Quaker Oats Co., as C. R. Adams, mgr., N. Y. sales, Quaker Oats, sets the deal. L to r: Disc Jockey Phil Gordon; Selvin Donneson, WWRL sales; Mr. Adams; John G. Cole, Ruthrauff & Ryan.





BROOKLYN Dodgers' infielder Jackie Robinson completes contract for his new ABC sports show (Sunday, 10:30-10:45 p.m.) starting Jan. 22. At signing are l to r: Thomas Velotta, ABC v. p.; Mr. Robinson; Harry Solow, Mr. Robinson's business agent, and Robert E. Kintner, ABC president.



BILL RING (center) arranges to present *Bill Ring Time* Mon.-Fri. over KXYZ Houston and the "Taystee Texas Network" (KFDM Beaumont, WBAP Fort Worth-Dallas, KFDX Wichita Falls). Smiling approval are Fred Nahas (l), KXYZ executive v. p., and Guy Gibbs, of Taystee.

FIRST Federal of Detroit, fifth place in size among the 1,500 federal savings and loan associations, again will sponsor the *Bud Guest Show* on WJR Detroit. Renewing contract is Walter Gehrke (seated), First Federal pres. Looking on are Bud Guest (l) and Karl G. Behr, Behr Advertising.

DUAL contracts for renewal of Lucas Co. sponsorship of two programs on WTTM-NBC Trenton, N. J., are completed by Carl Mark (l), WTTM v. p. and gen. mgr., and Francis J. Lucas (center), pres., Lucas Motor Co., Ford dealer in Burlington, N. J. At right is Fred Bernstein, WTTM sales mgr.





Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.
Jan. 15-17: Mid-winter conference Advertising Assn. of the West, Hotel Sainte Claire, San Jose, Calif.
Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.
Jan. 18-19: RMA Industrial Relations Committee conference, Statler Hotel, New York.
Jan. 23-24: Joint meeting NAB board of Structure and Finance committees, NAB Hdqrs., Washington.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 8: Annual clinic of Television Broadcasters Assn., Waldorf Astoria Hotel, New York.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.
Feb. 9-10: Canadian Broadcasting Corp., board of governors meeting, Ottawa.
Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.
March 3-4: Western Radio-Television third annual conference, Seattle, Washington.
March 5: Radio and Television Award Dinner, New York.

BASKETTE NAMED

Heads Radio Journalism Group

FLOYD K. BASKETTE, associate professor of journalism, U. of Colorado, has been elected chairman of the Council on Radio Journalism, according to Mitchell V. Charnley, professor of Journalism, U. of Minnesota and 1949 council chairman, who supervised the election. Arthur C. Stringer, NAB staff director, was elected secretary-treasurer. The council was formed five years ago as a cooperative enterprise to raise radio news standards by joint action of the American Assn. of Schools and Depts. of Journalism and the NAB.

Elected to three-year terms are Wilton E. Cobb, WMAZ Macon, Ga.; Karl Koerper, KMBC Kansas City; Arthur M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Bartlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-Moore stations; Mr. Charnley; Baskett Mosse, Northwestern U., and Mr. Stringer.

Outdoor Music Urged

NATIONAL Wildlife Federation is striking a musical note in its requests to stations, both radio and TV, to feature outdoor music during National Wildlife Restoration Week, March 19-25. The Federation has announced it is seeking cooperation from all U. S. stations to use the outdoor format while reminding listeners "to practice and support conservation of our natural resources and fish and wildlife. . . ." New York City's water shortage, it said, points up importance of future conservation.

SERIES of 20 half-hour dramas, *Twice Told Tales*, heard over WMAW Milwaukee, features Marquette U. talent.

TRANS WORLD

Plans 1950 Spots On Radio, TV

By S. J. HENRY Jr.
Advertising Manager, Trans World Airline

ONE of the first airlines to use broadcasting consistently as a part of its advertising program, Trans World Airline plans to continue to utilize spot radio and television in major markets in 1950 for coast-to-coast promotion of its transcontinental and international services.

Spending $250,000 for broadcasting over 30 stations in 17 major markets in 1949, TWA devoted $40,000 of its broadcasting effort to a thorough test of television in the New York area. As a result of this experiment, television advertising in 1950 will be continued in New York and extended to Chicago early in the year, with the possibility of extending television to other cities later.



Mr. Henry

With the inauguration of TWA's transcontinental Skycoach service on Dec. 27, 1949, spot radio is assuming an even more important role in the company's advertising plans.

Approximately the same amount, $250,000, will be earmarked for radio and television in 1950. Spot radio will be used on a more seasonal basis, for more intensive coverage in major revenue-producing cities.

In 1947, TWA pioneered airline use of radio, which was traditionally not an advertising medium for transportation carriers. In mid-1948, TWA switched from jingles to the localized live-announcement copy that it since has been using. Effectiveness of the continuous broadcast advertising has been gauged by the favorable responses from passengers and travel agents.

RWG STRIKE THREAT

Breaks With CBS Hollywood

SIXTY-DAY strike notice has been filed with the National Labor Relations Board by Radio Writers Guild against CBS Hollywood following failure of the union and network to reach agreement on union wage increase demands for ten staff continuity writers.

Negotiations stopped Dec. 23 when the union cancelled its contract which had been extended since its expiration May 1, 1949. Union has been asking for an "amount over $100" for the ten writers who now receive a minimum of $83.50 weekly.

FCC Repairing

MEMBERS of FCC's Law Bureau, headed by General Counsel Benedict P. Cottone, last week were moving back into seventh-floor offices they were forced to vacate after the explosions and fire in the Commission's Washington headquarters Nov. 1 [BROADCASTING, Nov. 7, 1949]. Repair work on the eighth-floor area formerly occupied by the Docket Section is moving ahead, with the Docket Section temporarily located on the sixth floor.

AFTER 17 years on WEEI Boston in Sunday morning slot, *Uncle Elmer's Song Circle* moves to 2:30-3 p.m. Sunday.



IT'S THE BERRIES for these three gentlemen. Gerald Aldridge (l), of Fort Worth, is presented with a TV set by Dave Naugle (center), KFJZ Fort Worth announcer, and Johnny Johnson, of Johnny Johnson Tire Co., that city, for the price of 259 berries and 50c. Ever since Mr. Aldridge heard about a lady paying 400 "potatoes" for a fur coat, he patiently waited for a local announcer to make a similar miscue. It happened on Johnny Johnson Tire Co.'s commercial over KFJZ. Store salesman refused to accept the incredible story and the 259 berries and 50c referred to in the commercial. Station and sponsor huddled and after a two day search located the berry man and paid off.

Admen Puzzled

HUNDREDS of advertising men throughout the country are objects of a novel plan introduced by WGBI Scranton, Pa., as part of the station's preparations for its 25th anniversary celebration this month. Station has sent puzzles to the admen and offers a reward for their solution. The puzzles consist of 16 lettered and encased plastic blocks that must be rearranged to spell out the station's anniversary message. General Manager George D. Coleman says he doesn't expect any of the puzzlers to get stuck and has in readiness gifts for all. WGBI first went on the air Jan. 12, 1925.

KPAB REVOKED

FCC Cites Control Transfer

LICENSE of KPAB Laredo, Tex., was ordered revoked by FCC last week effective midnight Jan. 31 on grounds the station had been transferred without Commission approval. KPAB is assigned 250 w on 1490 kc.

FCC indicated that if hearing is requested by Jan. 25, the revocation would be suspended until the conclusion of the case. The Commission stated that Mark Perkins "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license."

Mr. Perkins, who acquired KPAB in December 1948, told the FCC Nov. 26 that on Oct. 5 he had contracted to sell the station to Mr. Tish with provision the latter was to take over operation immediately, the Commission reported. FCC further explained that Mr. Perkins stated he was no longer in control of KPAB and had been informed if he entered Laredo he would be imprisoned. FCC also said it had learned that Mr. Tish and others were operating the station and soliciting funds for its continuance.

12 Take Menjous' Show

THE Frederic W. Ziv Co. has announced the sale of its *Meet the Menjous* show to 12 additional stations. The informal "Mr. and Mrs." program features Hollywood star Adolph Menjou and his wife, Veree Teasdale. Stations contracting for the show include: Arrowhead Network group—WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn., and WEAU Eau Claire, Wis.; also KDSH Boise, Ida.; KSO Des Moines; KWKC Abilene, Tex.; WCLT Newark, Ohio; WAAB Worcester, Mass.; KROC Rochester, Minn.; WFPG Atlantic City, N. J.; WAFB Baton Rouge, La.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

January 3, 1950

To the PRESS and RADIO:

Subject: RAIL AND HIGHWAY OVERLOADS

It was 120 years ago that a young civil engineer named Horatio Allen drove the first locomotive to run on tracks of a transportation company in the United States. The engine proved too heavy for the light wooden rails, and from that experience, as well as from much experience since, the railroads have learned that they cannot afford to overload their tracks and bridges.

That is why the railroads apply the very best engineering research and skill to determine the loads and the speeds at which they can be carried without damage to tracks or bridges. Once these facts have been determined, the railroads permit no heavier trains and no greater speeds than the roadbed and structures are built to carry. If it becomes necessary to operate heavier cars and locomotives over any stretch of track, then the railroads protect tracks and bridges by issuing, and enforcing, "slow orders."

Highway engineers also have learned the same lesson. They have found that it is important to protect public highways from the effects of excessive loads and excessive speeds. Failure to protect them means damage and in many cases even destruction. And that, in turn, results in added costs.

Any damage to tracks and bridges caused by trains which are too heavy or too fast is paid for by the railroad itself, and properly so. On the other hand, damage done to the public highways by overloaded trucks is almost never paid for by the vehicles that cause the damage. Instead, the cost of this damage is borne by the taxpayers and the motorists.

Besides being built to provide the nation with its essential mass transportation, the railroads were purposely constructed to carry heavy loads -- loads that our public highways never were intended to carry.

Sincerely yours,

William T. Faricy

BAB's Future?

(Continued from page 11)

of the new committee's membership was the naming of Robert Enoch, District 12 director, as an alternate. He was active in pushing through the BAB project last spring and was chairman of the BAB Policy Committee. Mr. Enoch resigned last week as KTOK Oklahoma City general manager (see story page 12).

Alternate members have been invited to the two-day meeting. All but Mr. Enoch are expected to attend.

Board members on the new Radio Committee are Kenyon Brown, KWFT Wichita Falls, Tex.; William B. Quarton, WMT Cedar Rapids, Iowa; Glenn Shaw, KLX Oakland, Calif. Hugh B. Terry, KLZ Denver, is an alternate.

Serving on the Television Committee with Chairman Thomas is Robert D. Swezey, WDSU-TV New Orleans, also elected to the board in November as a television director.

The three committees will meet with President Miller, Radio Division Director Ralph W. Hardy and Television Division Director G. Emerson Markham, conforming to a board action last November.

From a structural viewpoint, their job of locating BAB in the association's structure looks relatively simple.

Serious Implication

But from the viewpoint of many member stations that look upon BAB as the most potent revenue-producing service in NAB history, the matter has serious implications.

Many station executives fear that BAB will shrivel into an impotent mass of red tape if it takes a structural beating at the hands of the board. At the time of its creation last April, following the hot convention fight, BAB was promised a near-$200,000 budget and a structural post outside the regular NAB operation.

This was based on the theory that a hard-hitting sales operation should be free from normal association pressures and have its own offices. The board policy committee was named to guide BAB.

Last July the board carried out its April promise by giving BAB a structural site directly under the president and entirely outside the new top-level Audio (now Radio) and Video (now Television) Divisions.

That action was warmly received by those who had agitated for BAB at the April convention, especially in view of the fact that BAB was told it was to be separately incorporated at a later date.

But last November the board reversed its July action and relegated BAB to departmental status while according it a pat on the back for a long list of achievements.

The autumn district meetings produced amazing support for BAB, but many of the BAB supporters felt it should remain within NAB itself and have a high degree of autonomy plus at least a $200,000 budget.

Many of those who wanted BAB inside NAB objected to the idea of paying two sets of dues. They wanted a package rate. Others pointed out that the anticipated resentment against BAB from those whose toes were stepped on had not materialized. Still others feared that the central NAB organization would become a weak industry weapon as BAB's spectacular services captured the industry's affections.

That series of developments poses the basic problem: Should BAB operate under or outside the new Radio and Television Divisions? In other words: Are the two division heads to operate as vice presidents and supervise BAB?

If BAB is handed an administrative spot under the two division heads, some of its supporters—and these are legion—may be in a mood for action at the convention next April. They offer a number of arguments against what they feel would be the handicaps of bureaucracy and red tape.

Point in Question

First, of course, is the belief that BAB must be free to let the chips fall where they may if it is to fight on equal terms in the growing fierce battle of advertising media. Second point is the example of the Bureau of Advertising, operated separately from the parent American Newspaper Publishers Assn.

Third contention is that BAB's director must be vested with adequate powers to direct effort and money where they will do the most good at the right time, unhampered by organizational handicaps. In support of these claims they point to BAB's current program of sales-getting devices.

Some of BAB's friends argue that the board pulled BAB's teeth last November, putting it right back where it started last spring. Instead of operating as a bureau vested with individuality, it's now just another department, they figure.

What hurts them even more is the fact that the board raised BAB from a $78,000 department to a $178,000 bureau as a result of the April action but then pulled back $50,000 of the extra $100,000 last July at the Portsmouth, N. H., meeting.

A BAB budget of around $200,000 has been discussed by the board's Finance Committee but the larger appropriation would be based on abandonment of the present 12% refund in membership dues or increased dues in some brackets.

Budget Action Set

Budget action is slated at the Arizona board meeting next month with preliminary study slated at the joint finance-structure session Jan. 23-24. A favorable portent is the upgrading of many member stations under the dues schedule because their income is rising.

NAB goes into a new fiscal year setup April 1, shifting from a calendar year. Thus the entire financial program must be drawn up by the board in February. The two convention meetings of the board have been abandoned, partly due to the pressures placed on directors by convention delegates, but talk has been heard of an indoctrination meeting for new members [CLOSED CIRCUIT, Dec. 26, 1949]. Eighteen board posts are to be filled at nominations and elections to be held this month and next.

Should the board vote to place BAB on a department basis, reporting to the Radio and Television Divisions and then to the president, and should it also grant it a limited budget, many BAB protagonists would be ready to kick the traces at Chicago just as they did last spring.

On the other hand, some top-level officers at NAB, along with board members, insist that BAB can serve the membership effectively and efficiently only if it operates as an integral unit in the association's structure. They scoff at the suggestion that BAB's hands would be tied under a departmental status. They insist that the new division structure would aid BAB in serving the diversified needs of aural and video stations.

The suggestion that Broadcast Music Inc. and Broadcast Measurement Bureau could not operate successfully as inherent parts of the NAB structure is met with the argument that BAB is purely one of many technical services within NAB rather than a separate busi-

(Continued on page 26)



FIRST checks are handed to three new members of the National Analysts Inc., who were added to the Philadelphia marketing research firm's executive staff payroll under the company's plan to expand facilities to clients. Paymaster is Arnold J. King (r), managing director. New research executives are (l to r) William H. Scott II, Cyril (Cy) Coggins and Robert L. Taylor.

NAB COMMITTEES

Membership for 3 Groups Set

MEMBERSHIP of three of the 10 NAB standing committees authorized by the board last November was announced last week by NAB President Justin Miller. The committees—Radio, Television and Broadcast Advertising—will meet jointly today (Monday) for a two-day discussion of the role Broadcast Advertising Bureau is to take in the reorganized NAB (see BAB story page 11).

The Television Committee was named during the November board meeting but not announced until last week. Yet to be announced are seven other committees—Engineering, Nonaffiliated Stations, Assn. of Women Broadcasters, Employe-Employer Relations, FM, Government Relations and Standards & Education.

The new committees will have a total of 58 members, about one-third the membership of the former 19 committees.

Membership of the three committees constituted last week follows:

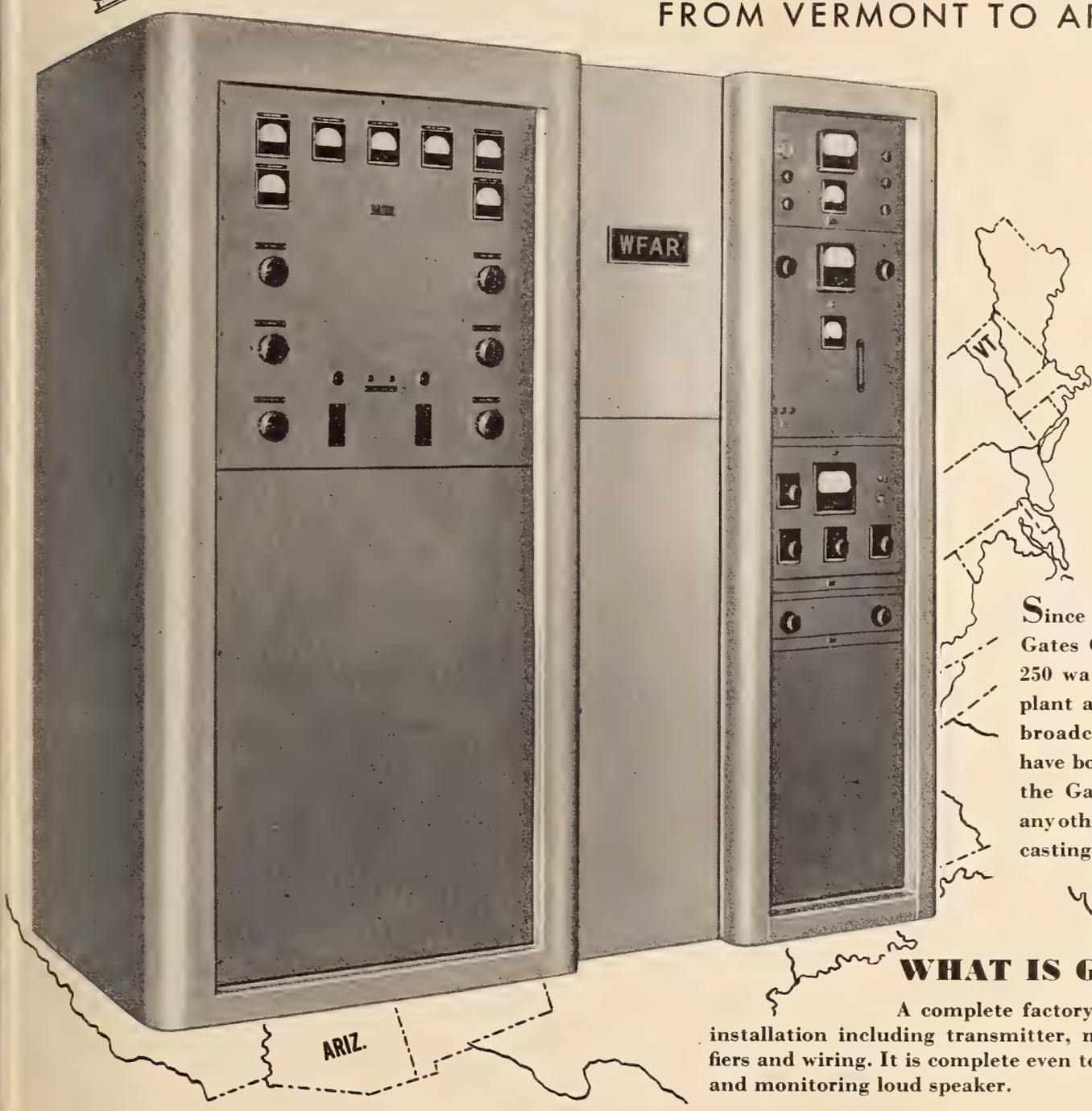
RADIO COMMITTEE—Simon R. Goldman, WJTN Jamestown, N. Y., chairman; Glenn Shaw, KLX Oakland; William B. Quarton, WMT Cedar Rapids, Iowa; Robert T. Mason, WMRN Marion, Ohio; Armand Hunter, WFIL Philadelphia; Lester W. Lindow, WFDF Flint, Mich.; Kenyon Brown, KWFT Wichita Falls, Tex.; Owen F. Uridge, WQAM Miami; Walter W. Wagstaff, KIDO Boise, Idaho. Alternates— Hugh B. Terry, KLZ Denver; Lawrence W. McDowell, KFOX Long Beach, Calif. One more alternate is to be appointed.

TELEVISION COMMITTEE—Eugene S. Thomas, WOIC (TV) Washington, chairman; Robert D. Swezey, WDSU-TV New Orleans; George M. Burbach, KSD-TV St. Louis; John M. Outler Jr., WSB-TV Atlanta; Hugh M. Beville, WNBT (TV) New York; Ewell K. Jett, WMAR-TV Baltimore; Donald Tatum, KTSL (TV) Los Angeles; Dwight Martin, WLWT (TV) Cincinnati. Alternates—Roger W. Clipp, WFIL-TV Philadelphia; B. J. Rowan, WRGB (TV) Schenectady; J. Gorman Walsh, WDEL-TV Wilmington, Del.

BROADCAST ADVERTISING COMMITTEE—William B. Ryan, KFI Los Angeles, chairman; Gordon Gray, WIP Philadelphia; F. C. Sowell, WLAC Nashville; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL Arlington, Va. Alternate—Robert Enoch, KTOK Oklahoma City. One alternate is to be appointed.

King of the Quarter Kilowatters!

FROM VERMONT TO ARIZONA...



Since announcing the Gates GY-48 complete 250 watt transmitting plant a year ago, more broadcasting stations have bought or specified the Gates GY-48 than any other 250 watt broadcasting equipment.

WHAT IS GY-48?

A complete factory tested 250 watt installation including transmitter, monitors, amplifiers and wiring. It is complete even to call letter plate and monitoring loud speaker.

AS ONE BROADCASTER PUT IT,

"We actually could have started broadcasting within 15 minutes after uncrating. Believe me, in these days of expensive installation costs, that counts."

WHY IS GY-48 LESS EXPENSIVE?

Because GY-48 is a planned 250 watt broadcasting plant where each section dovetails together. And, too, Gates manufactures the complete plant — frequency and modulation monitors included.

AND BEST OF ALL—GY-48 is the only completely new equipment of its kind — not a 1945 model.

BRANCH OFFICES

GATES RADIO COMPANY, - - Warner Bldg.
Washington, D. C. Tel. Metropolitan 0522

CANADA-CANADIAN MARCONI COMPANY
Montreal, Que. Tel. Marquette 7081

EXPORT-ROCKE INTERNATIONAL, 13 Ea. 40th St.
New York City Tel. Murray Hill 9-0200

GATES RADIO COMPANY
Quincy, Illinois . . . . . U.S.A.

BAB's Future?

(Continued from page 24)

ness. As a service, it is argued, BAB should have the benefit of the knowledge and services of other departments, all clearing through the Radio and Television Divisions.

These are the problems that face the three committees at their two-day meeting this week. Interwoven in the whole situation are the inevitable personality clashes and protocol problems that mark any change in an organization's functioning.

In its brief career BAB has operated with the same size staff as the predecessor Broadcast Advertising Dept., supplemented by one girl employe. It has moved to New York, heart of the advertising-agency world, with Maurice B. Mitchell in charge. A list of some of its activities includes:

Showing of 425 copies of slide film, "How To Turn People Into Customers," to 100,000 retailers, practically stopping all showings of the competing newspaper film it was designed to answer; direct mail followup campaign, with 450,000 pieces mailed to retailers and profit of $2,500 to BAB; promotional piece for national advertisers showing what stations are doing; distribution of "Pitch," sales promotion service; series of retail information studies covering furniture and jewelry thus far, with laundry, dry cleaning, banks and automotive in preparation; file service listing dealer cooperative campaigns, averaging 10 cards a week; sales kits, with the first on women's programs to be followed soon by others on news, sports and farm programs; new television retail folder on furniture; personal contacts with leading national advertisers such as Sears, J. C. Penney, Woolworth, Grant, Interwoven Hosiery, Sunshine Biscuit and others, with direct benefits accruing to stations; trade paper reprints; survey of what TV stations are doing in the advertising field; bulletins on standard rate cards and standard contracts for television; All-Radio Presentation about complete with distribution to start in a few weeks; second strip film about completed for wholesalers, manufacturers, agents, and others who prepare national advertising; pamphlet in planning stage on organization of the station sales staff, with selling aids at the local level.

ELECTRONIC MEET

Set for Washington May 9-11

CONFERENCE designed to improve the quality of electronic components will be held in Washington May 9-11 by the Institute of Radio Engineers, American Institute of Electrical Engineers and Radio Mfrs. Assn. Military and government officials will participate.

"The symposium will pose the problem of achieving the same high degree of dependability and service life in electronic equipment as is now possible in electrical equipment of other types," said J. G. Reid Jr. of the Bureau of Standards, chairman of the conference program committee.



TOP officials of Liberty Broadcasting System (l to r) B. R. McLendon, chairman of the board of LBS and its flagship station, KLIF Dallas; son, Gordon McLendon, president, and James H. Foster, manager, inspect site of new 10-story McLendon Bldg. Construction of the building in downtown Dallas to house KLIF studios and national offices of the network is scheduled for this spring. Architect's concept of structure appears on sign.

LICENSE FEES

Proposed for Government By Kennedy

CHARGING of government fees for "some of the many important and special functions Uncle Sam now renders free"—including the issuance of FCC licenses—was proposed last week by John A. Kennedy, part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network.

★

Writing in the Jan. 7 issue of the *San Diego* (Calif.) *Journal*, of which he is editor and publisher, Mr. Kennedy asked:

"Is there any reason why the FCC should not charge for the valuable franchises it dispenses in the form of licenses every three years to the more than 2,000 broadcasting stations on the air? These broadcasters are in business not only as a 'public service' but obviously because radio appeals to them as a pleasant way of earning their bread and butter."

Mr. Kennedy suggested the application of Commentators Drew Pearson, Robert Allen and a Baltimore group for the WBAL Baltimore frequency has cost the government over $50,000 and added they "probably would be glad to pay their way."

"I am also in the radio and television business," he continued. "Why shouldn't I pay the government for servicing my various requests which have helped to make my radio business profitable." He proposed the telephone company pay hearing costs when it asks for a rate increase or other facility. Some 80,000 "hams" and 60,000 commercial radio operators get free licenses, he reminded, and could pay $2 to $5 to cover paper work.

He wanted to know why the government should not charge for "the valuable export licenses the Dept. of Commerce issues to businessmen"; for certificates, charters and inspection services given to interstate motor and freight carriers, and for countless other services "worth hard cash to groups and individuals now receiving them gratuitously."

Mr. Kennedy maintained that his plan for "cafeteria-style" government service is "in the best tradition of American business" and "might help to take some of the red out of our national bookkeeping."

FCBA DINNER

Invite McGrath, Matthews

ATTORNEY GENERAL J. Howard McGrath and Navy Secretary Francis P. Matthews are among the dignitaries who have accepted invitations to attend the annual dinner of the Federal Communications Bar Assn., to be held Thursday night (Jan. 12) at the Mayflower Hotel, Washington. Mr. Matthews, part owner of WOW Omaha, is a member of FCBA.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be the principal speaker. New officers, to be elected Thursday afternoon, also will be inducted at the dinner. Guests will include FCC Commissioners, key staff members, hearing examiners, and communications experts of Capitol Hill and the State Dept. Guilford Jameson is FCBA's current president, with Neville Miller as first vice president.

Baseball Rates

(Continued from page 13)

revision on grounds of discrimination.

In support of her conclusion, Examiner Smith stated, in part:

Nothing but a difference in the service rendered or in the facilities furnished can justify a difference in the charges exacted from similarly situated customers by a common carrier subject to the provisions of the Communications Act . . . which expressly forbid unjust or unreasonable discrimination in charges, classifications, regulations, facilities, or services for or in connection with like communication service, directly or indirectly, by any means or device.

Here a particular group of users (newspapers and press associations) is receiving a service at preferential rates, by contrast to the rates charged radio station members of a network for the identical service. This preferential rate cannot be justified on the grounds urged by Western Union.

The greater or less inducement to seek such service is not the service. Such consideration is extraneous to the transmission of the news reports. Equally so is the other ground advanced by Western Union, that is, the fact that such sports reports may have a greater value to certain users, even though such alleged increased value is dependent upon their use beyond the point of delivery by Western Union and over facilities other than those of the common carrier. These practices and charges not only affect broadcast stations and networks but may result in detriment to the public interested in baseball broadcasts.

RELIGIOUS RADIO

Workshop Studies Techniques

TECHNIQUES for use in religious broadcasting and telecasting will be studied this week by ministers and religious educators responsible for such activity in 42 cities of 12 eastern states, in a workshop which got under way yesterday.

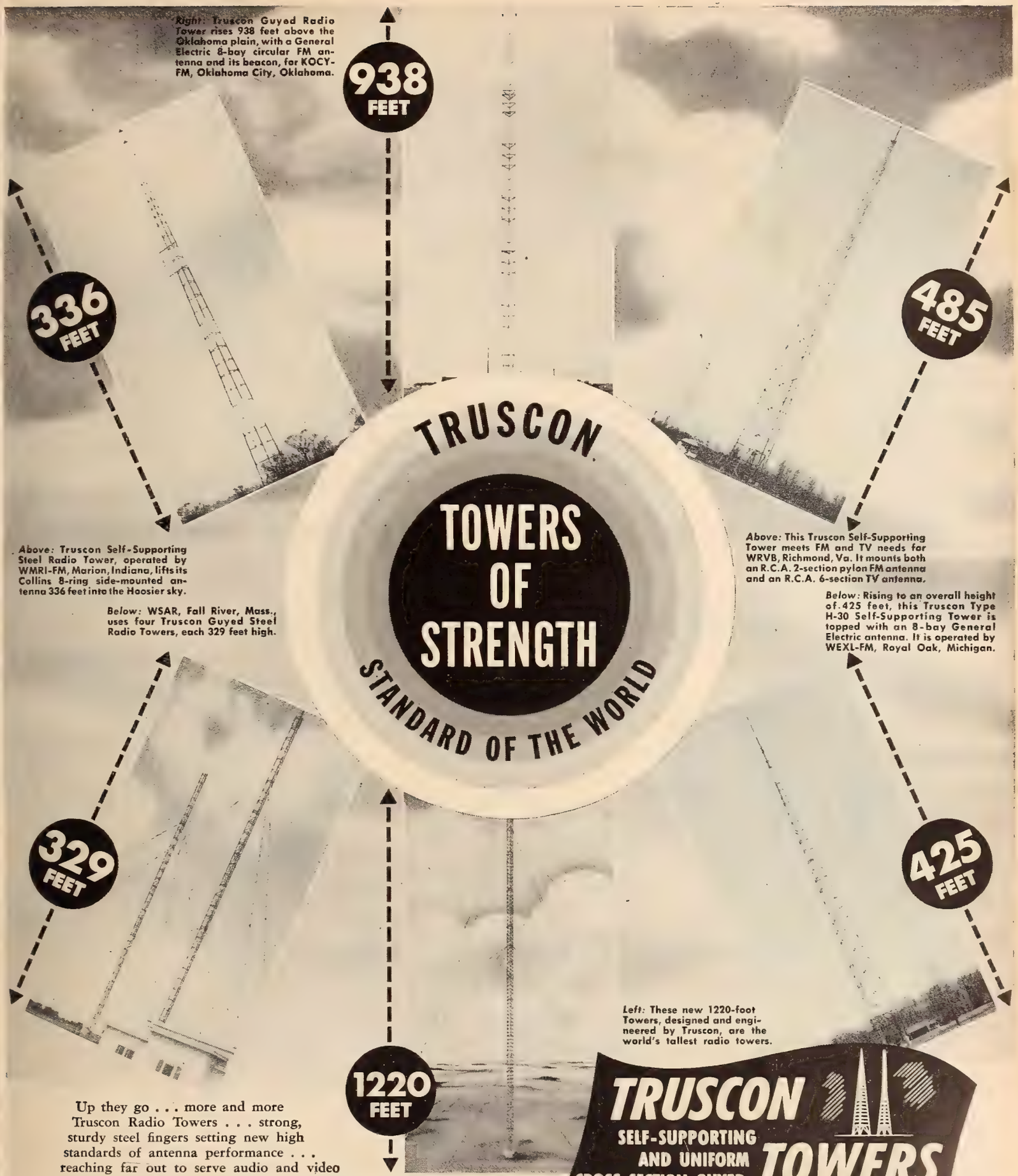
The sixth annual Eastern Regional Religious Radio Workshop will convene all week at New York's Biblical Seminary and at network studios. Program will include development of major policies for religious broadcasting, broadening of schedules to include many types of programs, and planning for television.

Robert Saudek, ABC vice president in charge of public affairs, will be the principal speaker at a dinner tonight at Beekman Tower. Rev. Charles V. Rodrigues will act as workshop chairman.

The teaching staff includes:

Rev. Everett C. Parker, director, Protestant Radio Commission; Erik Barnouw, Columbia U. head of radio courses; Rudolf Bretz, television consultant; Doris Corwith, NBC director of talks and religous broadcasts; Albert Crews, director of production, Protestant Radio Commission; George Crothers, CBS director of religious broadcasts; Dorothy Kemble, MBS director of religious and educational programs, and Frank Papp, NBC producer-director.

CKCW Moncton, N. B., made honorary member of Moncton Kiwanis Club in recognition of work done by station on behalf of club.



Right: Truscon Guyed Radio Tower rises 938 feet above the Oklahoma plain, with a General Electric 8-bay circular FM antenna and its beacon, for KOCY-FM, Oklahoma City, Oklahoma.

Above: Truscon Self-Supporting Steel Radio Tower, operated by WMRI-FM, Marion, Indiana, lifts its Collins 8-ring side-mounted antenna 336 feet into the Hoosier sky.

Below: WSAR, Fall River, Mass., uses four Truscon Guyed Steel Radio Towers, each 329 feet high.

Above: This Truscon Self-Supporting Tower meets FM and TV needs for WRVB, Richmond, Va. It mounts both an R.C.A. 2-section pylon FM antenna and an R.C.A. 6-section TV antenna.

Below: Rising to an overall height of 425 feet, this Truscon Type H-30 Self-Supporting Tower is topped with an 8-bay General Electric antenna. It is operated by WEXL-FM, Royal Oak, Michigan.

Left: These new 1220-foot Towers, designed and engineered by Truscon, are the world's tallest radio towers.

Up they go . . . more and more Truscon Radio Towers . . . strong, sturdy steel fingers setting new high standards of antenna performance . . . reaching far out to serve audio and video broadcasters and their audiences everywhere. The six new towers shown here vary from 329 feet to a lofty 1220 feet, yet all have one characteristic in common—*each is designed to meet exactly the particular operating and geographical needs of its specific location.* Truscon draws upon a background of world-wide experience to engineer and erect exactly the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

COPPER GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation



More than 2/3 of all U. S. radio homes are in counties reached by these leading stations. Does this give you any big ideas, Mr. Spot Advertiser?*

*BMB Counties, 10% or more

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

Editorial

Awarditis

RADIO AWARDS have been flung around in such abundance that most of them have diminished to the value of prizes in crackerjack boxes. It is indeed reassuring to note that a major network president has at last been quoted publicly as doubting the quality or usefulness of such questionable encomiums.

Frank Stanton's letter to the sponsors of the newest set of prizes [BROADCASTING, Jan. 2] places the CBS president on record as inclined to "resist the whole concept of awards in the creative field." There is room on this record for others, and BROADCASTING respectfully requests Dr. Stanton to move over to let this journal stand at his side.

To date no practical method has been evolved to evaluate all the programs on radio and television. To confine awards—no matter how impartially intended—to network programs is to ignore the fact that many a local program is of high artistic merit. Yet to try to examine local programs on the some 3,000 stations in this country is obviously impossible.

The DuPont and Peabody awards, through analyses of entries backed up by reports of geographically selected judges or through regional listening posts, have approached the solution, but their efforts can be considered no more than that. A truly comprehensive survey of local programming could be made only by a committee of unmanageable size.

We submit that the unquestioned acceptance by the public of radio and television programming is award enough for the two broadcasting arts. Until a way is found to establish awards on a basis that commands the respect of both the artist and the statistician, BROADCASTING sticks with Dr. Stanton's skepticism.

The Old Army Game

ONE OF the many things that did not change when the old year passed was that old Army game of trying to get it for free from radio while buying it from the printed media.

Col. George E. Butler at the Pentagon, has circularized stations seeking to have *Salute to Reservists* carried "free of charge if you agree to schedule it regularly for all or a portion of the 39-week period."

The letter hit the desk of Charles F. Mallory, vice president and general manager of KSJO San Jose, Calif., who had served four years and three months in the Air Force. His rejoinder might well serve as a model. Mr. Mallory pointed out that the Army had paid the transcriber to produce the shows, and that the talent probably also had been paid. He said he could not understand why the military or any other Government agency should continually spend millions for newspaper and magazine advertising and then expect radio stations to carry programs on a free basis.

"Have you ever stopped to realize," he admonished, "that although we are licensed by the government, it is we, and not the government, who pay the salaries of our employes, paying union wages to our engineers and also paying considerable in the way of high-priced attorneys' fees in Washington, just to mainmain liaison with the FCC so that we can continue to give free time to those government agencies which pay our competitors for what they expect us to give for nothing?"

We applaud Mr. Mallory's approach. And we commend to the military that it project its unification to include the advertising media without discrimination, let or hindrance.

What ForMula?

IF FCC NEEDS further proof of the folly of its proposal to increase FM's minimum operating hours [BROADCASTING, Nov. 21, 1949], let it take another look at its own files—and the pages of the Dec. 26, Jan. 2, and almost any other issue of BROADCASTING.

Even on its current minimum schedule of six hours a day, FM is running at a terrific loss. Though it doesn't come as startling information to FM operators, this fact was pointed up in round, bleak figures two weeks ago when FCC released its own report on radio's 1948 finances.

The report showed 77 AM-FM broadcasters spent $2,153,659 operating FM and took in $621,469, for an average loss of almost $20,000 a year. Among FM-only stations, 89 reported $1,126,208 in revenues and $4,182,558 in expenses, for an average loss just short of $35,000.

Admittedly these figures are a year old. But there is no indication that the 1949 picture—or 1950's—will not again be etched in red ink. Of the FM station managers reporting in BROADCASTING's year-end survey, 42% look for an increase in FM business this year, but a greater number—49%—expect no change and 9% anticipate a decline.

In the face of such uninspiring signs, FCC proposes to promote FM by requiring stations to reach 12 hours a day after two years on the air. Those with AM affiliates would have to match the AM schedule immediately.

We contend FCC is thus likely to "promote" FM out of existence. Some 80 or more FM broadcasters have taken the same general stand, as a matter of FCC record, compared to about a dozen who think FCC's plan would be helpful.

It would be ironic, as well as tragic, if some man-made disaster overtook FM now, when there are encouraging signs that the medium is beginning to achieve coverage and acceptance.

Most encouraging sign, perhaps, is an NAB survey released 10 days ago indicating an FM listening potential of 13.2% of the homes in the metropolitan Washington area with actual listening by 102,200 persons (7.3% of the population) for an average of 106 minutes a day.

Another welcome sign is that WMCA-FM New York which was scheduled to cease operations Dec. 30 in an economy move, is still on the air pending a possible sale.

More and more, FM is building a name and an audience for itself, with prospects brightest perhaps as a strictly "local" medium. Superior though it is in some respects, however, it must be allowed to grow naturally. Right now it has financial troubles enough, without the extra costs of doubled or tripled hours.

If FCC needs further proof, we recommend another section of these pages, wherein are reported each week the station authorizations which have been deleted. In FM, the number surpassed 200 in 1949—and the minimum schedule then was still six hours a day.

THE BATTLE of the network titans broadens. NBC some months ago took the high road to unintegrated operation by separating completely its radio and TV functions—except for top policy guidance. CBS now has taken the low road toward full integration, i.e., fusion of its radio and TV operations all down the line. It's our guess that both will work. Good broadcasters make good telecasters. The techniques may differ but it's all still radio by the American Plan of free competitive enterprise.

Our Respects To —



RALPH NAHM WEIL

EARLY last fall in an impressive ceremony at the Italian consulate in New York, the Consul General of the Republic of Italy bestowed the Stella Della Solidarieta, highest Italian honor which can be won by a civilian, on Ralph Nahm Weil, president of WOV New York.

In making this presentation, the Italian Government was adding its official appreciation for Mr. Weil's and his station's many activities on behalf of Italy's postwar reconstruction to the individual thanks of thousands of Americans of Italian descent living in the New York metropolitan area. WOV, a bilingual station—ten of whose hours daily are devoted to programming in Italian—has, under Mr. Weil's guidance, devoted much time and effort to improving American-Italian relations.

Typical of WOV's service-across-the-sea is the "Boys' Town of Italy" project established near Rome by Mons. John Patrick Carroll-Abbing. The station's efforts to aid this Italian version of the late Father Flanagan's famed Nebraska community produced thousands of dollars in contributions in the earliest stages of the project and actually launched the radio campaign for it in the USA.

A more recent venture of a somewhat different character reached its climax Christmas Eve, when members of a WOV-sponsored "Pilgrimage to Rome" gathered in St. Peter's Cathedral to witness the ceremonies inaugurating the 1950 Holy Year. Diana Baldi, WOV women's commentator, led the group of pilgrims and they were accompanied by a noted New York cleric.

The philosophy underlying such activities was well described by Mr. Weil when he accepted the Star of Italian Solidarity. He said, in part: "We at WOV have always believed that the bonds of friendship which united our two republics are so natural and so deeply rooted that in devoting the better part of our broadcasting to programs in the Italian language we are simultaneously performing a service to our own country. . . .

"We firmly believe that it is our duty to render an ever improving radio service to the hundreds of thousands of Americans of Italian descent who can hear us," he continued, "and we are ready to go to Italy itself in our search for better programs in the immortal idiom of Dante. It is for this reason that WOV established its own studios in the heart of the Eternal City itself."

From its Rome studios, an American radio first, WOV receives a variety of program material—special events, documentaries, vari-

(Continued on page 32)

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

Management



J. DRAYTON HASTIE, director and commercial manager of WUSN Charleston, S. C., named general manager of station, replacing **B. M. (Bevo) MIDDLETON,** who has resigned to form B. M. Middleton & Assoc. with offices in Charleston and Asheville. Firm will specialize as station consultant with primary emphasis on broadcast advertising. Mr. Middleton founded WUSN after being vice president and radio director of French & Preston, New York. Before that he was assistant to president of Wilder radio stations and former sales manager of WCBS New York. He retains his position as vice president and principal stockholder of WUSN.



Mr. Hastie



Mr. Middleton

JAMES H. McKNIGHT resigns as manager of WNAW North Adams, Mass., effective Jan. 15. He has been manager of WNAW since its inauguration Aug. 16, 1949. Previously he was commercial manager of WMAW Milwaukee, and WPOR Portland, Me. He also worked as salesman for WIBC Indianapolis, Ind., and WTAG Worcester, Mass. His future plans have not been announced.

COURTNEY, KRIEGER & JORGENSEN, radio law firm, Washington, dissolved effective Dec. 31. **SEYMOUR KRIEGER** and **NORMAN E. JORGENSEN** are continuing under new firm name of **Krieger & Jorgensen,** specializing in broadcast and communications matters. **JEREMIAH COURTNEY** also remains in general practice but is specializing in non-broadcast radio work. Office address remains 1707 H St., N.W.

BOB IRWIN, manager of KCOG Centerville, Iowa, resigns. His future plans have not been announced.

W. WRIGHT ESCH, owner of WMFJ Daytona Beach, Fla., appointed member of executive committee of Governor's Safety Council.

Respects

(Continued from page 30)

ety programs and even daily dramatic serials, recorded on tape for shipment to WOV. The service also works the other way, with WOV producing programs in Italian about American events which are then flown to the Italian radio headquarters in Rome.

"Our Italian programming pattern is about the same as that of most English language stations," Mr. Weil explains. "We have news, commentary, music, drama, comedy and all the usual radio fare. Aside from their preference for the Italian language, Italian speaking New Yorkers enjoy about the same types of programs as the rest of the city's inhabitants."

Businesswise, in the seven years of Mr. Weil's management WOV has increased its billings by more than 400% and is now practically sold out within the limits of good operation. Mr. Weil attributes this steady year-by-year increase primarily to two factors: (1) the station's constant endeavor to win and hold the confidence of its listeners and (2) its intensive market research which enables it to keep advertisers fully informed of the living, buying and listening habits of New York's Italian-Americans.

How did Ralph Weil, whose family tree, so far as he can discover, is barren of even a single Italian twig, find himself at the helm of one of radio's most successful Italian-language projects? The answer is the typically American situation of one job leading to another.

Born in Milwaukee on June 17, 1906, Ralph Weil attended that city's grammar and high schools, then traveled east to the Wharton School of Finance & Commerce at the U. of Pennsylvania, which awarded him a B.S. degree in 1926. After an 18-month hitch as a flyer in the Navy ("My roommate talked me into it," he says now, "and I still don't understand exactly why I gave in to him"), Mr. Weil returned to Milwaukee and entered the business world as a space salesman for the *Wisconsin News.*

Not long thereafter he was transferred to the local time sales staff of WISN Milwaukee, the *News'* station. That was in 1930 and radio was definitely his dish. Soon his beat had expanded to include national as well as local accounts and in 1934 he was made sales manager of the station, which had itself grown from a 250 w part-time operation to fulltime with first 1 kw and then 5 kw.

In 1936 Ralph Weil was again advanced, this time to co-manager of WISN, in charge of all the station's activities except programming and engineering. After two years in that position, he was appointed manager of the Chicago office of Hearst Radio Inc., sales representative for all Hearst stations of which WISN was one.

To New York in 1942

For four years Mr. Weil worked happily and successfully in Chicago. Then, in August 1942, he was approached by the Bulova interests, owner of WNEW and WOV New York, who wanted a manager for the latter station. The offer was attractive and Mr. Weil made his second change of scene, moving to New York on what has turned out to be a permanent basis.

After nearly seven years as station manager, last June Ralph Weil, Richard E. O'Dea, a pioneer broadcaster and part owner of WOV, and Arnold B. Hartley, an active radio man for 20 years, through Victory Broadcasting Co., purchased WOV from Arde Bulova, who was required to sell one of his New York stations under the FCC duoply rule. Mr. Weil is President of Victory Broadcasting Co. and also continues as operating head of WOV.

In addition to his duties at WOV, Mr. Weil has been active in foreign language broadcasting matters on a national scale. During the war years he served on a committee which worked closely with the Office of Censorship in connection with broadcasts in languages other than English. He is presently temporary chairman of the Foreign Language Quality Network which is being organized as a national sales representative of these stations, and is a director of the All-Radio Presentation Committee.

Ralph Weil resides in the Riverdale section of New York with his wife, the former Georgia Lewis, and their son Spencer. He belongs to the Advertising Club of New York and to the Radio Executives Club. His favorite hobby, he says, is taking West Indies cruises and he's looking forward to the time when he can resume his prewar custom of making them annual events.

MILES PROMOTED
Is NBC AM Sales Service Mgr.

SACKETT MILES, senior statistician at NBC, has been appointed manager of sales service for sound broadcasting, replacing Melville Greene, to whom he has been assistant, and who resigned on Dec. 30.

Mr. Miles joined NBC in 1942.

Commercial



JAMES CRAWFORD appointed sales manager of WPEN Philadelphia.

J. VINCENT O'HARA, station relations director for WTVJ (TV) Miami, Fla., named account executive.

ROBERT L. LEE, chief account executive of CKEY Toronto, appointed associate commercial manager of the station. He has been with CKEY for three years, and previously was with CKWS Kingston.

HAROLD J. PARKER, formerly with Bioscope Mfg. Co. sales department, joins sales staff of KOTV (TV) Tulsa, Okla.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative of KSTL St. Louis.

LYNN MORROW, formerly advertising and sales promotion manager for WBZ-AM-TV Boston, and in radio for past 15 years, joins WTVJ (TV) Miami, Fla., as administrative assistant to **H. W. BATCHELDER,** station's sales manager.

JAMES E. GLICK Jr., formerly salesman for KXLW Clayton, Mo., joins sales department of KSTL St. Louis.

Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors' and Librarians' Clinic—especially conducted for all station personnel concerned with programs and the proper use of music.

BMI ELEVENTH MUSIC CLINIC

Enroll now for the sessions to be held on

MONDAY, JAN. 23 and TUESDAY, JAN. 24

There is no charge for the course

In order to give individual guidance the Clinics are limited in attendance, so please register early. Write or wire ROY HARLOW, Director of Station Relations.

BROADCAST MUSIC, INC.

580 Fifth Avenue ☆ **New York 19, N. Y.**

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

LIQUOR ADS *Rankin Presents New Measure; Langer Hearings This Week*

ANOTHER PROPOSAL which would prohibit alcoholic beverage advertising on radio, television and in other media was urged by Rep. John Rankin (D-Miss.) last week as the nation's "dry" forces turned their attention to forthcoming hearings on the Langer liquor bill starting this Thursday.

Rep. Rankin's measure (HR 6604) differs little from legislation he previously introduced in both the 79th and 80th Congress, and is substantially similar to other bills now pending on Capitol Hill.

A measure (S 1847) by Sen. William Langer (R-N. D.) is the subject of this week's hearings by the Senate Interstate & Foreign Commerce Committee. Both would outlaw advertising in all media engaged in interstate commerce, though not explicitly singling out television in broadcasting provisions.

Hearings before the committee will be held all day Thursday, Friday and Saturday, if necessary, spokesmen said last week. Successive sessions will be devoted to advocates and opponents of the proposed legislation.

Expected Testimony

Officials of the Treasury Dept.'s Internal Revenue Bureau—probably from its Alcohol Tax Unit—will testify in the opening session. Other government agencies or departments are not expected to appear, authorities indicated, inasmuch as they are not directly concerned and the committee already has elicited their comments [BROADCASTING, Jan. 2].

Meanwhile, the Seattle Advertising and Sales Club last Tuesday adopted a resolution "unalterably" opposing the Langer bill as a "serious threat to freedom of the press" and an "unjustified restriction" on radio broadcasts, newspapers and magazines.

Such legislation would prove a dangerous precedent for other commodities, represent unfair discrimination between advertising media and would establish a "ridiculous principle in holding that an article of commerce which legitimately may be sold may not be advertised for sale," the Seattle group said.

Some legislators, notably Sen. Homer Capehart (R-Ind), also feel that no legislation can be enacted to prohibit liquor advertising through radio or other media as long as the product is legal and conforms to fair trade regulations [BROADCASTING, Aug. 29, 1949].

Numerous petitions have been received by the Senate group and also by the House Interstate & Foreign Commerce Committee, which is studying a similar measure (HR 2428), proposed by Rep. Joseph Bryson (D-S. C.) last session. Many of the petitions urge a ban on radio liquor advertising in particular.

Also before the House committee is a proposal (HR 6111), introduced by Rep. Fred Crawford (R-Mich.), which singles out television as well as radio. Congressman Crawford's bill puts the burden on advertisers, however, by rendering them liable (and not broadcasters) under the Federal Alcohol Administration Act [BROADCASTING, Aug. 29, 1949].

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC **1kw (n)**
Rep: HOLLINGBERY

SELL OPTIMISM
Tenn. Group Sets Campaign

AIMED at "keeping business booming in Tennessee," a "Let's Sell Optimism" campaign has been launched by the Tennessee Assn. of Broadcasters.

Several times a day, the 37 stations affiliated with the association broadcast business announcements of facts and figures supplied to the organization by the Tennessee State Planning Commission, the U. S. Chamber of Commerce and the National Assn. of Manufacturers.

The announcements are in three categories—national copy, State of Tennessee copy and retail selling copy. The "Let's Sell Optimism" campaign is sponsored by the following stations:

WLAR Athens; WAGC, WAPO, WDEF, WDOD, WDXB Chattanooga; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WDXI, WTJS Jackson; WETB, WJHL Johnson City; WBIR, WIBK Knoxville; WJJM Lewisburg; WDIA, WHBQ, WHHM, WMC, WMPS, WREC Memphis; WKDA, WLAC, WMAK, WSIX, WSM Nashville; WATO Oak Ridge; WPTR Paris; WKSR Pulaski; WHAL Shelbyville; WENK Union City; WCDT Winchester.

WHOM New York, in cooperation with National Safety Council, has begun preparation of series of transcriptions in Italian, Polish and Spanish stressing home and highway safety. Transcriptions are free of charge and will be distributed by council to all stations broadcasting in above languages.

Press breaks down — but $2.88 keeps editions rolling



Press broke down at 5 P.M., at end of evening edition's run. But publisher got replacement parts in a hurry just as he gets electros, mats, news photos —by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.



Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's *fastest* and *most convenient.*



All Scheduled Airline flights carry Air Express. So shipments *keep moving.* Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

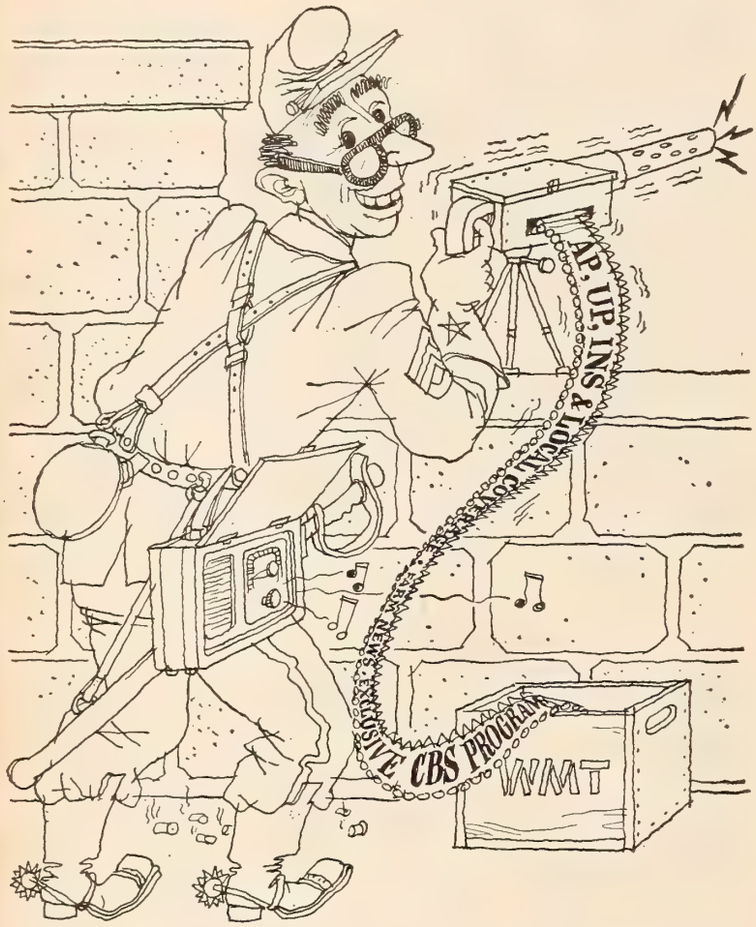
Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)



Rates include pick-up and delivery door to door in all principal towns and cities

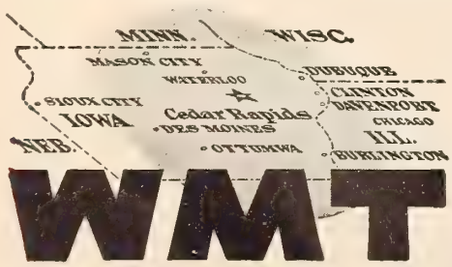
A service of Railway Express Agency and the **SCHEDULED AIRLINES of the U.S.**

WMT holds the fort in Garrison (IOWA)



. . . with exclusive CBS programming in Eastern Iowa . . . with extra ammunition in the form of complete news coverage via AP, UP, INS, and local correspondents throughout the state . . . with long range signal strength on Iowa's best frequency, 600 kc.

There are no tremendous cities in WMT-land—just hundreds of small ones like Garrison with a combined population (within our 2.5 mv line) greater than any other station's in Iowa. It's an audience worth laying siege to. Ask the Katz man to shoot over the details.



WMT
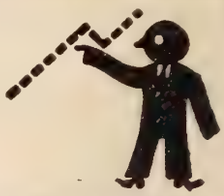
CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

NOW IN OUR 27TH YEAR!

Agencies



FRANCIS J. WOODS, executive vice president of Burnet-Kuhn Advertising Co., Chicago, for past 10 years, elected president of the agency succeeding **PAUL R. KUHN** who becomes chairman of the board.

MYRON A. MAHLER, copy director for Emil Mogul Co., New York, appointed vice president in charge of creative departments for agency. **SETH D. TOBIAS** named vice president and chairman of plans board, and **RINO C. NEGRI** appointed vice president heading agency's foreign language division.

JOHN JAMESON, former vice president in charge of copy for McCann-Erickson, Chicago, joins Tatham-Laird, same city, as copy chief after retiring from advertising two years ago. He was also chairman of McCann-Erickson's planning committee.

DICK LONG, former assistant advertising manager and copy chief at J. L. Hudson Co., joins Zimmer-Keller Inc., Detroit, as assistant account executive.

KENNETH B. ARRINGTON, formerly marketing director of The Caples Co., New York, appointed vice president in charge of new Foods Div. of agency. He will headquarter in Omaha office.

CURTIS BERRIEN, formerly with Tatham-Laird Inc., Chicago, joins copy department of Kenyon & Eckhardt, New York, as a copy supervisor. He was previously with copy department of BBDO, New York, Lennen & Mitchell and McCann-Erickson.

JACK BUKER, account executive with Long Adv. Service office in San Jose, transferred to agency's San Francisco office. **EVERETT DOTEN,** formerly with Gardner Adv., Washington, replaces Mr. Buker in San Jose office.

K. R. WILLERT named service manager at M. Glen Miller Adv., Chicago.

THURSTON McGUFFICK, formerly in media department of Weiner Adv., San Francisco, joins Keith Babcock Adv., same city.

ROSS ROY Inc., Detroit, merges with C. C. Fogarty Co., Chicago, forming **Ross Roy-Fogarty Inc.** Offices will continue in Bell Bldg., 307 N. Michigan Ave. **ROSS ROY** is president of new agency and **JACK FOGARTY** is vice president in charge of Chicago operations.

HAROLD KEMP transferred from New York office of William Esty Co. to Hollywood as agency contact and West Coast television director, with assignment on *Ed Wynn Show* sponsored by Camel Cigarettes on CBS-TV.

GEORGE SANDLER joins Robert Kahn & Assoc., Chicago, as account executive. He has been with financial and real estate firms.

TREVOR EVANS, radio-television director of Pacific National Adv., Seattle, and **PETER LYMAN,** of Frederick E. Baker & Assoc., same city, named co-chairmen of Advertising Recognition Week (Jan. 8-14) Committee of Seattle Advertising and Sales Club.

MAXON INC. on Jan. 3 moved its New York offices to its own building, 12 East 53 St. Building is still in the process of renovations. Agency was located for many years at 570 Lexington Ave.

HELEN L. ENNIS of Biow Co., San Francisco, named chairman of Advertising Agency Committee for 1950 March of Dimes in Northern California.

HENRI, HURST & McDONALD, Chicago, has postponed its move to new office in La Salle-Wacker Bldg. [BROADCASTING, Dec. 12] until Jan. 14.

FRED FADELL

New Ad Firm Names Staff

A STAFF of 10 men and women has been appointed to the newly organized advertising and public relations firm of Fred Fadell & Assoc. Inc., Minneapolis, according to an announcement by Fred Fadell, president. The firm has engaged in the public relations business for the past four months and entered advertising as of Jan. 1. Offices are located at 615 Minnesota Federal Bldg.

The staff includes the following:

John Pikala, formerly with BBDO and WOR New York and operator of his own agency, named head of the radio and TV department; Eben M. Grundy, formerly with McCann-Erickson and Knox-Reeves, appointed account executive; George F. Lalla, during recent months engaged as a freelance artist and previously with Griggs, Cooper & Co., head of the art and promotion department; Rolf K. Mills, formerly associated with Minneapolis newspapers, director of the public relations division; Norman J. Harris, lately with Johnny Pikala Advertising, named account executive.

Also, William S. Wheeler, formerly with Johnny Pikala Advertising, named account executive; Alyce Bahneman, Lorraine Friedl, Betty Pearson and Mrs. Helen Schuh, office personnel.

SOURCE OF FM TROUBLES

Five 'Conspirators' Are Cited by Bivins

By JOHN F. BIVINS
Bivins & Caldwell
Manufacturers Representative
High Point, N. C.

YOUR editorial in the Dec. 19 issue of BROADCASTING, entitled "FM's Love Life," is justified in many respects, but your continued reference to FM's unprofitable state is beginning to become a little irksome.

[EDITOR'S NOTE: We would like to report that FM is making money, but our function, as we see it, is to chronicle the facts and not indulge in wishful fancies.]

Basically, with many AM-FM stations, the reason for the assertion that the FM operation is unprofitable, is the fact that broadcasters are unwilling to assign the proper amount of credit to their FM coverage and FM listening audience. . . .

In many a locality, FM is carrying the coverage load of the AM stations whose nighttime directional pattern, foreign interference, static, and what not, precludes holding a decent percentage of the available listening audience. It is easy, for competitive reasons and tax purposes, to deny the fact that FM is anything but a total loss. . . .

Certainly, some FM installations are losing money; so are some AM installations. In many cases, poor thought was given to the erection of FM facilities and the initial cost was too high. . . .

Just why has FM reached its present state? The answers are generally known, but here are five of the conspirators who have given it a kick, at one time or another:

1. The networks, who have millions invested in AM facilities, TV research and patents, have not been able to see further than the outskirts of the metropolitan areas, as far as broadcasting is concerned. . . .

2. Advertising agencies, being technically uninformed, or wilfully blind, are still prone to accept coverage claims of networks and individual stations on AM, even though those claims are at best highly misleading and at worst highly fraudulent. Again more complications in bookkeeping. TV is around the corner—why worry about FM?

3. Broadcasters themselves who have installed FM and have never done anything about educating its listening audience to FM's advantages. Many . . . installed FM strictly as "insurance."

4. Set makers, who were looking for a quick killing after the war and, therefore, ignored FM as long as possible, or if they did include an FM band on their receivers, the FM portion was so poor technically, that it discouraged purchasers from trying to listen on that band.

5. Old man economics. There just aren't enough advertising dollars to support 750 FM and 1,500 AM stations. FM was new and had to take the rap for stations, either AM or FM or both, who probably should never have gone into business in the first place. . . .

If . . . FM is to be relegated to the junk pile for whatever cause, the radio manufacturing and broadcasting industries will be responsible for a great crime perpetrated against the American listening public. . . .

All together now—"The public be damned! Let's go to Florida for a little fishing!"

KATZ calendar of expiration dates issued for seventh consecutive year by Katz Agency Inc., New York, station representative. Calendar shows at a glance expiration dates for broadcast schedules of 13, 26, 39 and 52 weeks.

STAFF DUTIES

NABUG Probes L. A. Stations

FOLLOWING hints of practice by networks and stations in Los Angeles in assigning more duties to staff members than their salaries pay for, Radio Writers Guild, Radio & Television Directors Guild and American Federation of Radio Artists are currently conducting an investigation in that city through the National Assn. of Broadcast Unions and Guilds.

It is suspected, for instance, that announcers are used as actors while receiving remuneration only for announcing chores. If such practices should be found, according to Claud McCue, executive secretary of AFRA and president of the Hollywood Council of NABUG, one of whose main functions is exchange of information, the group will attempt to correct the situation jointly.

Rival to Rival

A GOOD promotion stunt that backfired has been getting attention in radio circles in the nation's capital. In accordance with custom, the Washington Advertising Club included at its "Flowing Bowl" shindig a grand drawing for 139 door prizes. One of the prizes donated by WTOP General Manager John S. Hayes, was a free spot announcement to be broadcast during WTOP's Class A time. The winner? Norman Reed, program director of WWDC. Mr. Reed immediately announced to the 329 admen present that WWDC would ask for time at 7:30 p.m. Sunday.



This clothing and a number of unsolicited checks were contributed by Tulsans during a 3 day KTUL drive to aid University of Oklahoma students who lost their belongings in the recent dormitory fire. RESULTS? These same generous Tulsans also BUY! They respond equally to our sales messages. See an Avery-Knodel man...and get RESULTS over KTUL, Tulsa, Oklahoma.

"VIC" DIEHM says:

IT TAKES ALL KINDS of HEADS to keep the Sponsor Happy at WAZL

BLONDES



'KITTY' 'SHIRLEY'

BRUNETTES



'EVE' 'JEAN'

REDHEADS



'MARIE' 'STASIA'

and NUDES!



for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON' PENNA.
REPRESENTATIVES:
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

Feature of the Week

IN Grand Junction, Col., the name Howell is synonymous with KFXJ. It got that way because, paraphrasing the Caesars, all Howells lead to radio.

This month marks the 20th anniversary of the station's operation in the Colorado city. And KFXJ also is celebrating a unique distinction of being a three generation, family affair.



Charles Howell



Ruth Howell



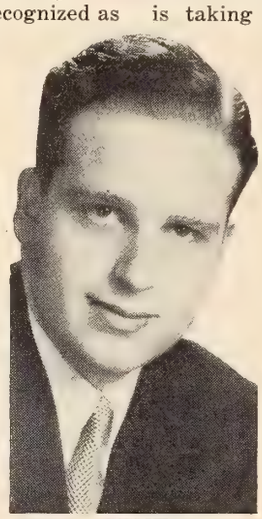
Rex Howell

Most recent Howell to join the ownership tangle at KFXJ is 20-year-old Ruth Howell, daughter of Rex Howell, who started the station in Denver in 1926. The Denver U. junior, who naturally is majoring in radio and television, was made a minority stockholder in a change from partnership to corporation.

Her grandfather, Charles Howell, entered the business in 1930 when the station was moved from Denver to Grand Junction on Colorado's western slope. KFXJ then was operated as a partnership of Rex Howell and his father doing business as the Western Slope Broadcasting Co.

On All Accounts

CLAIMANT to the title "youngest station manager in the country," 22-year-old Generoso (Gene) Pope Jr., executive vice president and general manager of WHOM New York, is recognized as an authority on the foreign language broadcasting field.



GENE

Figuratively groomed in the cradle for his present post, young Pope asserted active interest in his future audience while still a student at M. I. T. There he spent his summers and his off-hours learning the needs and interests of the Italian speaking population in New York by working on *Il Progresso*, the family newspaper. At 21 he was named vice president and editor of the publication.

Since taking over at WHOM, Mr. Pope has widened his knowledge to include a comprehension of all foreign language groups, meanwhile raising his station to the status of one of the most successful multilingual outlets in the country.

Mr. Pope, who still maintains an association with *Il Progresso*, succeeded to his present job last September when his brother, Fortune Pope, left to take over an executive position with the Colonial Sand & Stone Co.

Among the innovations effected by Gene Pope at WHOM are a citizenship class conducted at the station in cooperation with the New York City Board of Education, and a signally successful safety series. He currently is processing a foreign language amateur hour.

In addition to his duties at the station and the newspaper, Mr. Pope still has found time to attend New York Law School where he is taking courses preparatory to a possible political career.

He is a member of the New York City Mayor's Committee on Unity, the Columbus Day Citizen Committee and co-chairman of the special groups Committee of the March of Dimes. In addition he belongs to the New York Athletic Club, Westchester Country Club and the Grand Street Boys Assn.

Mr. Pope is unmarried and makes his home with his parents in Manhattan. The family has acquired WINS New York, subject to FCC approval, in which case Mr. Pope would relinquish the WHOM managership for that of WINS. But his knowledge of foreign-language broadcasting would not be wasted, for the family proposes to make WINS a foreign-language outlet under their ownership.

RMA Sales

SALES of radio transmitting apparatus, radar and other communications equipment to the government totaled $35,489,327 in the third quarter of 1949, according to Radio Mfrs. Assn. Of this total $23,914,281 consisted of radar equipment. The total third-quarter sales compared to $40,140,586 in the second quarter of 1949, according to RMA.

Lose $60,000,000?



Maybe you did if you overlooked WHTN and WHTN-FM in the Huntington Market... for WHTN delivers more than one-fifth of this $300,000,000 market (no station has as much as two-fifths)...and at a lower cost - for - coverage, too. Add to this an FM bonus on WHTN-FM, the most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM

800 KC 1,000 WATTS 100.5 MC 53 000 WATTS

HUNTINGTON, W. VA.

Huntington's only clear channel AM station

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC., ADVERTISING
Huntington, West Virginia

New Business



SOCIETY OF MOTOR MFRS. & TRADERS, Great Britain, appoints Grant Adv., New York, as its agency in United States. Campaign of advertising, promotion and publicity for the account will be placed for British Automobile Exhibition at Grand Central Palace, in New York on April 15-23.

KEVO PRODUCTS Co., Azusa, Calif. (Kevo, Kevetts, Why—food supplements), appoints Liddiard Adv., Glendale, Calif., to handle advertising. National spot radio will be used.

FILENE'S, Boston (department store), radio and television advertiser, appoints Dorland Inc., New York, to handle its advertising.

CHEVROLET DEALERS of New York, starting with preliminary bouts on Jan. 11, will sponsor series of 13 telecasts of the annual Golden Gloves Boxing Tournament on WPIX (TV) New York. Campbell-Ewald Co., New York, is agency.

LIQUID GLAZE Inc., Lansing, Mich. (Liquid Glaze protective coating for automobiles), names George N. Kahn Co. to handle its advertising. Television will be used.

PLYMOUTH TEXTILES, New York (cotton textiles), appoints New York office of Wilson, Haight & Welch Inc., as its advertising counsel.

Network Accounts • • •

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., through Wm. Esty Co., New York, renews its contract with Alaska Broadcasting Co. for spot announcements on KINY Juneau, KTKN Ketchikan, KFQD Anchorage and KIFW Sitka. Contract calls for five one-minute spots weekly for Camel cigarettes, instead of three as formerly used. Prince Albert smoking tobacco will use one spot weekly.

NORWICH PHARMACAL Co., through Benton & Bowles, New York, renews for 52 weeks ABC broadcasts of *The Fat Man*. Firm has sponsored show since Feb. 14, 1947, and programs are aired Friday, 8-8:30 p.m.

KNOMARK MFG. Co., Brooklyn (Esquire shoe polish), starting March 16, will sponsor 25-station ABC-TV telecasts of *Blind Date*, featuring Arlene Francis as mistress of ceremonies. Program, to be aired Thursday, 9-9:30 p.m., was purchased through Emil Mogul Co., New York.

CARTER'S PRODUCTS Inc., for Carter's Little Liver Pills, renews its spot contract for all seven Alaska Broadcasting System stations through Ted Bates & Co. At the same time, Ted Bates Agency renews contract for **Kool Cigarettes** announcements on KFQD Anchorage and KFRB Fairbanks. All contracts are for 1950.

Adpeople • • •

WALTER N. HILLER Jr. placed in charge of radio for Toni Co., Chicago, in new administrative setup in firm's advertising department. Production department is being expanded under direction of ELDRED G. LUSTMAN. FRED KLEIN will continue to head creme shampoo, creme rinse, and new product advertising division.

FREDERICK W. LUTTMANN, premium promotion manager, Post Cereals Division of General Foods Corp., New York, appointed product merchandising manager for Grape-Nuts, Grape-Nuts Flakes and Wheat Meal. He will be succeeded in his former post by WILLIAM P. DUNHAM, previously assistant.

CLYDE E. RAPP appointed advertising director of Theo. Hamm Brewing Co., St. Paul, Minn. He was formerly with J. Walter Thompson Co., New York.

HY FREEDMAN, for three years on general sales staff, named assistant merchandising manager and publicity director of Hunt Foods Inc., Los Angeles.

The MONROE Doctrine

KNOE

Tops IN POWER

5000 WATTS DAY & NIGHT

BLANKETING N. E. LOUISIANA - BORDER AREAS ARKANSAS AND MISSISSIPPI

KNOE

Tops IN HOOPER

STATION AUDIENCE INDEX
FALL 1949*

	8 AM-12 N	12 N-6 PM	6-10 PM
KNOE	47.6	43.9	42.9
Station A (Monroe)	41.5	40.2	41.3
Station B (Shreveport)	6.6	3.3	6.8
Station C	2.1	8.9	—
Others	2.2	3.7	9.0

* November

ROBERT W. DUMM, Gen. Mgr.

KNOE

THE JAMES A. NOE STATION
MONROE, LOUISIANA

Represented by
RA-TEL Representatives
NBC Affiliate

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Graham Cracker

EDITOR, BROADCASTING:

My clients, Messrs. Stuart Peabody and Fairfax M. Cone, are responsible for my writing this letter. Their cause of action is apparent at a glance at page 24 of your Jan. 2 issue. They have retained me because I am a member of the Florida Bar, and we expect all negotiations pertaining to our suit to be conducted in that state, with expenses pre-paid by BROADCASTING. When my clients have found the date for negotiations that mutually suits their calendars, I shall inform you of our transportation and hotel accommodations.

Philip L. Graham
Publisher
The Washington Post

[EDITOR'S NOTE: Our Picture Editor, who apparently was engaged in pre-New Year's revelry, now is eating starling. That page 24 lineup of officers of Commerce Secretary Sawyer's Advertising Advisory Committee should have read (l to r):



Mr. Peabody



Mr. Cone



Mr. Graham

EDITOR'S P.S.: On advice of counsel, we take recourse to that Chinese proverb about one picture being worth a thousand words. So, by mathematical projection, the equation is the equivalent of 3,000 words versus a mere three names, correctly spelled but slightly misplaced.]

Post-lude

Mr. Philip L. Graham
The Washington Post

Dear Phil:

I thought I saw a familiar face on page 24 of the current issue of BROADCASTING magazine, but the caption under the picture read "Mr. Peabody." Have you got a double or could it be that my good friend, Sol Taishoff, made such a glaring error.

* * *

Note to Editor, BROADCASTING: I hope you don't mind the rib, Sol. I got quite a kick out of it, and at least it shows I read your magazine.

Incidentally, I wish you would have your mailing list changed to show my correct home address which is:

South Finley Ave.
Basking Ridge, N. J.

R. C. Robertson
Director of Media
Colgate-Palmolive-Peet Co.
Jersey City, N. J.

[EDITOR'S NOTE: Don't mind the rib at all, as aforesaid. Home address changed. Thanks.]

* * *

Production

EDITOR, BROADCASTING:

Three hours ago the doctor informed my wife that on or about Jan. 30 she will give birth to not one, but *two* children. Twins.

As anyone can see from our ads in BROADCASTING, WTOP's campaign this year is built around the fact that "Business Is Always Better In Washington." This is now doubly proven.

Cody Pfanstiehl
Dir., Promotion and Press Information
WTOP Washington
. . . and production

[EDITOR'S NOTE: Whew! And congratulations on practicing what you preach.]

* * *

Managers' Textbook

EDITOR, BROADCASTING:

"Talk, think and act like radiomen!" That's what we've been telling students for four years.

And to accomplish this purpose we not only use BROADCASTING-TELECASTING as required reading, we give tests covering pertinent material in each issue.

Does it pay off? Well, after four years' operation we've placed 450 graduates in radio-TV, or allied jobs. Eleven students who cut their electronic teeth on BROADCASTING are now managing stations!

Elbert (Bert) Haling
Institute of Radio Broadcasting
Dallas

[EDITOR'S NOTE: Delighted to learn embryo managers as well as active managers find BROADCASTING helpful.]

* * *

Frowns at Smile

EDITOR, BROADCASTING:

I do not understand your editorial entitled "Smile When You *Say* That!" Judge Conger's ruling in the Bentley case does not "broaden the body of law which has placed the sound broadcaster in what was once described the 'dilemma of self-destruction.'" It was favorable to broadcasters because it held defamation by television to be slander and not libel. Slander is actionable only if "special damages" are shown; this showing is not necessary in libel.

(Continued on page 46)

FACTS ABOUT BEER

Ale Tasting, a Vanishing Profession

• One of England's old and envied professions —that of official ale-conner (taster) has virtually disappeared from the scene, a victim of the march of science and mechanization.

Great Britain's ale and beer tasters date their calling from William the Conqueror, who created the office as a means of controlling the quality of the nation's favorite beverage. Tasters were invested with authority to set prices based on their palate's judgment and even to exact penalties if the beverage fell below the minimum standard.

In recent years, however, the profession was reduced to being an honorary one, bound up chiefly with ceremonial occasions.

The ancient profession has about disappeared because there no longer is any need for it, as one of the few surviving ale-conners recently explained. Today all beer is good beer.

Brewing is subject to laboratory control from the time the malt is ground until the finished product is packaged in keg, bottle or can. Nothing is left to chance. Temperatures for boiling or chilling are kept under perfect control. Air is sterilized in the fermenting cellar. Yeast kept in pure culture apparatus supplies the fermenting agent. And the entire process is under the watchful eyes of master brewers schooled in all sciences relating to brewing. They are the official tasters of today, insuring the uniform quality of America's beverage of moderation.

UNITED STATES BREWERS FOUNDATION
21 East 40th Street, New York 16, N. Y.

NLRB ORDERS
WTAO, WXHR(FM) Election

BROADCAST technicians and engineers at WTAO and WXHR (FM) Cambridge, Mass., licensed to Middlesex Broadcasting Corp., were directed last Wednesday by the National Labor Relations Board to hold an election. The Board found that they constitute a unit sufficient for collective bargaining sought by IBEW (AFL) Local 1228.

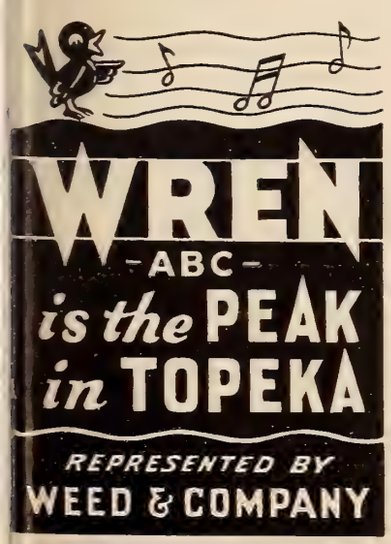
The order includes the assistant chief engineer but excludes announcers, chief engineer, and clerical, maintenance and administrative employes. NLRB ruled that "minor technical duties" performed by five announcers are "incidental" and should be excluded from the unit, contrary to request of Middlesex Broadcasting Corp. NLRB also ruled out inclusion of an assistant chief engineer as supervisor, contending he has no such supervisory authority.

GIFFORD RETIRES
Was AT&T Board Chairman

WALTER S. GIFFORD, for the past two years AT&T board chairman, retired from that office at year's end. Mr. Gifford, who will be the company's compulsory retirement age of 65 on Jan. 10, was elevated to board chairmanship after 25 years as president. Leroy A. Wilson, who succeeded him in the latter post, is expected to preside as president hereafter at board meetings.

Mr. Gifford, simultaneous with his resignation from the chairmanship, also resigned his membership of the board. He will continue, however, as honorary chairman and will be available for consultation, the company said. He has taken a New York office not far from his old headquarters, "just to have a place to receive my mail and my friends," he said.

SPOT announcements by movie personalities on 54-second commercial transcriptions over local stations will be used by RCA Victor this month promoting *Screen Directors' Playhouse* on NBC.



Allied Arts

JOHN BAKER of WLS Chicago, named chief of Production & Marketing Assn. Chicago information office. He previously was assistant director of information for radio with U. S. Department of Agriculture, and extension radio specialist.

NORMAN J. SITZENSTATTER, newcomer to broadcasting industry, joins Basch Radio & Television Productions, New York, as account executive. He was previously with New York financial firms in advertising and underwriting capacities.

KING-TV Seattle and KFMB-TV San Diego added to list of Telenews-INS daily newsreel clients.

G. T. LaBONNE Jr., formerly supervisor of Storecast Corp. of America, merchandising activities in Southern New England, promoted to Southern New England Division manager of Storecast system.

ROGER BROWN Inc., New York, formed as industrial public relations firm to succeed Earl Ferris Co. Mr. Brown, former president of Ferris Co., becomes president of new firm, and EARL FERRIS, former owner, becomes chairman of the board.

Equipment

DAVID DAVIS, formerly corporate radio and television manager for R. H. Macy stores, appointed merchandising coordinator for radio and television receivers in General Electric Co.'s Electronics Dept., Syracuse, N. Y.

GRAYBAR ELECTRIC Co., New York, splits its Southwestern District into two separate units with old offices in Dallas and office of new unit, Gulf Coast District, in Houston. Both will continue to operate under supervision of G. T. MARCHMONT. J. E. FONTAINE, present Houston manager, named assistant district manager in charge of new district.

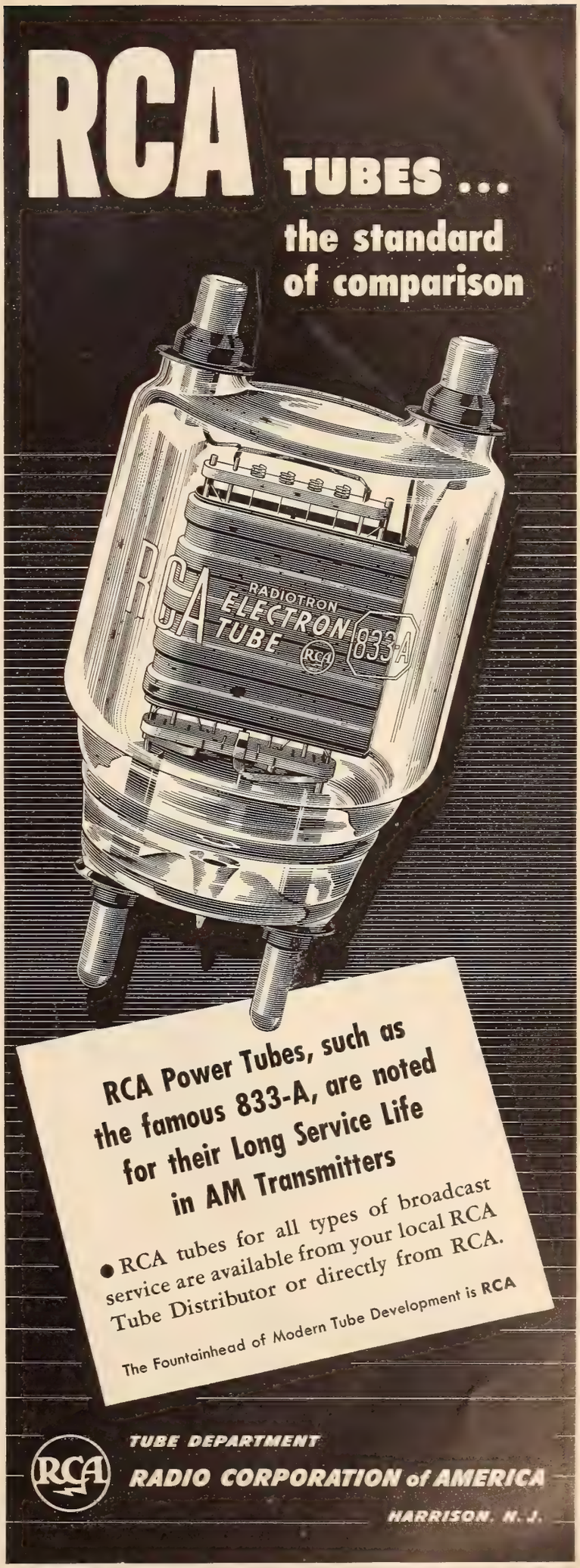
SAMUEL OLCAHK, commercial service manager of Air King Products Co., Brooklyn, manufacturer of radios, wire recorders and TV sets, named advertising and sales promotion manager for company.

MELVIN B. SCHWARTZ, formerly with Benwood Linze Co., division of Sperry Corp., and Federal Telephone and Radio Corp., appointed sales manager of Television Equipment Corp., New York.

ALFRED S. BACKUS, plant superintendent of Mycalex Corp. of America, appointed plant manager with full responsibility for all plant operations.

GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., announces development of new viscous-damping principle utilized in its Gray transcription arm. New arm virtually eliminates tone arm resonances, is automatically adjustable to different speed records and will play even badly warped discs, firm claims.

JOHN WILEY & Sons Inc., New York publisher, announces new second edition of *Technique of Radio Design*, by E. E. Zepler.



Production



JACK DOUGLAS joins WCSI (FM) Columbus, Ind., as staff announcer, replacing **BOB WESTERMEIER**, WSCI chief announcer, who joins sports department of station handling color work. **MIKE MAY**, staff announcer, appointed chief announcer.

JAN TYROLER joins staff of WAVE-AM-TV Louisville.

PHIL RUSKIN promoted from crew to assistant director at WBKB (TV) Chicago.

CHARLES BROADHURST, formerly with KRON-FM San Francisco, joins announcing staff of KFRE Fresno.

LABE MELL, film director at WTVJ (TV) Miami, Fla., named assistant producer for station. **JAMES LOOMIS**, former cameraman for station, rejoins WTVJ as cameraman and assistant producer.

MRS. STEPHENS McIVER, who was *Nancy Grey* on WTMJ Milwaukee for 18 years, joins WMAW Milwaukee. WTMJ's *What's New?*, on which Mrs. McIver appeared, will star **Mrs. ESTHER M. HOTTEN**, former women's director of WQQW Washington.

DEL COURTNEY, former band leader currently engaged in television and electrical appliances business in Oakland, starts *Del Courtney Show* on KPIX (TV) San Francisco.

BOB WATSON, disc jockey at WSB Atlanta, Ga., has graduated from Emory U. with AB in journalism.

AL ROGERS, folk singer on WAVE-AM-TV Louisville, Ky., signs recording contract with MGM.

WILLIAM SHEEHAN, announcer for WDRC Hartford, Conn., is the father of a girl, Joanne.

JAN CURETON, formerly with NBC San Francisco in sound effects department, joins continuity staff of WIS Columbia, S. C.

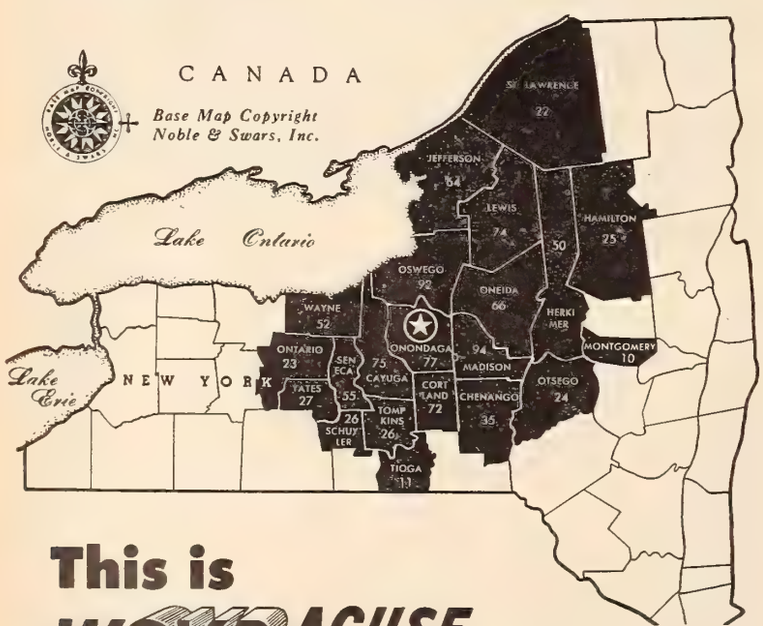
BRUCE BUCHANAN, program director of WMFD Wilmington, N. C., is the father of a girl, Nancy Lee, born Dec. 27.

BERT BUZZINI, announcer and farm editor of KCBS San Francisco, is the father of a girl.

ESTHER ROJEWSKI, camera operator at WBKB (TV) Chicago for seven years, and **TOM MOORE** of station's transmitting department, have announced their marriage.

PAUL ANDERSON, former announcer for WMBH Joplin, Mo., and WEW St. Louis, joins announcing staff of KXOK St. Louis.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

GRAND CENTRAL
Ceases Terminal Programs

PUBLIC ADDRESS system broadcasts in Grand Central Terminal, New York, were discontinued by the terminal management Jan. 2 after New York's Public Service Commission had heard protests that the system violated citizens' rights.

In an announcement of the discontinuance, E. B. Moorhouse, terminal manager for the New York Central and New Haven railroads, joint users of the terminal, said that although a "substantial majority of our passengers favored the programs, there were enough who sincerely opposed them that we have decided to discontinue the experiment."

A spokesman for Terminal Broadcasting Co., which operated the system of broadcasts—music, brief news summaries, weather reports and commercial announcements—pointed out that the broadcasts had been stopped despite the fact that "no verdict had been reached by the Public Service Commission."

CIVIL DEFENSE
C. of C. Preparing Booklet

SPECIFIC recommendations on civil defense planning will be offered in a forthcoming booklet being compiled by the U. S. Chamber of Commerce. Pamphlets will follow up two others issued last year—"Where We Stand on National Defense" and "A Blueprint for Industrial Preparedness."

The chamber had urged that the executive and legislative branches review the program continuously and take necessary steps to provide for minimum stockpile requirements including electronics and communications equipment under functions of the Munitions Board. Only 40% of minimum needs had been met as of June 1949, the chamber noted, adding the program would require seven or more years to complete if the rate were not accelerated. It also expressed concern over failure to provide adequate funds for stocks of essential materials.

WYVE Wins Award

WYVE Wytheville, Va., has been awarded first prize in the National Research Bureau Inc.'s sixth bimonthly Radio Ideas Contest. Idea that copped the $50 award for WYVE was *Your Radio Tourist Guide* program which is directed to tourist trade. The Bureau said the program "was judged best because of its approach to a universal radio problem and the successful solution you have found for that problem." Story of WYVE's program, sponsored by the Wayne County Chamber of Commerce, was in the Nov. 28, 1949 BROADCASTING.

In Cold Alaska

THAT radio can sell cold tablets successfully in cold Alaska has been proved by KFQD Anchorage. The station aired two spot announcements on Anahist antihistamine pills for the local Rexall drug store, resulting in sales of 48 dozen packages within two hours after broadcast time. William Abel, store's general manager, advised the station that he "was mighty pleased" with such fast results.

WMCA BUSINESS
$100,000 Signed for 1950

NEW contracts and renewals for 1950 amounting to more than $100,000 have been signed by WMCA New York, Norman Boggs, general manager, has announced.

Liebmann Breweries Inc. (Rheingold Beer), through Foote, Cone & Belding, launched a 52-week spot campaign of 40 announcements weekly beginning Dec. 24. A 13-week contract with New York's Savoy Ballroom through W. B. Graham & Assoc. Inc., for participation in the *Ralph Cooper Show* started Dec. 13. Effective Jan. 9 The Bank for Savings in The City of New York through William Irving Hamilton Inc. sponsors 15 minutes of *Top Tune Time* five times weekly.

K. Arakelian Inc. (Mission Bell Wine), through Young & Rubicam, has renewed its 52-week spot announcement campaign for the sixth consecutive year on WMCA starting last Monday.

Other WMCA renewals effective Jan. 2 include American Home Products (G. Washington Coffee) through Ted Bates Inc. with a 26-week spot schedule; Fairmont Foods through Doyle, Dane, Berbach Inc. with a 13-week spot program; Chase National Bank through Albert Frank-Guenther Law Inc. for announcements; Piel's Beer through William Esty & Co. Inc. for 52-weeks of spots; two contracts with R. J. Reynolds Tobacco Co. for Camel cigarettes and Cavalier cigarettes for full-year spot campaigns through William Esty & Co.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.

SILVER DOLLAR MAN'

Bottlers Give Away But Make More Dollars

A SHOW which heats up like a whistling tea kettle with the appropriate letting-off-steam is claimed down Georgia way. A copyrighted giveaway, *The Silver Dollar Man Program*, welds interview, phone-a-number format into a compact selling feature, according to the handling agency, Snowden & Steward Inc., Atlanta.

Program's start came as a tryout of R. A. (Bob) Perrott's (manager, Dr. Pepper Bottling Co. of Brunswick, Ga.), brainchild based on 18 years of experience in beverage merchandising. Test city was Brunswick where the program was placed on WGIG over a period of eight months, six days per week. Result was overwhelming success, with Dr. Pepper realizing a 357% increase in sales the first two weeks and a 300% average increase over the entire period.

No Direct Commercials

The style of the program and its unique full 15 minutes of continuous commercial script, which clinks without any interruption for a direct commercial announcement, are highpoints underlined by W. E. Snowden Jr., of Snowden & Steward.

Program series are preceded by heavy spot promotion over radio, and in newspapers, coupled with bottling company and retail display. Program itself gets off to a fast start and is carried along on its own momentum.

Against a background of sound effects including sirens, "calling all cars" relay, the staccato delivery of a sports announcer is used in the program. A number of "patrol cars" with auto radios tuned to the station are contacted over the air by the announcer, who at the same time places a telephone call. He tells the person called that the dollar man is on the way to shell out with the dollars. When the dollar man arrives, he counts the number of Dr. Peppers in the refrigerator and duplicates the number in silver dollars.

Following the initial Brunswick campaign, Mr. Perrott discontinued the program for 60 days and now is returning to the air on the basis of three nights per week, average three calls a night, with the cost, according to Mr. Snowden, showing a probable return of three to four times.

In Savannah, where the program was placed for the Dr. Pepper bottler in that city, the plant had been operating at a loss. At the end of the first week, a profit of $100 was shown, by the second week it had increased to $900 and the third week turned up over $1,800. There, the show was on three nights a week with an average of one to two giveaways per night. Similar success has been met in Harrisburg and Reading, Pa.

Allen Burke, WGIG manager, found the program "one of the most astounding and forceful programs" in the history of the station, according to the agency. Requests of bottlers deluged Mr. Perrott, who packaged the program and copyrighted it to insure the investment of bottlers who tie in on the merchandising plan.

ADMIRAL CORP.

Buys General Mills Plant

ADMIRAL Corp., radio, television and appliance manufacturer, has purchased the 64,000-square-foot General Mills plant in Bloomington, Ill., according to an announcement by John B. Huarisa, executive vice president of Admiral.

Of brick construction and situated on an 11-acre plot, the factory originally was the property of Colonial Radio Corp. and was taken over by General Mills in January 1948. Admiral plans call for eventual employment of 1,200 people in the plant, Mr. Huarisa said, to be used first in the manufacture of radios and later television receivers. From an original capital of $3,400 in 1934, Admiral's gross sales volume has grown to $110 million in 1949, Mr. Huarisa stated.



WIBG-FM TESTS

Muzak by FM Cited Success

USE of FM radio as a substitute for leased telephone wires in the distribution of music programs has been found satisfactory after exhaustive tests of several months conducted over facilities of WIBG-FM Philadelphia.

John B. Kelly Sr., chairman of the board of WIBG-FM and president of Muse Art Corp., licensed distributor in Philadelphia for Muzak wired music service, said his engineers believe FM, with certain important modifications, is able to replace the wired music firm's leased lines. No final decision will be made until tests and adjustments have been completed. Mr. Kelly said that FM radio waves would be given additional tests to prove that FM broadcasts could provide satisfactory service.

Technical



GORDON W. OLIVE, formerly chief engineer of Canadian Broadcasting Corp., with headquarters at Montreal, named director-general of engineering services. **ALPHONSE OUIMET** has been named chief engineer of CBC. Mr. Olive has been with CBC and its predecessor since 1933, starting in radio in 1912 as amateur. Mr. Ouimet has been with CBC since 1934, and has in past few years been specializing in television development prior to CBC setting up its first stations.

WILLIAM SLOAT, assistant chief engineer at WPIX (TV) New York, resigns to become chief engineer of KEYL (TV) San Antonio. He joined WPIX in February 1948, moving from WEW-AM-FM St. Louis. Previously he was with CBS-TV in New York for five years.

TED C. KENNEY, chief engineer of KDKA Pittsburgh, honored by Duquesne U., that city, for his contribution to university's new station, WDUQ (FM).

JOSEPH KLINE, technician at WTVJ (TV) Miami, Fla., named supervisor of technical operations for station under supervision of **JACK SHAY,** WTVJ's technical director.

RCA Victor, Camden, N. J., announces production of new lightweight boom stand for proper microphone positioning in broadcast and television studios. Stand, Type KS-3B, is designed particularly for programs where best microphone placement cannot be achieved with conventional floor stand and where larger boom is impractical. Stand is collapsible.

PEERLESS ELECTRICAL PRODUCTS Div. of Altec Lansing Corp., Hollywood, distributing new transformer catalogue containing new models and complete line of transformers for broadcasting.

RCA Engineering Products Dept., Camden, N. J., announces battery container and cover for portable RCA Type BN-2A remote amplifier which carries standard "A" and "B" batteries in one case and serves as conversion kit to facilitate switching from a-c to battery operation.

ARE YOUR SALES TOTTERING IN LIMP (Ky.)?

If your sales picture is shaky in Limp (Ky.), don't expect WAVE to limber things up for you, there! We don't stretch that far!

Instead, WAVE concentrates 100% on the staggeringly prosperous Louisville Retail Trading Zone. This one great market has 216,560 radio families, with an Average Effective Buying Income of $4004 per family. This is 40% higher than the average for the rest of the State — where WAVE *isn't* heard!

Better hop on WAVE's bandwagon, Gents, and watch your sales jump (not Limp!) *in leaps and bounds!*

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

Mr. Thomas Chantron
Hall Brothers, Inc.
Kansas City, Mo.

Dear Tommy:

You fellers what sells Christmas cards orta be proud o' what th' hometown o' WCHS done during th' recent Yooltide. They wuz more cards an' thin's mailed in Charleston, West Virginny this year than anybody ever dreamed uv. Th' big day wuz December 19 when th' local postmaster sed more'n 706 thousand pieces o' first class mail wuz handled. Thet wuz 20 percent more'n th' big day last year. Now, Tommy fer a town uv' 'bout 70 thousand folks, thet's durned good, an' hit shows thet these folks down here makes a good market. Hit also shows th' value of advertisin' on WCHS fer fellers like you, 'cause when peepul here thinks o' radio, they jest naturally thinks o' WCHS! And I betcha a whole heck uv a lot o' them 706 thousand pieces wuz Hallmark Cards, 'cause folks here likes th' Hallmark Playhouse!

Yrs.
Abby



WCHS
Charleston, W. Va.

All Radio Film

(Continued from page 11)

sidering a request that NAB lend it the services of C. E. Arney Jr., NAB executive secretary, for a month to assist in the organization of the big premiere.

Tentative plans for the first showing are on a grand scale. It is proposed that it be held in the Waldorf-Astoria's Grand Ballroom. The showing will be preceded by a cocktail party, a lavish dinner, and entertainment by top network stars. A thousand guests—top advertisers and agency men predominating—will be invited.

As preparations were proceeding for the New York premiere, the All-Radio Presentation Committee reported that 545 subscriptions to the promotion project had been received.

Three of the subscribers are ABC, CBS and NBC which have contributed a total of $50,000, five are national station representatives — Avery-Knodel, The Katz Agency, Edward Petry & Co. Inc., Weed & Co. and The Branham Co. —and the rest are individual stations. Total subscriptions to date amount to $135,000, Mr. Mitchell said Thursday.

Subscription fees are based on station income and range from $25 to $1,000.

The final cost of the promotion film, made by the Independent Motion Picture Producers Society, cannot be exactly calculated. The contract price for the finished picture with one 35mm print is $85,000, but additional 35mm and 16mm prints will cost extra.

Subscribers may obtain the film in either 35mm or 16mm size.

The film when finally edited is expected to run 45 minutes showing time. Shorter versions will also be made for special local purposes.

Mr. Mitchell pointed out that the All-Radio committee will make arrangements for the projection of the picture at subscribers' requests.

Two Firms Retained

Two film companies, The Jam Handy Co. and Modern Talking Pictures Inc., have been retained. They will provide projection equipment and operators anywhere the pictures are shown, Mr. Mitchell said. No subscriber needs projection equipment of his own to display the film.

The 45-minute film is described as a documentary, with all members of the cast acting themselves, except for a professional actor who appears in one sequence.

Four radio sales successes are the backbone of the film, it was said. They pertain to local radio campaigns of a department store in Columbus, Ga., a chain of super markets in Cedar Rapids, Iowa, a dairy in San Jose, Calif., and a network show.

No call letters are used in the film, it was reported. The advertisers involved, however, are identified.



GETTING the bird is Mrs. C. L. Thomas, wife of Chet Thomas, general manager of KXOK St. Louis. The traditional Christmas goose, awarded by Ed Hunsinger of the St. Louis Advertising Club, was one of more than $8,000 in gifts presented to members and guests during the organization's 47th annual Christmas party held in the Jefferson Hotel. More than 1,000 persons attended.

The Columbus case was a campaign on a local station by a jewelry concession in the Davidson's Department Store. After a history of unsuccessful advertising in newspapers, the jeweler turned to radio with such prodigious success that the entire store undertook a campaign on radio. What's more the case encouraged R. H. Macy Co., owner of Davidson's and other stores in the South, to use radio.

The film documents the original placement of the radio campaign, shows actual customers, prompted by the commercials, buying diamonds at the store—all scenes reenacted by the actual people.

In Cedar Rapids, the Me-Too super markets cooperated with the film producers by running a special radio campaign to sell a carload of peaches—a duplication of a success story that had occurred earlier. The film shows customers flocking to buy the peaches.

San Jose Case

In the San Jose segment the film shows how the Marin Dell Dairy, with headquarters in nearby San Francisco, achieved distribution in local stores through its use of radio.

The network program covered in the film is the *Jack Berch Show*, sponsored by Prudential Life Insurance [BROADCASTING, Oct. 31, 1949]. The film illustrates how a Prudential salesman is welcomed by a housewife who has been made Prudential-minded by the program.

Another sequence in the picture shows a bull session of agency men and Mr. Mitchell at the Poor Richard Club of Philadelphia. In the course of the discussion, Mr. Mitchell manages to get across his now famous "Mitch's Pitch."

Mr. Mitchell said that some newspaper-owned stations, prospective subscribers, had inquired whether the promotion film was too competitive as regards other media for them to show locally to the embarrassment of their newspaper associations. He said he believes this is not so.

The All-Radio Presentation Committee is preparing full instructions on the mechanics of showing the film as well as complete publicity and promotion kits which will be distributed to all subscribers.

Officers of the committee are Gordon Gray, WIP Philadelphia, chairman; Mr. Mitchell, secretary; Herbert L. Krueger, WTAG Worcester, treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer.

Victor Ratner, former vice president of CBS and now a vice president of R. H. Macy Inc., New York, was producer of the film.

DEC. PULSE

Benny, Lux, Winchell Lead

JACK BENNY, *Lux Radio Theatre* and Walter Winchell continued to hold the first three places among evening programs in the December combined Pulse report on the radio audience, released for Boston, New York, Chicago, Philadelphia, Washington, Cincinnati and Los Angeles.

TOP TEN EVENING AND DAYTIME SHOWS

EVENING

	PROGRAM AVERAGE RATING NOV. DEC.	SEPT. OCT.
Jack Benny	21.0	19.0
Lux Radio Theatre	18.5	15.5
Walter Winchell	15.7	15.4
Amos 'n' Andy	15.0	
Godfrey's Scouts	13.8	12.5
Edgar Bergen		13.5
Bob Hope	12.8	
Suspense	12.7	
My Friend Irma	12.2	11.6
Fibber McGee & Molly	12.1	

DAYTIME—FIVE A WEEK

	PROGRAM AVERAGE RATING NOV. DEC.	SEPT. OCT.
Arthur Godfrey	10.0	8.4
Grand Slam	8.4	7.5
Rosemary	8.3	7.6
Big Sister	7.9	7.7
Helen Trent	7.6	7.5
Ma Perkins	7.6	7.5
Our Gal Sunday	7.5	7.7
Wendy Warren	7.4	7.0
Aunt Jenny	7.4	7.1
Young Doctor Malone	7.3	7.0

ABC signs American Arts Orchestra, under baton of Karl Krueger, for series of Tuesday concerts, scheduled for 10-11 p.m. Group, not exceeding 35 players, will specialize in presenting American orchestral music.

A Greater Voice . . . Greater Value!

50,000 WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S
better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

KMBC Kansas City, Mo. **USES**

Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-P

A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

FORCED LISTENING

Fly Cites Need for Policy

By JAMES LAWRENCE FLY

HE Grand Central Terminal has andoned its broadcasts in the terest of good will. The problem, wever, will arise again and ain, and the radio industry must prepared for a decision on pol-y. The action of the Grand ntral based upon considerations institutional good will is worthy note.

On the legal and philosophical vel I have argued against forced tening. In a speech before the dvertising Club of Boston on pt. 28, 1943, I urged an interna-nal principle of "Freedom to sten," laying heavy emphasis on the forced feeding laws of e dictator countries. This prin-ple was preserved in the drafts peace treaties. Freedom to ten necessarily includes the right selectivity and the right not to sten.

Every other form of broadcast-g or advertising leaves an avenue escape, the newspaper, the mag-ine, the car-card, the billboard d the radio. Even the loud eaker is a some-time thing, and rmally affords some escape at e moment. The whole idea of rced listening to one particular ing has seemed to me without ecedent in a free country and to nack too much of arbitrary wer. A man's right to be let one stems from the deep well of r legal lore.

But let us take a selfish ap-oach. Warren Moscow in the *ew York Times* says: "When the ilroads came to balance the nount they spent on institutional dvertising for the cultivation of stitutional good will against the venue from the project [$90,000 er annum] that was apparently stering ill-will there was nothing do but give in."

The resentment was more and ore consistent than can easily e imagined. My recent con-acts, largely social, have in-uded (believe it or not) numbers the Westchester and Park Ave-ue groups, business and profes-sional men, bankers, advertising men and radio officials and lawyers. Comment was spontaneous, forceful and, with rare consistency, critical. One could not avoid the conclusion that the quick easy dollar wrung from captive audiences is, in the long run, at too dear a cost.

But there are further implications. We may be at the threshold of an extensive development. Only a small portion of the actual and potential broadcasts come from radio. My industry friends agree that conceivably these captive operations may move into every salient point where masses of people must gather or pass. Routinized, the job can be done simply and at small expense. Once so developed, what is going to happen to the local advertising of the radio stations? It may well be shortsighted when broadcast stations contribute to a service which, changed and expanded, may turn to devour.

I submit for mature reflection the proposition that in its own intellectual self-interest the industry should stick to the free and competitive system which has nurtured its growth. This better becomes the mightiest of the free services to the greatest of all free peoples.

BAKING STORY

Continental Officials on CBS

TWO RADIO advertisers portrayed themselves in *The Rising Wonder* a full hour special broadcast marking the 25th anniversary of the Continental Baking Co., presented on CBS Dec. 30. The two executives were Lee Marshall, chairman of the board of Continental and Ray Stritzinger, president of the firm.

In addition to the executives, the program starred Mark Stevens as narrator of the Continental story. The script was prepared by Robert Lewis Shayon.

The Baking Co. regularly sponsors *Grand Slam* Monday through Friday, 11:30-12 noon on CBS. Ted Bates Inc., New York, is the agency.

RMA CONFERENCE

Committee Meets Jan. 18-19

INDUSTRIAL relations problems in the radio and television industry will be discussed at a conference to be held Jan. 18-19 at the Statler Hotel, New York, by the Industrial Relations Committee of Radio Mfrs. Assn.

Titled "The Search for Security," the conference is being arranged by a subcommittee headed by Harvey T. Stephens, International Resistance Co. Informal discussions and talks will be taken up on a workshop basis, covering such topics as pensions and social security programs for the industry.

Speakers will include Richard A. Lester, Princeton U.; Dr. Paul R. Beall, Penn State; Gerry E. Morse, Sylvania Electric Products; John D. Washburn, Sprague Electric Co.; A. F. Watters, RCA Victor Division; Godfrey P. Schmidt, New York attorney. Mr. Watters will discuss personnel problems as they relate to the economic future of the radio and television industry.

ACTIVE in radio for more than a decade, James Lawrence Fly is a partner in the New York law firm of Fly, Fitts & Shuebruk. He became FCC Chairman Sept. 1, 1939, serving five years. Prior to that time he had been general counsel of the Tennessee Valley Authority. The "captive audience" problem has been subject to public hearings in Washington, where transit radio was given official approval. In New York, Grand Central Terminal stopped its service after a trial period.



Mr. Fly

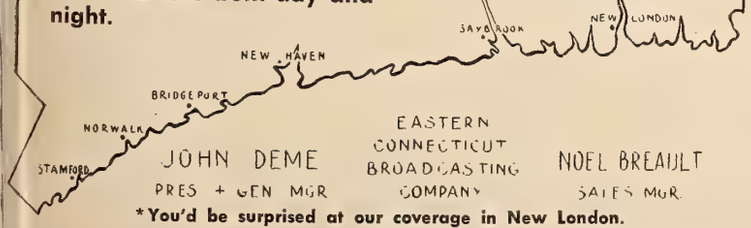
Canada Marine Meet

FCC COMRS. E. M. Webster and George E. Sterling, accompanied by two top staff executives, will attend the annual meeting of the Canadian Dominion Marine Assn. Jan. 17-19 at the Seigniory Club, Quebec. Staff executives who will attend are William N. Krebs, assistant chief engineer in charge of the Marine Radio & Safety Division, and A. L. McIntosh, chief of the Frequency Allocation & Treaty Division. Discussions will center on common problems and objectives of the U. S. and Canada in the Great Lakes regions.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC 250 W
NORWICH



JOHN DEME
PRES + GEN MGR

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR

*You'd be surprised at our coverage in New London.

First In Every Way

WSJS

Dominates Winston-Salem!

(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

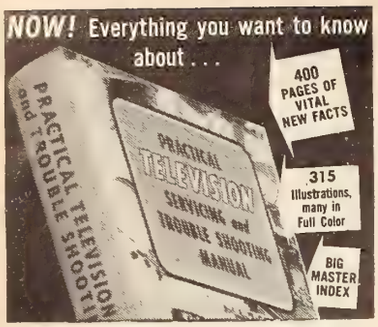
Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network

Your FIRST and BEST Buy!

Affiliated with NBC

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.



New! Illustrated! Authoritative!
Includes COLOR TELEVISION

Just off the press; a GOLD MINE OF INFORMATION about television servicing and trouble-shooting, fully illustrated, clearly explained. Includes UHF, Color TV, new adapters, converters and practical applications. Shows you step-by-step, how to repair, adjust, align, service all makes . . . how to locate and correct troubles in a hurry. Edited by COYNE television experts. Easy-to-follow instructions. The perfect reference book and practical working guide for radio and TV servicemen and retailers, broadcasters, instructors, students, industrial libraries . . . for **everyone** interested in keeping up with modern television. At your book dealer or get your copy today on 7-Day Trial Offer.

SEND NO MONEY
INSPECT 7 DAYS AT OUR RISK

Send no money. Just fill out handy coupon below. Pay postman only $4.25 plus C.O.D. postage. After 7 full days, you must be satisfied or return for prompt refund. No risk! Mail coupon TODAY!

ORDER TODAY—TRIAL OFFER COUPON

Educational Book Publishing Division
COYNE ELECTRICAL & RADIO SCHOOL
500 S. Paulina St., Dept. 10-E5
Chicago 12, Ill.

YES! Rush PRACTICAL TELEVISION Manual on trial offer. I will pay postman $4.25 plus postage. Book may be returned in 7 days for prompt refund.

Name .....
Address .....
City .....**Zone** ....**State** .....

( ) I am enclosing $4.25. You pay postage. Same Money-Back Guarantee.

December 30 Applications . . .

ACCEPTED FOR FILING

AM—900 kc

Richard O'Connor, Saratoga Springs, N. Y.—CP new AM station 900 kc 250 w D AMENDED to request change of name from Richard O'Connor to SPA Bcstrs. Inc.

AM—1480 kc

KIEM Eureka, Calif.—CP change from 1480 kc 1 kw unl. to 1480 kc 5 kw unl. DA-DN.

License Renewals

Request for license renewals AM stations: WINX Washington, D. C.; WHAT Philadelphia; WTEL Philadelphia; KWLM Willmar, Minn.; KIHN Hugo, Okla.; KVKM Monahans, Tex.

License for CP

WATM Atmore, Ala.—License to cover CP new AM station.

Modification of License

WOR New York—Mod. license to change name from Bamberger Bcstg. Service to General Teleradio Inc., effective Jan. 1, 1950.

Modification of CP

Mod. CP new AM station for extension of completion date: WEBS Oak Park, Ill.; WOPT Scriba, N. Y.; WPAW Pawtucket, R. I.

KAST Astoria, Ore.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WHMA-FM Anniston, Ala.; WRGA-FM Rome, Ga.; WLAV-FM Grand Rapids, Mich.; WBBB-FM Burlington, N. C.; WTRT Toledo, Ohio; KISS San Antonio; WMVA-FM Martinsville, Va.; WVVW-FM Fairmont.

License Renewal

Request for license renewal new FM station: WQAM-FM Miami, Fla.; WMCP Baltimore; WMRC Greenville, S. C.

Modification of License

WOR-FM New York—Mod. license FM station to change name to General Teleradio Inc.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WAFM-TV Birmingham, Ala. to 2-1-50; WOIC Washington to 7-30-50; WLAV-TV Grand Rapids, Mich. to 7-15-50; WJAC-TV Johnstown, Pa. to 4-30-50.

ACTIONS OF THE FCC

DECEMBER 30 to JANUARY 6

CP-construction permit **ant.-antenna** **cond.-conditional**
DA-directional antenna **D-day** **LS-local sunset**
ERP-effective radiated power **N-night** **mod.-modification**
STL-studio-transmitter link **aur.-aural** **trans.-transmitter**
synch. amp.-synchronous amplifier **vis.-visual** **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WOIC (TV) Washington, D. C.—Mod. CP new commercial TV station to change name from Bamberger Bcstg. Service Inc. to General Teleradio Inc.

WOR-TV New York—Same.

TENDERED FOR FILING

AM—1550 kc

KRES St. Joseph, Mo.—CP to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N.

AM—900 kc

KPLW Plainview, Tex.—CP to change from 1570 kc 250 w D to 900 kc 250 w D and change to Floydada, Tex.

January 3 Applications . . .

ACCEPTED FOR FILING

Modification of License

KBUC Corona, Calif.—Mod. license to change from DA-DN to DA-N on 1370 kc 500 w unl.

AM—1420 kc

KJCK Juuction City, Kan.—CP to change from 1570 kc to 1420 kc.

AM—1600 kc

WKNK Muskegon, Mich.—CP to change from 1600 kc 1 kw D to 1600 kc 5 kw D.

AM—1440 kc

Rev. John M. Norris, Red Lion, Pa.—CP new AM station 940 kc 1 kw D AMENDED to request 1440 kc 1 kw D.

AM—1400 kc

KNEU Provo, Utah—CP change from 1450 kc 250 w unl. to 1400 kc 250 w unl.

Modification of CP

WBNS-TV Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date to 7-1-50.

License for CP

WKY-TV Oklahoma City, Okla.—License to cover CP new commercial TV station.

APPLICATIONS RETURNED

Applications for renewal of license RETURNED—KDAN Oroville, Calif., 12-28-49; WHED Washington, N. C., 12-29-49.

January 4 Decisions . . .

By Commissioner Jones

Hico Bcstrs. Jonesville, Mich.—Petition to dismiss application without prejudice referred to full Commission.

FCC General Counsel—Granted extension of time to file exceptions to initial decision in proceeding upon applications of Massasoit Bcstg. Corp. Taunton, Mass. to 1-10-50.

George F. Haddican, Delano, Calif.—Granted extension of time to 1-27-50 to file exceptions to initial decision in proceeding.

FCC General Counsel—Granted extension of time to 2-14-50 to file exceptions to initial decision in proceeding re applications of Kansas City Bcstg. Co. Inc., Kansas City, Mo.

Sandusky Newspapers Inc. Sandusky, Ohio—Granted continued hearing from 1-23-50 to 3-23-50 in this proceeding.

Teletronics Inc., Waycross, Ga.—Denied request for broadening of order granting leave to T. W. Scott, et al. d/b as Waycross Bcstg. Co. to take depositions; granted in so far as it requests date to commence taking of these depositions be changed to 1-7-50.

Missouri Basin Bcstg. Co., Minot, N. D.—Granted motion to take depositions.

Walker Newspapers Inc., Fremont, Neb.—Granted motion to take depositions.

Binghamton Bcstrs Inc., Binghamton, N. Y.—Granted request for leave to amend application so as to revise DA array proposed for nighttime operation.

Pilgrim Bcstg. Co., Boston, Mass.—Granted extension of time to 1-9-50 to file reply to exceptions to the initial decision in proceeding.

Tul'e Bcstg. Co., Tulia, Tex.—Granted continued hearing in proceeding from 1-4-50 to 2-9-50 in Washington D. C. (By Elizabeth Smith).

WWHG Hornell, N. Y.—Waived four day rule and granted leave to amend application to request 1330 kc in lieu of 1420 kc (thereby removing the existing conflict with application of WLEA Hornell); application of WWHG as amended, and application of WLEA are removed from hearing docket. (By J. Fred Johnson).

WISE Asheville, N. C.—Granted leave to amend application so as to supplement its engineering statement attached thereto by incorporating certain field intensity measurements, an

(Continued on page 67)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
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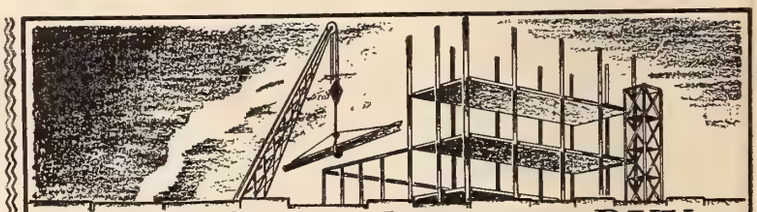
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IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
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Labs: Great Notch, N. J.

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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
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WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
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CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 8-6108

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319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
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ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

*Member AFCCE**

Open Mike

(Continued from page 38)

In the particular case, Judge Conger did hold the defamation to be slander *per se*, and hence within the exception to the rule requiring proof of special damage, but that charge and had nothing to do with was because of the nature of the its having been televised.

Of course, the case had nothing to do with political broadcasts either.

The courts have not held that radio is exempt from state law insofar as liability for defamation is concerned. A dozen states have passed legislation in this field. Whether Congress could constitutionally legislate on the matter of defamation by radio or television is not clear.

John W. Willis
Fischer, Willis & Panzer
Dupont Circle Bldg.
Washington

[EDITOR'S NOTE: Our attorneys tell us that Barrister Willis is probably right. Our purpose was not to argue the laws of slander and libel, but rather to point up the need for uniform legislation which would safeguard the broadcaster and telecaster. Whether Congress can constitutionally legislate in this field ultimately must be determined by Congress and the Supreme Court.]

* * *

Doodle Contest

EDITOR, BROADCASTING:

. . . . The idea occurred to us that there are many exceptional doodlers in this vast radio field. So,



The winning "doodle" in a contest conducted by WEOA.

why not give these frustrated "Dalis" a chance to compete in what could be a very enjoyable contest. . . .

Elliot Warren
Promotion Director
WEOA Evansville, Ind.

Editorial Gets Hay

EDITOR, BROADCASTING:

. . . Editorializing has its hazards. One morning recently I said on my observations on the news that to my knowledge our paid County Fire Department had not saved so much as a bale of hay in its costly three years of existence.

The county department provides a dozen political jobs for patron-



Mr. Oberlin and his bale of hay.

age, and has been embroiled with volunteer fire departments of Jefferson County since it was established. The volunteers have proven efficient enough, as a matter of fact, to win fire insurance rate reductions. Pretty sizable ones.

So, the next day at noon there was delivered to my office a bale of hay with this note attached:

"This is the bale of hay you said the County Fire Department didn't save. And there is still more for you. You can use this hay to feed that bull you put on the radio every morning."

It was signed, "Mr. Tax Payer's (sic.)"

After discussing the care and feeding of ether wave bulls with Farm Coordinator Frank Cooley the following morning, the hay was put out to pasture.

Richard Oberlin
News Director
WHAS Louisville

* * *

TV's 'Hurting' Power

EDITOR, BROADCASTING:

Television hurts AM.
Television hurts FM.
Television hurts movies.
Television hurts legitimate theatres.
Television hurts baseball.
Television hurts football.
Television hurts basketball.
Television hurts wrestling.
Television hurts boxing.
Television hurts the family dinner.
Television hurts the pocket-book.
Television hurts the eyes (and sometimes the ears).

And now television hurts the trolley car business! (local transport company cites television as reason for decreased patronage and losses in seeking to increase rates!). . . .

Why in blazes do you and Arthur Godfrey persist in promoting television? You're driving the country to the dogs faster than the Commies.

H. Charles Kaetel
Chief Engineer
WAUX Waukesha, Wis.

GDYNIA LINES

Justice Replies to O'Conor

REQUEST of a Congressional subcommittee that the Justice Dept. investigate radio propaganda activities of the Gdynia America Shipping Lines drew a mildly responsive reply from a high department official Dec. 29.

Peyton Ford, assistant to the Attorney General, wrote Sen. Herbert R. O'Conor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that the shipping line and Dr. Zenon Kosidowski, who prepared and edited radio scripts for Polish programs, are registered under the Foreign Agents Registration Act. Dr. Kosidowski is an agent of the Polish research and information service.

Sen. O'Conor's group charged that the line has used facilities of American stations "for the purpose of engaging in Communist propaganda . . . far beyond the scope of legitimate business enterprise" and called on Justice Dept. and FCC to probe its activities. Programs were aired on WHBI Newark, N. J., and WEDC Chicago [BROADCASTING, Dec. 26, 1949]. No reply has been received from FCC, spokesmen said. Meanwhile WHBI has dropped the broadcasts.

The Justice Dept. made no mention of initiating a probe, and pointed out that registration statements and exhibits are recorded in the public file. Included is a detailed statement on the shipline's activities and descriptions of the broadcasts, it added.

FORMERLY heard on WJR Detroit for period of 14 years, *The Hermit's Cave* returns to station, Sunday, 10:30-11 p.m.

Telecasting Insert
Pull Out for Filing

ABERLE STORY

KELS Uses Local Sense

KELS Kelso, Wash., only eight-weeks old, was out in front with the news that 16 year-old Ruth Aberle, lost four days in a densely-wooded area, was safe. Credited with sound reasoning which won the day for KELS, is Manager Claire Banks.

Mr. Banks, already faced with problems typical to a brand new 250 w independent outlet, used some fast thinking and knowledge of the local scene to compete with the area's major newspapers and stations. He reasoned that since the long search had not brought results, the teen-age girl probably would be found away from the concentrated search area. His hunch proved to be correct when Ruth was found by ranchers 11 miles from the combed region.

Break for KELS came when the sheriff's secretary, who received the first call of the news, remembered the station's staff members who had kept in close contact. She telephoned Announcer Russ Conrad,



Don Bailey, of KELS, interviews Ruth at the hospital.

who in turn signaled Chief Engineer Johnny Holmes to put the telephone conversation on the transmitter. Later, interviews with Ruth and the ranchers were recorded. At noon the next day, the whole town turned out to hear *The Aberle Story*, half-hour show made up from highlights of the week's tapes, and picked-up by receivers in Kelso's radio shops.

SESAC Inc., New York, has recorded large number of selections by Trinity choir of St. Paul's Chapel, New York. Discs will be distributed to SESAC subscribers.

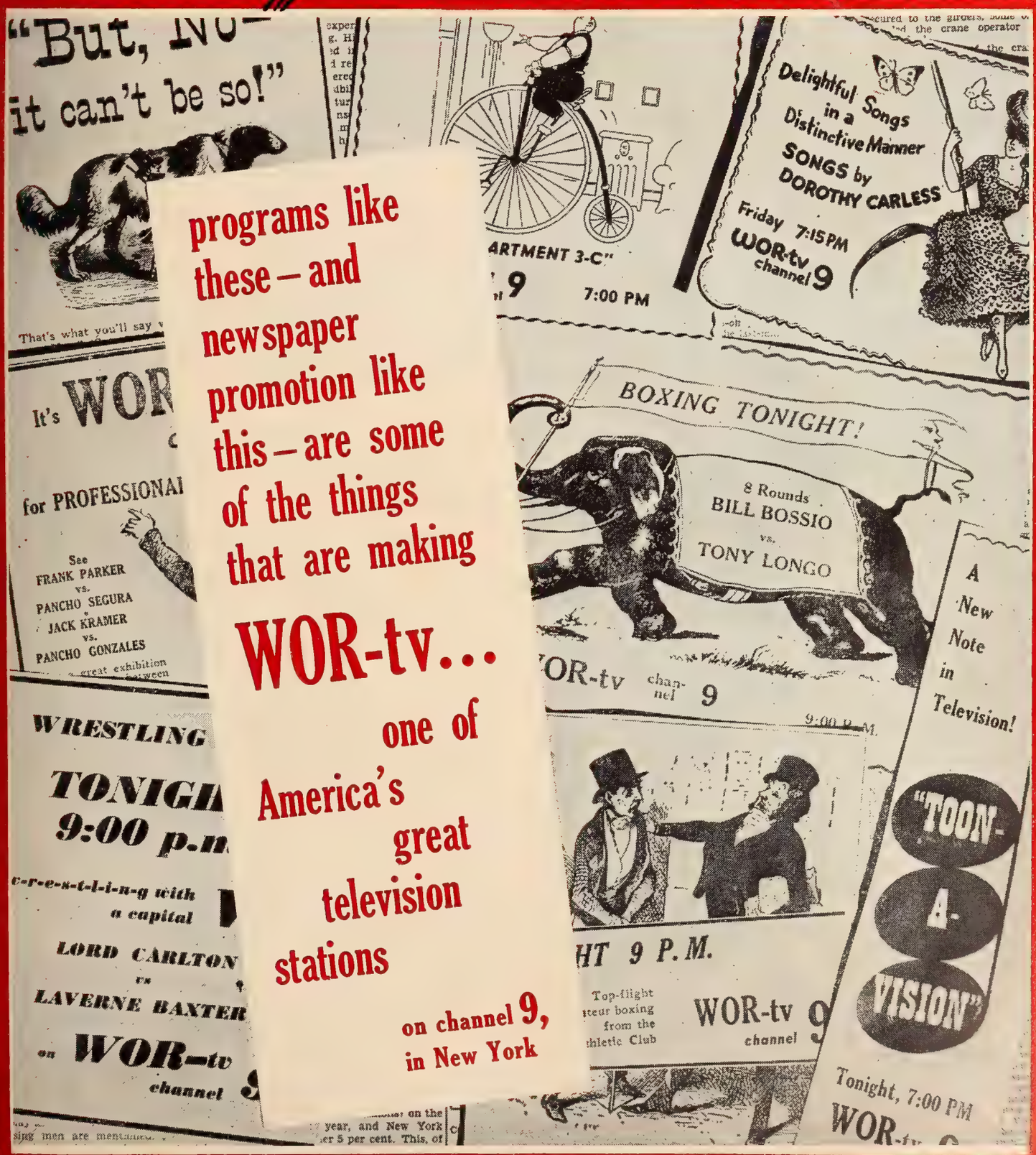
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JANUARY 9, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



What's New in Television? **Take a Look at WPTZ!**



The Story of the Popcorn that didn't pop!

YOU'VE probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal . . . they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is . . . the fact that an adjunct to the main article being sold was *so carefully watched by the viewing audience* that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

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This advertisement appears in **TELEVISION MAGAZINE**—*December, 1949 and* **BROADCASTING**—*December 26, 1949*

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TELECASTING

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JANUARY 9, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

LARSON SUCCEEDS COE

Named Manager of WPIX (TV)

G. BENNETT LARSON, vice president in charge of television at WCAU-TV Philadelphia, has been appointed manager of WPIX (TV) New York, station of the *New York Daily News*, effective Jan. 16 [CLOSED CIRCUIT, Jan. 2].

He succeeds Robert L. Coe, who resigned as vice president and station manager of WPIX last Wednesday, but who will remain with the station until Mr. Larson takes over.

A radio veteran who first entered broadcasting 23 years ago at KDYL Salt Lake City, Mr. Larson joined NBC in New York in 1929 as a producer and director, handling such outstanding programs as *Texaco Theatre* with Ed Wynn, *Fleischman Hour* with Rudy Vallee and *Chase and Sanborn Hour* with Eddie Cantor.

With Agencies

From 1934 to 1942 Mr. Larson served with the radio departments of Joseph Katz Co., Ruthrauff & Ryan and Young & Rubicam as director and producer. At Y & R he supervised daytime programs. With the advent of television, he experimented in this new medium by putting some of his radio shows before the camera.

In 1942 Mr. Larson became general manager and part owner of WWDC Washington, staying there until 1945 when he was appointed general manager of WPEN Philadelphia, when it was acquired by the *Bulletin*. Two years later, he became vice president of WCAU-TV, which the *Bulletin* had purchased.

Mr. Coe joined WPIX on Jan. 2, 1948, directing the design and construction of the new station, which went on the air June 15 that year. He developed the present organization of WPIX and had supervised its operation since its inception. Before coming to WPIX, Mr. Coe had been for 23 years with the broadcasting stations of the *St. Louis Post-Dispatch*, except for the war period when he served with the Army Air Forces. At the time of his resignation to join WPIX, he was director of technical operations of KSD-AM-FM-TV.



Mr. COE

* * *



Mr. LARSON

* * *

In announcing Mr. Coe's resignation, F. M. Flynn, president of WPIX and of the *New York Daily News*, said:

"Bob Coe performed near miracles in putting WPIX on the air on schedule. He and his staff have done amazing things in guiding the station through its early days, handicapped in many ways and confronted with the toughest competition in the country.

"Coe's decision to leave WPIX is a matter of personal regret to me," Mr. Flynn added. "All of us here are confident he will make further records in television. We wish him the very best."

Mr. Coe said:

"As a local non-network televi-

(Continued on Telecasting 12)

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VANDA

Named TV Department Director Of WCAU-TV Philadelphia

CHARLES VANDA, one of Hollywood's leading radio directors and producers, last Friday was named director of the television department of WCAU-TV, effective Jan. 16, by Donald W. Thornburgh, president of the *Philadelphia Bulletin* stations.



Mr. Vanda

Mr. Vanda was named to succeed G. Bennett Larson, who on Jan. 16 becomes general manager of WPIX (TV), *New York Daily News* station. The appointment brings about an East Coast reunion of two former CBS executives. Mr. Vanda for eight years served as CBS western division program director under Mr. Thornburgh, who resigned last May as vice president in charge of CBS West Coast activities to become WCAU president last Aug. 1.

Since October, Mr. Vanda has served as TV program counsellor for WCAU-TV. Prior to the war, he was responsible for production for many CBS West Coast originations. Among the shows he produced were: *Stars Over Hollywood, I Was There, They Lived Forever, Theatre of Romance* and Louella Parsons Hollywood premier. During the war he served with the Army Intelligence and was released as a lieutenant colonel.

He was awarded the Order of the British Empire and the African Star by the British government and the Legion of Merit by the U. S. government. He served as chairman of the Four-Network Radio Committee during the war and was co-producer of the *This Is the War* series and was co-author of the Armed Forces Radio service plan. Afterwards he did freelance production in Hollywood including a number of features for ABC.

Since leaving CBS he has produced the Victor Borgia, Benny Goodman show, *Abbott and Costello, The Saint, Man Called X, Corliss Archer* and others.

Before joining WCAU last fall, Mr. Vanda had returned east to develop and sell TV programs.

KTLA CONTROL

Transfer Bid Tendered

TRANSFER of control of KTLA (TV) Hollywood from Paramount Pictures Inc. to New Pictures Corp., Paramount Pictures successor under court-ordered reorganization, is sought in an application tendered for filing at FCC last week. Earlier requests had been filed for disposal of other Paramount station interests, WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, Jan. 2].

Under the Paramount reorganization plan, required by the antitrust decree of the U. S. District Court for the Southern District of New York, the theatre-operating activities of Paramount Pictures are to be placed under a new firm called United Paramount Theatres Inc., with the picture-production and distribution activities going to New Pictures Corp.

WBKB and WSMB-AM-FM are proposed to be transferred to United Paramount Theatres, while KTLA, under permit to Paramount Television Productions Inc., a subsidiary of Paramount Pictures, would be transferred to New Pictures Corp. Paramount's 29% interest in Allen B. DuMont Labs. likewise would follow KTLA into New Pictures Corp.

Principal officers of New Pictures Corp. were reported to FCC as: Barney Balaban, president; Y. Frank Freeman, vice president; Stanton Griffis, chairman of executive committee; Austin C. Keough, vice president and secretary; Fred Mohrhardt, treasurer; Paul Raibourn, vice president; Adolph Zukor, chairman of the board; Harry Ginsberg, vice president.

Telefile:

CREATIVE PROGRAMMING HIGHLIGHTS WNBQ (TV) SUCCESS



CUSTOM-TAILORED programming has limelighted WNBQ (TV) Chicago nationally in a single year of operation. Fourth TV outlet in Chicago, and fourth in NBC's O&O chain, WNBQ celebrated its first birthday Jan. 7.

Among several glowing candles on its TV cake, one appears to be brightest—the recent sale of the Chicago-created *Garroway at Large* network show to Congoleum-Nairn Inc. for a reported $5,000 weekly. As prime example of the program theories evolved by WNBQ's top personnel, the show has consistently won plaudits of expert as well as uninitiated—but it remained sustaining eight months. Proof is now in the taste as well as the looks of the pudding.

During its first year, WNBQ has telecast local and network shows made-to-order for the type of talent available in Chicago. Initial goals set up by Central Division Vice President I. E. Showerman (also manager of WNBQ and WMAQ-AM), TV Operations Director Jules Herbuveaux and Program Manager Ted Mills were: (1) attain quality in everything, down to station breaks, and (2) put Chicago on the map. Two NBC Chicago shows, *Garroway at Large* and *Kukla, Fran & Ollie*, have re-converted hordes of pallbearers who thought they buried Chicago as a broadcasting center years ago.

Means to these ambitious ends were set by Mr. Herbuveaux, a veteran showman, who insists on teamwork backed up by responsibility of all his staff. The staff, in turn, is given complete authority, so that responsibility is more practice and than theory.

Mr. Herbuveaux studied engineering, then switched to music and led his first Chicago dance band in 1921. He broadcast shows, recorded songs and played the first network program out of Chicago—NBC's *National Farm and Home Hour*. Producer of vaudeville and stage shows, he organized the Central Division music staff for NBC, produced radio shows there from 1933 until 1938, and worked as division program manager until 1948.

His kinship with talent, in addition to his management experience, was the background for his original ideas on TV when he took over as chief of video operations. Because he had hired and developed personalities like Dave Rose, Benny Goodman, Garry Moore and Johnny Johnston, the step to TV and encouragement of video talent such as Dave Garroway was natural.

* * *

HIS concept of television—and it weaves throughout all WNBQ programming activities—is that (1) no artist or anyone with a creative mind can be encumbered with business worries, and (2) TV is a new field, and persons need to be given a full scope for creative work.

"We want no imitation of anything. We're in Chicago, and Chicago is different from any other place," he says. "We still have to and want to use talent on hand, which is excellent but very limited. We started building original shows without big names and big budgets, building typically Chicago shows designed for one medium—television."

Mr. Herbuveaux, in a business where professionals admit confusion, confesses "I am unconfused. TV is the most honest thing in the world, and there's no fakery in it. Be honest, put on a good show and the camera will take care of the rest."

The simplicity of his formula belies hard work that goes into 16½ hours of live programming weekly, of which eight are network feeds.

A natural approach, with a show constructed around talent rather than vice versa, is followed by Ted Mills. Named program manager four months before the station began operations, Mr. Mills realized even then that, to compete with New York, WNBQ had to develop talented non-name stars, with emphasis on originality, creativity and skill, and concentrate equally on behind-the-camera techniques and personnel. He is a former Army movie producer and TV producer at NBC New York.

A devotee of practical experimentalism, he created both the Garroway show and *Crisis*, a half-hour weekly "true confession" situation with professionals enacting roles from case histories related by laymen.

Other network shows originating in Chicago are *Kukla, Fran & Ollie* (Sealtest Ice Cream, RCA Victor), *Quiz Kids* (Miles Labs.), *Wayne King Show* (Standard Oil of Ind.), *Studs' Place, Chicago Jazz, Cactus Jim* (participation) and *Portrait of America*. The last, which has been on the air only a month, is a weekly half-hour remote documentary of a family at home, with film clips added for variety. It is produced by Ben Park, who has been cited nationally for his other documentaries, *Report Uncensored* and *It's Your Life*, both Chicago AM originations.

WNBQ telecasts Monday through Friday from 5 to 11 p.m., Saturday from 6:30 to 9:30 p.m. and Sunday from 3:30 to 9:30 p.m., totalling about 40½ hours weekly. This does not include Projectall, which shows news pictures and bulletins, time and weather and a standing advertiser's message for about five hours weekly.

* * *

SPECIFIC programming rules set before the station began fulltime commercial operations are still in effect—"No show can have drapery backgrounds, because interesting sets are no more expensive; every show must have a design; never stage a scene in a living room unless it is in a dramatic program; light must be plotted for every show; cameras must work for us instead of just recording what they see, as they are creative instead of reportorial; cameramen are encouraged to get their own shots." These are day-to-day rules for Mr. Mills and his staff.

* * *



MANAGEMENT-LEVEL men at NBC's Central Division include (l to r) Paul McCluer, chief of AM network sales who headed the TV sales staff also until six weeks ago; Division Vice President I. E. (Chick) Showerman, who works as general manager of WNBQ (TV) and WMAQ (AM), and Eugene Hoge, recently named head of TV network sales. John McPartlin heads the local TV sales staff.

The first live programming produced by WNBQ was a heavy stint by Newsmen Clifton Utley and Jim Hurlbut Nov. 2, 1948, when President Truman was elected. The men gave five-minute news summaries every half-hour for 10 hours and 27 minutes on the six-station Midwestern network. Bill Ray, chief of the news and special events staff, directed the entire telecast.

WNBQ's history dates back to June 1947 when call letters of WNBY were tentatively assigned by the FCC. At the same time the network leased for 10 years three floors of the Civic Opera Bldg., half-mile away from its Merchandise Mart headquarters, for FM and TV transmitting equipment. In September 1947 the station strung an insulated cable link for intracity TV between the Mart and the central terminal of the Illinois Bell Telephone Co. The cable, first to be installed by a Chicago video station, also is used for audio program transmission. It contains 12 video and 186 audio circuits.

In March 1948 the call letters were changed to WNBQ because of WNBY's phonetic similarity to WMBI (AM), Chicago's Moody Bible Institute station. Call letters WNBQ had been assigned years previously to the NBC Chicago engineering department for its 25 w relay transmitter. FCC granted a switch, and the station became WNBQ, retaining the definitive letters of NB held by NBC O&O TV stations. The new call also was favored because of the similarity to WMAQ, its AM sister.

WNBQ test pattern was put on the air experimentally Sept. 10, 1948, and 10 days later the station participated in the three-hour opening of NBC's Midwest network with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit,

WTMJ-TV Milwaukee and KSD-TV St. Louis. Even though it operated experimentally, the station was granted FCC permission to carry three World Series games from Cleveland Oct. 8, 9 and 10, 1948. Reception reports were received from Green Bay and Neenah, Wis., 190 and 170 miles north.

In December 1948 WNBQ was carrying about four hours of programming weekly. Two remotes telecast were the International Livestock Exposition and Horse Show from the International Amphitheatre and the annual *Sun-Times* Harvest Moon Festival, a variety show from the Chicago Stadium.

Regular programming began Jan. 9, 1949. Fifteen hours were telecast the first week starting at 3:50 p.m. daily, Sunday through Friday. When the cable opened Jan. 12, the station began carrying eastern originations. On Jan. 12, also, it demonstrated use of the split-screen technique for the first time in Chicago at a Radio Management Club luncheon. NBC in New York and Washington collaborated on a news show from both points. On Jan. 16 the schedule was expanded to 20 hours weekly, Sunday through Friday, and on Feb. 28 the station began signing on at 4:30 p.m. daily.

After one remote telecast of the consecration of three Roman Catholic bishops from Holy Name Cathedral, the station and network received more than 5,000 cards and letters of commendation.

Saturday programming was added in March, increasing air time to 35 hours weekly, seven days a week. In March also, telecast of the International Kennel Club Dog Show from the International Amphitheatre was sponsored by the Ken-L-Ration Division of Quaker Oats.

In May 1949 programming time was upped to about 40 hours per week, with four hours of transmission Saturday and Sunday and until 10:50 p.m. weekdays. A daily hour of Projectall newscasts was signed last May, from 3:30 to 4 p.m., Monday through Friday, and another hour of afternoon programming was added in September. On Dec. 1 the schedule called for 41 hours weekly: Sunday, 3:30 to 9:35 p.m.; Monday and Friday, 2:45 to 11 p.m.; Tuesday, Wednesday and Thursday, 3:15 to 11 p.m., and Saturday, 6:30 to 9:30 p.m.

* * *

THE most farsighted planning in the station's history, however, took place back in 1929 when there was barely a Central Division. At that time, with network studios under construction in the Merchandise Mart, a few NBC technicians decided TV would be coming along one day. They wired a major studio with heavy-duty cables and provided outlets for TV lights. It took 20 years for fulfillment, but both installations are being used now.

Last January when the station was still experimenting with new show ideas, program personnel originated what is thought to be the first network daytime TV serial, *These Are My Children*. Written by Irna Phillips, the show was staged daily, five times weekly. Never sponsored, it was finally dropped in March when Mr. Showerman learned American Telephone and Telegraph was cancelling all east-bound TV shows before 6 p.m. because of long-distance cable requirements.

It was also in March that program staffers started telecasting experiments in children's dramatic education from suburban Evanston, 15 miles north along the lake. Erection of a microwave tower atop a school enabled transmission of a weekly half-hour series in which a teacher outlined a story theme with children then acting it out. The format, similar to the adult *Crisis* now on the network, called for interpretation, with a maximum of imagination and a minimum of props and costumes.

* * *

TOPS among local shows which have been developed are *Clifton Utley's News Commentary*, five nights weekly, 10:10-10:25 p.m.; *The Weatherman* with Clinton Youle (Ceresota Flour), 10 to 10:10 p.m., five times weekly; *But Not Forgotten* with Pianist Herbie Mintz (participation), 10:30-10:45 p.m., five weekly; *Lincoln Park Zoo* with Zoo Director R. Marlin Perkins and Jim Hurlbut, Sunday, 6-6:30 p.m.; *Walt's Workshop* with Walt Durbahn (Edward Hines Lumber Co.), Friday, 7:30-8 p.m.; *The Pet Shop* with Gail Compton (Evanger Kennel Foods), Tuesday, 5:30-6 p.m.

Why TV sponsorship comes so high is seen in the expense involved in Mr. Utley's 15-minute news show every night. An ace NBC AM commentator for many years, Mr. Utley in radio uses only two other persons to put a show on the air—an announcer and an engineer. For his TV stint, which involves use of charts, graphs, pictures and innumerable other visual aids, he needs a staff of 18 persons. In addition to himself, there are a director, script girl, technical director, audio engineer, video engineer, artist, research man, three cameramen, dolly pusher, boom mike man, sound effects and turntable man, two stage hands, floor director and electrician.

Lincoln Park Zoo, a sustainer, is telecast from the zoo on the Near North Side each Sunday. "Phenomenal" response, in the opinion of Promotion Director Harold A. Smith, was tabbed last month after a one-time mention on the Dec. 4 show. Viewers were asked to identify correctly five of 15 animals telecast. In exchange, they would get an autographed picture of Bushman, 550-pound gorilla who daily consumes 22 pounds of fresh vegetables and vitamin pills before

(Continued on Telecasting 14)



PROGRAM MANAGER Ted Mills, who was an Army information and education section movie producer four years and who joined NBC New York as a video producer in 1946, confers with Howard Luttgens (l), chief engineer at NBC's Central Division, and Paul Moore (r) television operations supervisor. Mr. Mills created the *Garroway at Large* network show, which was purchased recently by Congoleum-Nairn for a reported $5,000 weekly.

* * *

ONE of the few TV executives who is admittedly "unconfused" by television is Jules Herbuveaux (r), chief of TV operations at the Central Division. Known for his ability to select and develop fresh talent, he chats here with some WNBQ stars who appear in formats designed especially for them. They are (l to r) Singer Jack Haskell, Dave Garroway, laconic m.c. of *Garroway at Large*; Connie Russell, who sings, dances and acts, and Pianist Herbie Mintz, long-time radio star who now recalls old-time musical favorites on TV.



What Is to be the Sponsorship Pattern in TV . . . ?

Bi-Weekly vs. Weekly Placements



By BRUCE ROBERTSON

WILL TELEVISION follow radio's pattern of delivering programs—and their sponsors' commercials—to the home audience on a regular basis of same time, same station, every week or more often?



Mr. STEWART



Mr. CHALMERS



Mr. CASE

Some say yes, noting that much of radio's success as an advertising medium stems from this regular delivery of the sponsor's message to the listening public and believing that the same will be true of TV.

Others say no, pointing to the much higher costs of video programs as a deterrent to any general slavish following of the radio pattern. These individuals also cite the many statements of TV proponents as to the unequalled impact of this new medium and comment that if monthly ads in magazines have been profitable an every-other-week TV schedule should also pay off for its sponsor.

Donald W. Stewart, advertising manager of the Texas Co., whose Tuesday night TV series starring Milton Berle has for more than a year been television's most popular show, told last fall's AAAA convention that one-hour shows do not need to be seen more than twice a month.

"If your show is good, there will be no audience loss because there is a one-week lapse between shows," he declared. He noted that with such a schedule there would be more time to rehearse each program and less chance of a star, such as Berle, "burning out too soon" and that it would permit year-round broadcasting without the customary summer lay-offs.

"It will be pretty hard to justify spending as much as $75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about $1 million," he averred.

* * *

THE additional time provided for production is one of the major reasons for the present every-other-week schedule of the *Ford TV Theatre*, seen alternate Fridays, 9-10 p.m., on the CBS-TV Network. William A. Chalmers, vice president and radio-TV director of Kenyon & Eckhardt, New York, agency in charge of this program, told TELECASTING:

"The *Ford TV Theatre* proves that guessing, ad libbing and risk can be eliminated from commercial television. With the success of the *Ford Theatre*, there is no longer any excuse for slipshod production, especially in dramatic shows. For our series has shown that long range planning, careful production, fastidious attention to detail, and allotment of time to each effort, pays off in the kind of programming which makes TV an adult medium.

"Let's take a look at what's happened, in case my adjectives seem too overwhelming to prove.

"Three years ago, *Ford Theatre* was launched on a long range plan. The basis of the plan was simply to provide the best possible radio dramatic fare. Last year, after two successful seasons, it was decided that television offered the most rewarding long range possibilities in terms of impact and audience. The plan was switched to television with the same objectives in mind as originally outlined two years prior to the decision.

"That plan called for the most careful selection of properties, cast —and most importantly, production staff. Especially in television, it is our feeling that the producer and his staff must be a harmonious, skilled unit, which has the freedom to act with unimpaired authority. The chain of our TV command is not kinked with all types of supervision. The show goes on as the production staff feels it should, without interference by outside elements.

* * *

"WE felt that once a week operation would be impossible under the circumstances. It would tend to violate our ideas about the most careful preparation in presenting our shows. Here we began with a monthly presentation and now are on an every other week basis. This schedule, under our current setup, enables a potent commercial punch to be felt, as well as providing program impact upon TV viewers.

"If we were to go on a weekly program schedule, our plan would be to set up dual production units, each responsible for two shows per month. In that manner, our production values would never be hurried or strained. At this stage of TV, we believe it is impractical for one production staff to handle the manifold difficulties of a weekly hour dramatic series.

"There is no secret about our objective. We want to have the number one dramatic show on television. If planning, preparation and allowing creative talent a chance to create will do the trick, we should achieve our goal.

"Certainly, the client has shown himself to be sympathetic towards the aims which we have in common. Critics, too, have expressed themselves in emphatic terms as to the production and staging of the Ford series.

"We're pretty happy about the fact that actors on the Ford show have time before they go on to get a bite to eat, have a cigarette and relax! Not many other shows can boast of that atmosphere at rehearsal time!"

* * *

THE every-other-week formula has also been adopted by another automobile manufacturer, Chevrolet Division of General Motors, for its *Inside U.S.A. With Chevrolet*, CBS-TV, alternate Thursday, 8:30-9 p.m. Three major motives prompted the decision to adopt and maintain this schedule, according to Winslow H. Case, senior vice president of Campbell-Ewald Co., Chevrolet agency, who continued:

"If television's impact is as powerful as we believe it to be, and sponsor identification surveys on top programs have shown some amazing results, it may be wasteful to rigidly follow radio's weekly formula. Each advertising medium must develop a frequency pattern of its own.

"Production-wise, too, a musical revue as complicated as *Inside U.S.A.*, with its split-second timing and many transitions, demands two weeks of concentrated rehearsal.

"Budget, in relation to the total possible audience, is the third factor.

"One effective way to maintain audience for a particular time segment would be to alternate two top ranking shows on an every-other-week schedule. It is yet to be tried but I think this system may prove to be one of the most workable and satisfactory solutions to the frequency problem.

"Obviously, there can be no certain answer to the question of which yields a better return: every week, every other week, or even once a month. Television's philosophy is still in the formative stage. If our own research and industry studies reveal a definite and significant trend, we will move to take advantage of it."

* * *

UNWILLING to be quoted directly, TV network executives told TELECASTING that the advantages of every-other-week TV programming from the standpoint of scripts, rehearsals and production are more than offset by the difficulties of time clearance. With too few stations in most cities to provide each video network with exclusive affiliates, the networks are competing with each other and with local advertisers for station time, and a weekly show will always get

the time in favor of an every-other-week program.

Furthermore, the network executives said, when a sponsored program is on only every other week, the network is faced with providing a suitable sustainer in the alternate weeks, good enough to satisfy the stations and the advertiser, both wanting the audience maintained. This means a heavier, not a lighter burden on the network's production facilities and personnel, they pointed out.

Perhaps in the future when TV time is sold out, Mr. Case's suggestion for matching sponsors to occupy the same time period of alternative weeks can be worked out satisfactorily, but at present the TV networks greatly prefer clients who go on week after week in the radio pattern.

However, the every-other-week plan seems to be gradually gaining adherents among advertisers. Anheuser-Busch Inc. this month joins Ford and Chevrolet as CBS-TV bi-weekly sponsors when it begins sponsoring the *Ken Murray Show* on alternate Saturday, 8-9 p.m., for Budweiser beer. American Cigarette & Cigar Co. currently sponsors *Big Story*, 9:30-10 p.m., every other Friday on NBC-TV for Pall Malls, and American Tobacco Co. is negotiating with this network for a bi-weekly program starring Robert Montgomery. The Texaco program contract for weekly NBC telecasts runs through the spring, but from Mr. Stewart's comments there seems to be a good chance that come next fall Milton Berle may be an every-other-week performer.

DuMONT RAPS NBC

Scores Sat. Night Plan

CALLING for an investigation and prompt "prophylactic action" by FCC, Allen B. DuMont Labs. charged last week that NBC-TV's proposed 2½-hour Saturday night series [TELECASTING, Jan. 2] "is a manifest attempt to freeze out" competition.

DuMont, operator of the DuMont TV Network and three owned stations, accused NBC-TV of "monopolistic and unfair trade practices." It asked FCC to take "immediate interim action" to "disclose and restrain these practices pending ultimate formal action by the Commission."

FCC officials said they would ask NBC to answer the complaint, which is customary procedure in such cases, and that the Commission would then decide what action should be taken. FCC will be required to issue a formal decision, since a formal complaint is involved.

DuMont's complaint was directed primarily against NBC-TV's request to affiliates to clear 2½ hours on Saturday nights for 13 weeks starting Feb. 4, for a show to be sponsored by several advertisers.

The complain contended that the offer specifies no particular programs and contains "no provision for the right of DuMont, or of any other broadcaster accepting the offer, to reject or refuse network programs believed to be unsatisfactory or unsuitable or contrary to the public interest."

DuMont Assertion

Further, DuMont asserted, "the offer requires that any accepting television broadcasting licensee must clear the 2½-hour period for the 13 weeks completely to carry the show, regardless of established programs or existing commitments, and without regard to whether or not any portion of the time is sold by NBC."

NBC-TV would pay its affiliates at their regular half-hour network rates for five half-hours weekly (8 10:30 p.m.). The 2½-hour show would be sold to several advertisers, whose commercials would be telecast on a rotating basis. Each half-hour would contain three one-minute commercials, followed by a 30-second station break.

At least 15 affiliates must accept the program, NBC stipulated.

DuMont, which "immediately" rejected the offer, cited the "high cost" and "inadequacy" of existing network facilities and their effects upon network operations. The complaint continued:

It follows that a contract by a single network for its use at rates above normal scale, of 2½ hours of solid, preferred time on the critical Saturday night programming period, if completed with 15 or more stations, to the exclusion of any other programming during the important winter season, would disrupt and destroy comprehensive programming efforts by independent broadcasters, and unreasonably burden advertisers utilizing the service of such broadcasters.

This is "especially true," the complaint said, since the freeze has limited many cities to a single station, "thus eliminating any competitive opportunity to advertisers and networks for the viewer market in such intermediate metropolitan areas." Further, DuMont claimed, NBC has a "preferential and larger allocation of desirable time" on the intercity cable and relay facilities.

DuMont said it has developed programs "which have attracted great public interest," and that some of them are in the 2½-hour period that NBC wishes to clear. The complaint mentioned *Cavalcade of Stars* in particular, pointing out the present series ends Feb. 4 "and would be renewed as of that date."

The complaint charged that in the past DuMont has "been affected by restrictions upon potential affiliates through the block booking of programs and combination offers for standard broadcasts, frequency modulation and television network time."

Cancellations Claimed

DuMont said it "has evidence of cancellation of desirable and important programs, and the rejection by broadcasters of programs produced and distributed by DuMont Network, which were subsequently accepted at higher cost from NBC."

It said "DuMont is unable to produce written evidence of the agreements involved in the present bulk purchases of time by NBC, or of the underlying agreements for restraint of free competition for the use of the facilities of licensed broadcasters."

On the basis that "the rules of the Commission require the filing with the Commission of any such agreements," however, DuMont asked FCC to "institute an inquiry on its own motion," with the folowing procedures included:

1. The immediate issuance of an announcement expressing the Commission's disapproval of monopolistic and unfair practices in violation of the intendments of the Federal Communications Act, the Report on Chain Broadcasting, and the rules of the Commission.

2. To investigate all agreements, written, oral or implied, limiting freedom in contracting television licensees, whether implemented by written agreements, financial inducements, threat of loss of television or other broadcast opportunities, or otherwise directly or indirectly.

3. To inquire as to restrictive agreements for the supply or use of television broadcasting equipment conditioned upon the availability of television broadcast programs, talent or literary rights.

4. To determine whether extraordinary control of facilities, advertising outlets, long-term contracts for top talent, or other devices are being employed in unfair competition under the present temporary circumstances restricting the number of television stations.

5. To determine the participation of NBC and its parent company, RCA, including its licensed television or standard broadcasting stations, in practices in violation of, or designed to procure or compel violations by others of the Commissin's rules and regulations, or contrary to the public interest and the spirit and intent of the Commission's network regulations and its Report on Chain Broadcasting.

The complaint carried a copy of a telegram from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining plans for the Saturday night show and asking for acceptance. Specific programming, the telegram said, will be disclosed in mid-January.

". . . we are convinced that this is the best immediate solution to gaining new gross income for you and ourselves by attracting advertisers who cannot afford program advertising," the telegram said. "The value of this advertising

(Continued on Telecasting 13)

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Clair R. McCollough, Gen. Mgr.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS

Starch Reports on Commercial Impact

(Report 93)

ARTHUR GODFREY'S Lipton Tea commercial topped all others, with a 23 point spread between viewers and non-viewers of the commercial, according to an analysis of the Starch TV reports released last week.

Other leaders, according to the analysis by Daniel Starch & Staff, New York, include Molly Goldberg's Sanka commercial with 16 points, Ivory Soap and International Silver with 15 points.

The point spread is the number of percentage points difference between viewers and non-viewers of a commercial who originally selected the brand advertised when offered a choice from among several products.

On the "liking" score, Mr. Godfrey's Lipton commercial moved into first place ahead of *Texaco Star Theatre's* Sid Stone Hawker commercial. The latter, the report revealed, while very high, has been dropping steadily in listener popularity each month.

In a report by the television section of Advertest Research, Bulova was revealed to have achieved the highest impact rating of any TV spot in the New York area for November. The Bulova rating was 418.25.

Following it were Lucky Strike, 373.50; Hi-V, 307; Chevrolet, 302.75, and Philip Morris, 294.25, according to Advertest.

Ratings are based on a perfect score of 2,800 points as maximum impact for the week and are a weighted compilation of the number of respondents who view and can describe a spot. The sample included 1,200 persons interviewed during the week of Nov. 5-11.

In the Los Angeles area TeleQue has released another type survey on TV commercials. The research firm reported that during December the five top commercials "liked in order of their preference" were Log Cabin Bread, Texaco, Lucky Strike, Old Gold and Sunsweet Prunes.

* * *

Video News Programs Covered in Survey

NEWS PROGRAMS are viewed regularly by 73.5% of TV set owners, with three of the top four news shows cited aired between 7 and 8 p.m., according to Advertest Research.

When respondents to the Advertest survey were asked whether they would rather watch a newscaster read the news on television or hear the program on the radio, almost six times as many people said they would rather watch the television newscaster. Although a preference was shown for the greater number of stories carried on radio newscasts, respondents said they preferred the types of stories covered on television.

Radio news programs still are listened to regularly in 63.6% of the television homes in the New York area, however, Advertest found. Of the top 10 radio news programs still listened to, only one is presented after 7 p.m. and this one is at 11 p.m., according to the survey. Over 17% listen to this late program after turning off their television set.

Daily newspapers were named by over 50% of those interviewed as their principal source of news, Advertest reports. Television was named second and radio third.

For those who feel television is having a detrimental effect on education, Advertest points out that children take a major interest in video news programs. The report states that in almost 26% of the TV homes contacted, children, under 14, were regular viewers of news telecasts.

The report covered 525 homes in the New York television reception area and was made in December.

Weekly Television Summary

Based on Jan. 9, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Cir. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,225	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	4,232	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	14,125	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	955,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	12,351	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	2,505	Station
San Diego	KFMB-TV	20,100	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	WKTV	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Comm.
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 98; Sets in Use 3,565,994

* Lancaster and contiguous areas; ** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Set Failure Causes Studied by Lance

NINETY-FIVE percent of the television sets that fail do so within the first three months of installation, according to Lance Television Labs, Bronx, N. Y. Lance has released preliminary studies of a survey it is making on service calls, their causes and cures.

The service outfit handles some 1,200 calls weekly. Of its first 50 complaints serviced Dec. 9, Lance disclosed, 12 sets had been installed in December; 10 in November; nine in October; one in September; two in August; three in July, etc. Four sets had been installed in late 1948.

Eight of the complaints on poor reception were due to ignorance of operation by new owners, and four of the other sets needed new small tubes. Replacement of a picture tube is necessary in only 20 out of every 1,000 complaints, the firm disclosed, and cause of most troubles is dampness caused by moisture penetrating circuit insulation, necessitating replacement of the circuit. On one call, fingerprints were the cause of blurry reception.

Next most numerous troubles are in channel selectors, the survey revealed, or among small rectifying or oscillator tubes. Loss of value in such tubes throws reception off completely, although faulty tubes may be transferred from a video set to a radio set and perform well "perhaps for years," the company said.

Most calls are received just prior to a major sports event. Overheating and a sizzling sound, Lance pointed out, are trouble signals.

Survey completion is expected in March. Special reports of the survey, and reports at quarterly intervals thereafter containing brand-name information, will be available to TV set manufacturers in regard to their own products only.

* * *

KNBH (TV) Rates To Increase

WITH SOME 302,635 TV set owners in the Los Angeles area, KNBH (TV) Hollywood hourly rates for Class A time will be increased from $500 to $750, effective Feb. 1. Station breaks and announcements in that same class will be increased to $125 from $100.

Increases were announced by Harold J. Bock, television manager of NBC Western Network, who stated that Class B and C rates will be adjusted accordingly.

He advised that orders accepted

(Continued on Telecasting 10)

WMAR

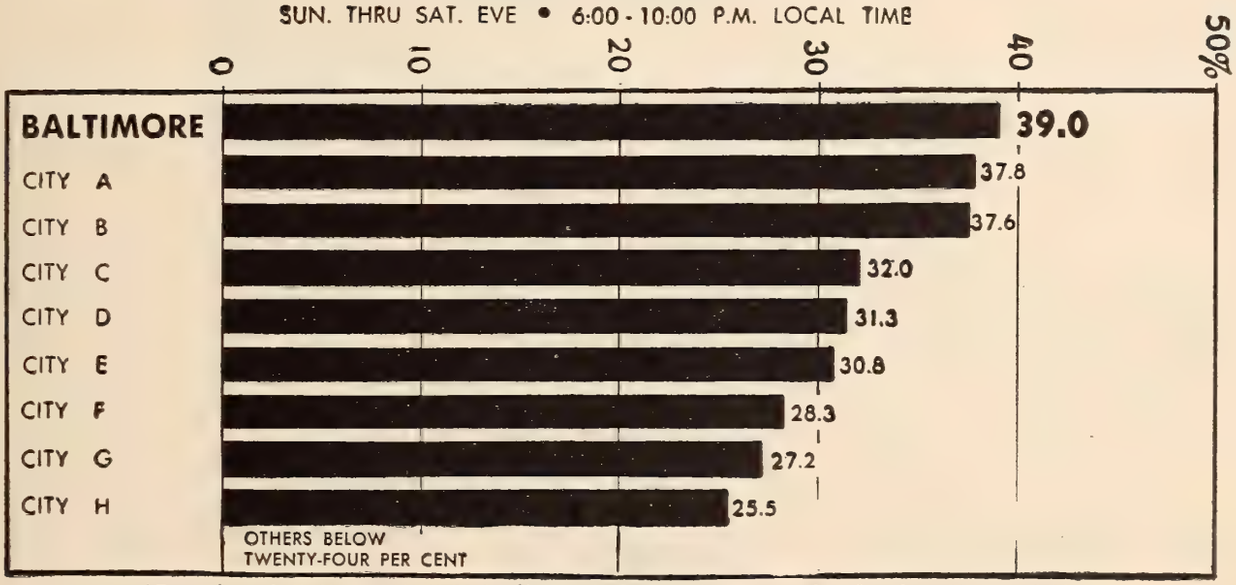
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

FOR THE 3RD TIME

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
OCTOBER—NOVEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME



*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Oct.-Nov., 1949

WMAR-TV LEADS in BALTIMORE*

WMAR-TV's share of 6-10:30 P.M. TV audience 43.1%*

IN MARYLAND MOST PEOPLE WATCH

CHANNEL-2 **WMAR-TV** BALTIMORE

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

COLOR TESTS

Fourth System Seeks Hearing

SPONSORS of the three principal systems competing in FCC's color television hearings accelerated their test operations last week, while the proponent of a fourth system sought admittance to the proceedings.

RCA, developer of one of the rival systems, disclosed simultaneously that its work on single-tube color has reached a point where it may be demonstrated to FCC within 90 days.

"We are encouraged by our progress and we believe that the demonstration will provide helpful information to the Commission," E. W. Engstrom, vice president in charge of research, RCA Labs Division, said in a progress report to the FCC.

He said the demonstration "will indicate the status of the advances we have made on the single-tube work" since RCA's color system, employing three tubes, was demonstrated last October [TELECASTING, Oct. 17, 1949].

In the meantime, CBS commenced "public" demonstrations of its own color system, which are slated to extend throughout this month in Washington and New York and subsequently in Philadelphia. RCA began transmissions in Washington last Tuesday for observations on automatic color phasing; established a receiver laboratory for test and development work in Silver Spring, Md., just outside of Washington, and planned regular color transmissions for a month starting Jan. 16. Color Television Inc., sponsor of the third color system, said it was starting regular transmissions last week in San Francisco, its "home."

Bid for recognition of a fourth color method came from Theodore A. Wetzel, of Milwaukee, who said his system was completely compatible with existing black-and-white standards and that existing sets and camera equipment could be converted at "very low cost."

Mr. Wetzel said that, in his color system, "standard tubes used for black-and-white television systems are employed"; "use of mirrors or reflecting surfaces need not be employed"; "no motion of the color filters is required, yet complete color coverage is achieved"; "only slight modification of existing camera equipment is required, and that at very low cost"; "no change whatsoever is required of the television transmitter station equipment."

System Possibilities

He told FCC that "the invention may be applied to effect a field color sequence color television, line color sequence television, or dot color sequence television, depending on initial choice." Further, he said, "receivers may be constructed to selectively receive from any one of different transmitters, each employing different styles of color sequence television transmission."

CBS, opening a month of intensive testing in Washington and New York, planned to demonstrate "every phase of television programming." In Washington, CBS color sets were installed in the homes of six of the seven FCC Commissioners, Comr. Frieda B. Hennock declining the offer. By this week the network hoped to have color receivers set up in one or more public places in Washington, to get public reaction. In all, CBS told the Commission, the network would have some 39 receivers available at the outset.

Among last week's CBS color shows was a pickup of Golden Gloves Boxing matches at Turner's Arena in Washington last Thursday night.

In Washington, CBS is using the WOIC(TV) transmitter and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be used.

RCA's test plans were outlined in a voluminous report which included a series of technical studies and papers and co- and adjacent-channel interference of monochrome and color signals; UHF television, and color operations.

Dr. Engstrom reported on work at RCA's experimental UHF television station at Bridgeport, Conn. (see story TELECASTING 12).

From Sept. 18 until Dec. 30, 1949, Dr. Engstrom reported, the RCA color system had a total of 409 hours of test operation on the air in Washington—305 hours on RCA-NBC's WNBW (TV), and 104 hours on the experimental KG2XCL, operating on 523-529 mc.

RCA is constructing a group of 20 direct-view 10-inch color receivers, the first to be ready during the week of Jan. 16 for delivery to FCC's Laurel laboratories. A second is to be available the following week for delivery to the Condon Committee, which is investigating color prospects for the Senate Interstate and Foreign Commerce Committee. Beginning the week of Jan. 30, Dr. Engstrom said additional sets should become available at the rate of two a week. Others will be built later.

Color Television Inc.'s report, submitted by President Arthur S. Matthews, said regular transmissions employing its color technique would be started during last week and continue until "such time as it becomes necessary" to move the equipment to Washington, where an official demonstration is slated Feb. 20.

He said CTI now has a 20-man staff, in addition to consultants, and that its transmitter equipment was "substantially complete" and seven color receivers were "in the process of completion."

He pointed out that CTI is experiencing difficulty in getting sufficient tri-color tubes. DuMont Labs, he said, has furnished a few; their workmanship is good, he reported, but difficulties are encountered due to large spot size, which affects definition and resolution.

Telestatus

(Continued from Telecasting 8)

prior to that date will be protected for six months from the effective date of the rate changes, provided there is no lapse in schedule.

* * *

New Rate Protection Policy for WICU (TV)

A NEW policy of rate protection for advertisers has been announced by WICU (TV) Erie, Pa. Effective Jan. 1, the station now is giving six months' protection from the date an increase goes into effect. According to Roger S. Underhill, station manager, the station formerly gave protection for six months from the date of the first telecast.

* * *

Top Pulse Programs In Six Cities Announced

FIRST PLACE honors for December in each of the six cities in which The Pulse Inc., New York, conducts TV audience research, went to the following shows:

	Program Average Rating Dec.	Nov.
New York—Texaco Star Theatre	76.3	72.4
Chicago—Godfrey & Friends	46.2	44.3
Philadelphia—Texaco Star Theatre	58.3	59.7
Washington—Texaco Star Theatre	50.9	47.8
Cincinnati—Texaco Star Theatre	44.3	51.0
Los Angeles—Texaco Star Theatre	31.0	32.4

* * *

Nielsen Reports For New York

TOP program in the Nielsen TV rating for the New York area was *Texaco Star Theatre,* according to the cross-section survey conducted by the firm in the four-week period ending Dec. 10. Follow-up was *Toast of the Town,* A. C. Nielsen Co. reported. Complete box score:

Rank	Program	(Number of Telecasts)	Nielsen-TV Rating Homes %	Homes (000)	% of TV Homes Using (At Telecast Time) TV %	Radio %
1.	Texaco Star Theatre	(4)	80.0	712	85.1	5.0
2.	Talent Scouts	(4)	59.1	526	78.1	8.7
3.	Toast of Town	(4)	56.5	503	79.0	8.9
4.	Lights Out	(4)	49.7	442	82.7	5.7
5.	The Goldbergs	(4)	48.5	432	81.1	5.4
6.	Studio One	(4)	45.0	401	69.0	5.5
7.	Suspense	(4)	44.3	394	78.3	3.3
8.	Philco TV Playhouse	(4)	43.9	391	75.9	6.2
9.	Godfrey & Friends	(4)	41.7	371	69.2	5.3
10.	Ford Theatre	(2)	38.3	341	70.7	6.8

AIR CREDITS

Hagedorn Claims Agency Right in Xmas Show

SCREEN credit on television shows should be given to the agency when it deserves it, Horace Hagedorn, vice president of Kieswetter, Wetterau & Baker Inc., New York, told BROADCASTING last week.

He revealed that the agency at the suggestion of its client, Abraham & Straus, Brooklyn department store, asked for credit on its two-hour long Christmas show but was turned down by WNBT (TV) New York, carrying the program. However, Mr. Hagedorn stated that the agency plans to ask for screen credit next year on the same program and on any other TV show for other clients during the year, "whenever it deserves it."



Mr. Hagedorn

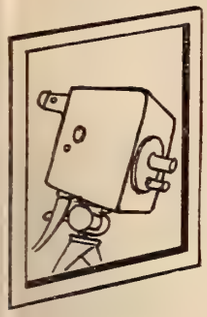
A WNBT spokesman told BROADCASTING that one of the reasons for rejecting the idea of a screen credit for the agency was that the show was produced by WNBT.

Mr. Hagedorn emphasized that the agency or any other agency for that matter deserves a credit when it has taken an active hand in production and overall activity on the show.

Cites Christmas Show

As for the recent Christmas show for Abraham & Straus, he said that the agency conceived the show for the department store at a cost of $20,000. He explained that the agency's recommended policy for the department store was to use television for holiday shows instead of parades. For example, he pointed out that the annual Macy parade on Thanksgiving Day cost approximately $150,000 with a potential audience of two and a half million "while a two-hour long television show done with real warmth costing one tenth of that amount within a two or three year period would also attract a potential audience of two and a half million."

"We plan to produce the two-hour long television show for Abraham & Straus as a traditional event every year," Mr. Hagedorn said. "We also plan to ask for agency credit," he concluded.



Reel Takes

HARRY WAYNE McMAHAN

IT takes a lot of courage and fortitude to succeed in the fast-moving television industry and these traits are the heritage of Harry Wayne McMahan. As a country doctor, his father had the courage to accept the post of local medico in a Texas border town where his predecessor had been killed.

Today, the hardy McMahan offspring heads Five Star Productions in Hollywood, producer of theatrical and television films.

The firm's clients include Coca-Cola, Dr. Pepper, Ford, Halliburton Luggage, Log Cabin Bread, May Co., Powerhouse Candy, Philco Dealers, Sunkist, Whitman's Sampler (candy), among others. All told, it is estimated that Five Star currently possesses about 40% of the regional TV film spot clients buying time on Los Angeles stations.



Mr. McMAHAN

Reporter, editor, agency man, radio producer-writer, publicist and film writer-producer, Harry has led a full life since April 25, 1909, when he was born in Earl Park, Ind. At the age of four he moved to Chicago with his family and a year later the McMahans headed for South Texas, where the elder McMahan hung out his shingle in Mineral, Tex. In 1924 the family moved again—this time to Beeville, also in the big state.

Formal schooling and work were intermingled through most of Harry's career with the result that at 16 he already had progressed from the backshop through reporting to city editor of the *Beeville Picayune*. At 17 he left newspapering to head publicity and advertising for a nine theatre circuit. By 1929 he was called to Dallas to serve as publicity-advertising manager of one of the Publix Circuit theatres there.

* * *

Forsaking publicity and advertising in 1930, Harry next undertook a split shift between the *Dallas News* and *Journal* and more formal study at Southern Methodist U. On the papers he served variously as amusement editor of the now defunct *Journal*, assistant amusement editor of the *News*, *Journal* sports desk, features and news.

At school, Harry not only responded to his teachers but one of them, Edith Clark responded to him. They were married June 24, 1933.

Meanwhile, Harry forsook "Big D" (known to non-Texans as Dallas) in 1931 to resume advertising and publicity for the Texas Theatre in San Antonio. Returning to "Big D" in the spring of 1933, he became radio director of Roy Cowan Inc., a local agency. In 1934 he joined Tracy-Locke-Dawson, Dallas, as radio director. While with the agency, he evolved a radio format for Dr. Pepper known as the *Pepper Uppers* and the half-hour variety show had a special Dixie network extending through 24 states.

In 1938 Harry took to freelance writing and began to sell some material to the movies. A year later he moved to Hollywood and started producing theatre film spots beginning with Dr. Pepper as a client. His first firm was known as U. S. Motion Pictures which evolved into Five Star Productions in 1946. All told Harry has turned out more than 1,250 theatre and television film spots.

Essentially a writer, Harry has nevertheless learned production, editing, cutting and the other facets of film production during his 10 years in the film field. He has built seven TV film shows on an experimental basis but does not feel the economic time for production has yet arrived. Meanwhile, the production of film spots keeps his firm rolling.

DuMont Meet

THE first convention of DuMont television receiver distributors will meet this Wednesday (Jan. 11) at Chicago's Drake Hotel. Ernest A. Marx, general manager, Receiver Sales Division, Allen B. DuMont Labs, Inc.; DuMont's national sales manager, Walter L. Stickel, and Advertising Manager Henry R. Geyelin will discuss with the group, in a one-day, two-session program, DuMont's 1950 sales, service, promotion, advertising and merchandising policies. The program was worked out by Joseph H. Moss, Midwestern regional sales manager.

BOXING SLUMP

Miller Mauls TV as Cause

TELEVISION is to blame for sagging boxing attendance, Heinie Miller, executive secretary, National Boxing Assn., flatly asserted last week. He charged that the telecasting of bouts is eating away gate receipts on a national basis in those cities where boxing is regular TV fare.

Mr. Miller came to his conclusion after digesting new quarterly ratings of boxers in all divisions which have been issued by the association. He said: "In past years it has been customary for the association to issue a forecast on boxing's prospects for the new year. That is well nigh impossible this year because a great proportion of today's boxing fans take their ring fare via television."

He emphasized there was no let-up in interest in those cities where telecasting of bouts either has not been permitted or has not been developed. "In such boxing centers as San Francisco, Spokane, Montreal, Quebec and other cities where there is no television, boxing's gate receipts have hit an all-time high," Mr. Miller said.

"TV Parade of Progress' in Atlanta, Ga., sponsored by *Atlanta Constitution* and WCON that city, featured models of latest TV sets and shows by WCON radio talent. WCON-TV is scheduled to take the air early this year.

Five Star Business

PROSPECTS for '50 augured well for Five Star Productions, Hollywood TV film firm, according to its president, Harry W. MacMahan, who announced that the closing two weeks of '49 resulted in the signing of almost $50,000 in new business. During this same two week period, almost 90 spots made for regional and local Los Angeles clients were shown one or more times over Los Angeles TV stations. This, he noted, represented 43% of the total film spots of local and regional advertisers, shown by the seven L. A. stations.

BARS BASKETBALL TV

U. of Wash. Vetoes Telecasts

ALTHOUGH the opening basketball games of the U. of Washington were telecast on KING-TV Seattle, the university has decided against permitting Conference games to go on video this season, it was announced Tuesday (Jan. 3) by Harvey Cassill, U. of W. director of athletics.

Burt Rose, manager of the University's athletic news service, claimed that the decision had been reached because "television has an adverse effect on the crowd at the games."

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UHF VIDEO

NBC Opens Test Station

NBC LAST WEDNESDAY began experimental operation of its new ultra-high frequency television station near Bridgeport, Conn., designed to test the effectiveness of UHF video operation and the practicability of "satellite" TV station service.

With the experimental call, KC2XAK, the station will retelecast, in the 529-535 mc video band, programs of WNBT (TV) New York, key NBC TV station, for reception by special receivers and by regular sets equipped with converters, located in the area within 25 miles of the station.

KC2XAK is housed in a Cape Cod cottage at Stratford, Conn., on Success Hill, one of the five hills overlooking Bridgeport. Station was licensed by the FCC May 4, 1949. The building was completed Nov. 15. The tower, a four-cornered, self-supporting structure 210 feet high, was built the next week and the antenna, projecting 40 feet above the tower, was installed Dec. 21. Designed to have a gain of 20 to 1, the transmitting antenna is expected to increase the transmitter's 1 kw output to 15 to 20 kw of effective radiated power.

The experimental transmitting equipment was built by the Engineering Products Dept. of RCA-Victor Div. of RCA, under the direction of V. E. Trouant. After a testing period until Jan. 15, while TV engineers are adjusting the transmitter and antenna, NBC will install the special UHF receivers, designed by the Home Instrument Dept. of RCA-Victor under the direction of D. D. Cole.

Hanson, Guy Direct

In announcing the project, Joseph H. McConnell, NBC president, said it is being conducted under the supervision of O. B. Hanson, NBC vice president and chief engineer, with Raymond F. Guy, NBC radio and allocations engineer, in charge of the detailed work.

The tests will continue for between six and twelve months, including observations at homes throughout the Bridgeport area at distances and under conditions which will determine the extent of such a station's service. Various types of receiving antennas will be tested, shadow areas and multipath problems investigated, field intensity measurements made and tropospheric transmission observed, using mobile as well as the fixed receivers.

Terming the proposed experiment a major step toward the solution of the broadcasting and receiving problems of UHF telecasting, Mr. McConnell said: "We are confident that the operation of this UHF station will demonstrate the feasibility of broadcasting in the upper reaches of the spectrum. The experiments are being conducted by NBC to unravel the complex problems confronting the industry in the present space log-jam for television channels. If the experiment is successful it will show the way to opening up vast new areas for hundreds of additional television outlets in this country."

Larson Succeeds Coe

(Continued from Telecasting 3)

sion station in New York City, WPIX has unquestionably had more problems to overcome than any individual station in the country. I am very proud of the WPIX record and particularly of the station staff which made this record possible. My decision to leave has been a difficult one, but I believe my own interest will thus be best served. I am considering several opportunities, but I am giving top priority to a vacation. The war, plus getting two television stations under way, has precluded any such experience for the past ten years."

Commenting on his new position, Mr. Larson said:

"I am looking forward to my assignment at WPIX with great interest. In a city which develops television programs for national distribution there is a great possibility for WPIX to do a splendid job on a local basis.

"Programs with a strong local appeal will be developed and we will keep in mind that WPIX shares with the *News* a direct and continuing interest in New York. It becomes increasingly apparent in television that the good local show should not be overlooked because it offers both viewer and advertiser an opportunity to get together on the most intimate basis, that of immediate and mutual interest in their home community."

DR. DuMONT

Sees Continued Growth Through 1950

DuMONT's forward march can be expected to maintain its momentum through 1950 in both the telecasting and manufacturing fields, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said Wednesday.

In a year end statement, Dr. DuMont paid particular attention to the marked increases in the dollar volume of sales in the DuMont organization and predicted these gains would continue. "The final figures are still to be tallied," he said, "but we anticipate that sales will reach the 45 million mark, almost double the 1948 figure. During 1950 we expect sales to reach the 70 million figure for the entire company," he said.



Dr. DuMont

Looking back to the "extensive" progress made by DuMont Television Network in 1949, Dr. DuMont cited the affiliation of 51 stations in the network at the year's end. These stations, he said, carry programs "live" or by the firm's Teletranscription service.

"Television's march of progress during 1949 leaves no doubt that the medium has taken its place among the leading industries in the country. Figures prove it to be one of the fastest growing," he continued.

The new year, Dr. DuMont forecast, will see a decided increase in industrial applications of television. "It will also mark a trend to two television homes, with extra sets being used in children's rooms, maid's rooms and rumpus rooms. The year should also see a vast improvement in programming, as budgets increase in line with the added circulation. The trend to large direct view screens should also continue," he added.

Dr. DuMont voiced the same opinion given recently by Commdr. Mortimer W. Loewi, director of the network, that a great deal of future expansion in television depends on FCC's action in lifting the freeze on licenses [TELECASTING, Dec. 26, 1949]. "If the FCC ban is lifted soon enough, there could be 100 new stations by the end of the year, with an increase in the number of sets to at least 10 million," Dr. Dumont said.

Reviewing the progress of DuMont's manufacturing facilities, Dr. DuMont pointed to the equipping and opening of two new manufacturing plants, the East Paterson, N. J., plant, for television assembly, and the new cathode-ray tube plant in Allwood, N. J.

Predicts 25% Increase

DuMont, he said, is looking forward to a 25% increase in dollar volume in the sale of new electronic instruments developed by the firm's Instrument Division. The Transmitter Division, however, he observed, has been handicapped by the "freeze" but is now busy handling industrial applications of transmitting equipment and planning other improvements in equipment. Further expansion is expected in the Electronic Parts Division, which since its formation in 1948 has doubled its number of employes.

Increased production schedules for both the Cathode-Ray and Television Receiver Divisions are already in operation, Dr. DuMont said. "Despite the fact," Dr. DuMont concluded, "that the growth of the DuMont organization has been unusually rapid, we feel that we are moving carefully in order to avoid a rate of growth that might endanger either our financial position or the quality of our products."

Open Ike



Johns Hopkins' Policy

EDITOR, TELECASTING:

I have just read with interest your editorial "The Gate or Gate Receipts?," in which you state that many colleges regard television as a threat.

We at Johns Hopkins are among those who regard TV as a tremendous potential for the advancement of general education in the United States—both scholastically and "athletically."

. . . Johns Hopkins has a *unique* athletic policy—no gate receipts, no student athletic fee. Our athletics are supported totally by the annual budget of the university. When we play games at other colleges we take no part of their gate receipts. When they play on our campus there are no receipts because anyone who wishes can attend, free of charge, any game of the 12 intercollegiate sports played by Hopkins.

Both radio and television stations broadcast our home games. We lost our last home-game but it was broadcast by two radio stations and WMAR-TV. Radio and television stations were set up in our stadium, with the help of our grounds men, at no cost to them—nor do they pay us anything for the privilege.

We feel that this helps in spreading interest in sports for sports sake.

Furthermore, we consider television as an added medium through which we can carry on our general education program—a duty which we as a privately endowed institution owe to the public.

Also, last year, we offered a national contest for the selection of an original television play—in the hope of stimulating young writers to think and write for this new medium in a creative manner. After entries from all over the country were carefully considered, the prize was awarded to Guy de Vry for his play "The Man Who Ordered Apple Pie." Negotiations at this point indicate that the play will be given network production this winter.

This is our attitude toward television—we welcome it as an important adjunct to our amateur athletic program, and I don't use the term generically.

I read BROADCASTING each week and find it stimulating and worthwhile. My congratulations to you on your excellent work.

Lynn Poole
Director of Public Relations
Johns Hopkins U.
Baltimore

RMA GROUP PLAN

FCC Declines Participation

A HANDS-OFF POLICY was adopted by FCC last week with respect to Radio Mfrs. Assn.'s proposal to form a new, industry-wide "National Television Systems Committee" to work on color TV standards [TELECASTING, Nov. 21, Dec. 19, 1949].

Unlike the Commission of 1940, which shared in the formation of the original NTSC and accepted most of its recommendations for black-and-white standards, today's FCC "feels that it should not take any position on the question." If one is formed, however, FCC said it will "welcome" its participation in the color TV hearing.

The RMA Television Committee meanwhile scheduled a meeting for Jan. 17 at the Hotel Roosevelt in New York to map its future course. The committee is under the chairmanship of Max F. Balcom of Sylvania Electric Products, a former RMA president.

FCC disclosed its position in a letter from Chairman Wayne Coy to Dr. W. R. G. Baker of General Electric Co., who has been named by RMA to head a new NTSC and who conferred with the Commissioners individually on that point a few weeks ago.

Mr. Coy's letter, released Tuesday:

This is with reference to our recent conversation in my office concerning your suggestion that a national color television systems committee be established under the auspices of the Radio Mfrs. Assn. for the purpose of arriving at standards for color television that might be generally acceptable to the Commission and to the industry.

As I indicated at our meeting, I have asked the other members of the Commission if they felt it should arrange a meeting at which you might appear before the Commission and present your ideas on this subject. In connection with the discussion which followed my request, it became quite clear that the Commission does not believe that the formation of a national television systems committee should be dependent upon the Commission's approval.

As a matter of fact the Commission feels that it should not take any position on the question of the proposed committee, but that the matter should be entirely in the hands of the industry inasmuch as the committee, as proposed, is designed to serve the industry and to aid the industry in organizing itself for the presentation of all available material to the Commission in connection with the current television proceedings. The Commission's position is dictated by its desire to avoid any implication that a national television systems committee, such as you propose, is to be regarded as an advisory committee named by the Commission. . .

In the event that such a committee should be formed, and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing.

Under RMA's proposal, the committee would not be limited to RMA members, but would include representatives of the Institute of Radio Engineers, networks, engineering schools, and others. The committee not only would work on color standards but also would collect and present data with respect to UHF allocations and the lifting of the VHF freeze.

Proposal that such a group be formed was advanced by RMA witnesses early in FCC's color proceedings last fall. The hearing currently is in recess but resumes Feb. 20.

DuMont Raps

(Continued from Telecasting 7)

proposal compared with the same dollars spent in magazines and other media convince us that this project will be welcomed by advertisers and agencies. Your acceptance of this order will give you a part in an experiment which can make 1950 a profitable year for television if it succeeds and its natural implications are crystallized . . ."

DuMont Network Director Mortimer W. Loewi replied that, with stations limited and cable facilities "inadequate," the NBC offer to pay full half-hour rate for five straight half-hours, "regardless of whether or not any segment has been sold, constitutes in our opinion, an attempt to monopolize the existing facilities for television broadcasting and is a manifest attempt to freeze out any competitor having legitimate business."

DuMont Policy

He said it has not been and is not now DuMont's policy to "permit any competitor to take unfair and unlawful advantage of its financial position. It is our intention to take full advantage of all facilities at our command, governmental and otherwise, to see to it that this attempt on the part of the NBC to secure a monopolistic position in the television broadcasting field on Saturday nights is thwarted before it starts."

DuMont's complaint was filed by W. A. Roberts of the Washington law firm of Roberts & McInnis.

GOOD OR BAD?

Cousins, Capp Debate TV

AL CAPP, comic-strip artist creator of "Lil Abner" and, in the past, outspoken critic of radio, took up the cudgels in defense of television last Tuesday night on the ABC *Town Hall Meeting of the Air* program.

Mr. Capp, in a discussion of "Television 1950—is it Good or Bad?", took to task Norman Cousins, editor of *The Saturady Review of Literature*, for his "vague generalities, his overall damning" of the medium.

Mr. Cousins, who referred to television as the potential victim of "a case of impending murder," decried video's practice of "talking down" to its viewers.

"You know the theory," Mr. Cousins said. "It's the idea that the average American has the mentality of a 12-year-old child, and you've got to spoon-feed him with entertainment that makes no demands on his supposedly limited intellectual equipment."

Decries Theory

Labelling the theory as "idiot's fable" and a "billion-dollar blunder," he charged it had already come close to putting the skids under Hollywood, had devitalized and disfigured much of radio, and wrecked some of the largest pulp magazines in America.

He warned that television was repeating the blunder and that he feared the same results.

Mr. Cousins charged video with compounding a mobilized attack on intelligence and a massed invasion against good taste. "There are millions of dollars for perfecting television mechanically," he declared, "but only pennies, comparatively, for programs. Expensive research and equipment will make color on television possible within a year or two, but a Grade C program in technicolor is still a Grade C program," he went on. "What television needs right now . . . is better programming, more respect for the intelligence of the average American, more imagination, more originality, more of the pioneering spirit that was behind much of TV only two years ago," Mr. Cousins emphasized.

Pointing out that TV doesn't lack for people qualified to make television an "art of its own and not the visual extension of radio" he called for front-office backing of such people. He urged that viewers write to such programs as *Kukla, Fran & Ollie, The Nature of Things, You Are an Artist*—which he singled out as exemplifying the promise of television—and tell them of their approval.

Stressing that he was not arguing for highbrowism or a video extension of the classroom, but for entertainment, Mr. Cousins concluded that he expected the medium to live up to its billings as the supreme triumph of invention, "not an endless procession of murder gang wars, terror and horror acts, sub-standard variety shows and wrestling matches."

Capp's Rebuttal

As the debate's champion of television, Mr. Capp countered that Mr. Cousin's "beef" was substandard and mediocre. "I've done research," he said. "I've gone into this thing fully. It took me three seconds. I clipped out tonight's television programs. It proves that anyone who takes the trouble to get up off his canvas backed chair and turn a knob can get from television tonight and any night, the most fabulous, imaginative, varied entertainment, delight and culture ever offered by man to man."

Mr. Capp then outlined Tuesday night's program schedule, which encompassed three kiddies shows for "good little kids who have finished reading Lil Abner," a scientific film, news, comedy and "the most beloved funny-man of our time, Milton Berle—and with him, the opera star, Patrice Munsel"—debates, music, drama and sports. "What do you want, Mr. Cousins?" he asked, "an egg in your beer?"

"The record shows us," Mr. Capp concluded, "that television will give you whatever you want. If you want delight, and entertainment and information, television will give it to you. If you just want to gripe about it, you can, by carefully manipulating your dials so that you bypass all the wonderful gifts of television—you find murder and horror and ugliness."



Telefile

(Continued from Telecasting 5)

an SRO throng. Entries totaled 6,944.

Another one-time offer brought 8,447 requests for a trio of pamphlets given by the National Livestock and Meat Board in a 15-minute meat cooking and cutting demonstration in a 90-minute telecast of the International Livestock Show Nov. 29. Booklets on meat carving, pork and meat recipes were given free to anyone writing in. The demonstration, which had no advance promotion, was planned by Paul Visser of NBC Chicago's agricultural staff. Allis-Chalmers Manufacturing Co. was the sponsor.

Clinton Youle, *The Weatherman*, gives daily reports on current and projected weather conditions in an informal manner. Although he'd had no previous air work, he was drafted from Bill Ray's news staff when it was found he had meteorology training in service. His wife, Jeanne, a non-professional, gives down-to-kitchen commercials for Ceresota Flour. The sponsor, Standard Milling, from Oct. 17 through 31 (11 shows) offered a starfish scatter pin to viewers sending in 50 cents and a proof-of-purchase label. Twelve days after the offer, 2,181 persons had mailed their money to a specific post office box number.

* * *

SIMILAR response was recorded after another one-timer on the first sponsored telecast of *Walt's Workshop*. Walt Durbahn, a high school vocational instructor, demonstrates how to make simple household gadgets from wood. Edward Hines Lumber Co. offered free to anyone writing in a set of simple plans on a bird feeder, an item with a very limited appeal. In five days the station received 651 requests. Client's cost per inquiry was 84 cents, Promotion Director Smith said.

Because of advance planning and teamwork, WNBQ shows are put on the air more effortlessly than would normally be expected. The Garroway show, for example, considered by the trade a complicated production, is the result of one three-hour story conference. Produced by Mr. Mills and written by Charles Andrews of Needham, Louis & Brorby, Chicago, the show was custom-made for Dave Garroway. An AM and TV local and network star now, he returned to his staff announcing job at the division after the war and couldn't get a sponsor. "He couldn't be sold because he doesn't have a phony sell. It's as simple as that," says Mr. Mills.

A batch of new video stars have come into their own as a result of appearances on the Garroway show. Among them are Singers Jack Haskell, Connie Russell and Bette Chapel, Comedian Cliff Norton and Dancers Margaret Gibson and Charles Tate.

Meticulous production plans require that everyone be a quarterback—from producers to cameramen and electricians. With this stress on behind-the-camera techniques and personnel, camera operators are called in on conferences with set designers, choreographers and directors. Each director is hired specifically for the category in which he has had the most experience—music, drama, special events, variety. A specialist director can therefore cue dancers from a ballet score.

Ted Mills, working directly under Jules Herbuveaux and yet on his own, coordinates operations, production and facilities. George Heinemann, operations manager, is responsible for films, spots, station breaks and everything that gets a show on or off the air. Norman Felton heads production, handling all shows. He works with Producers Don Meier, Bill Hobin and Reinald Werrenrath Jr., who also heads the field crew. Tom Horan, facilities manager, is in charge of art, design, construction, stage hands, props and studios.

Complete authority for hiring rests on the program manager. Of about 100 applicants per week, 20 are selected to come in for personal interviews. No final hiring takes place until Mr. Mills and his five-man production panel screen each interviewee. Ninety-two persons are employed by WNBQ, and 166 others at the division work jointly on AM and TV. In television, there are 34 in engineering; 10, transmitter; 5, executive and business offices; 2, program administration; 13, program production and direction; 5, program preparation (operations); 18, production facilities; 3, network sales, and 1, local sales.

AM and TV staff members include 14 in general offices; 3, executive; 4, continuity acceptance; 5, local sales; 10, national spot sales; 9, promotion and advertising; 7, mail room; 18, night manager and guest relations office; 2, station relations; 4, press; 5, public service; 4, telephone; 6, traffic; 15, announcers; 7, sound effects; 7, communications; 7, music library; 3, program; 15, service; 5, studio setup; 8, news and special events, and, 8, central steno.

* * *

STUDIO facilities, which the division is quickly outgrowing, are elaborate yet compact. The most complete unit probably is that used by Burr Tillstrom and his *Kukla, Fran & Ollie* gang. Built at an estimated cost of $100,000, the section includes a 38-by-14-foot studio designed especially for the puppet show. Equipped with ultra-modern lighting and production facilities, it has shelves for props and wardrobe files for puppets' costumes. The Kuklapolitan Players also have a suite of three offices, a kitchen, reception room and dressing rooms for Mr. Tillstrom and Fran Allison.

The Mart TV plant consists of five studio systems in all—three for live shows, a film studio and a sync studio, used to feed synchronizing signals when no picture is being transmitted during station break time. Howard Luttgens, Central Division chief engineer, is a 30-year-old radio veteran. Working with him is Paul J. Moore, TV operation supervisor, who has been at the division since 1930.

* * *

Studio AA has three RCA studio cameras; facilities for lap dissolves, superimpositions and other special effects; preview and on-air monitors; mike booms and other audio equipment, including transcription turntables and echo chambers, and a full complement of lighting fixtures and accessories. It is 70 feet long, 46 feet wide and 25 feet high, and is used for large-set shows. Studio BB is for film and slides. Its facilities are two RCA field cameras, two RCA 35mm and two 16mm film projectors, two 35mm slide projectors, a Projectall projector, 16 and 35mm viewing projectors, a preview room, film splicing and editing equipment, and a film storage vault with a capacity of 500,000 feet.

Incoming programs are routed for relay to the network or transmitter through studio CC, where *Kukla, Fran & Ollie* originates. Facilities of DD are identical to AA, except RCA field camera chains are used. Studio DD is 15-by-30 feet wide. Master control, where all studio operations are supervised, is responsible for monitoring, with adjustment and distribution of incoming shows; distribution or routing of shows from one studio to another; monitoring and distribution of all outgoing programs, and location and replacement of equipment which fails in service. As many as five shows may be monitored and adjusted simultaneously. Six outgoing channels, each with a regular and emergency feed, can pipe shows to local transmitters and network legs.

The heart of field operations is in the Linn mobile van, a portable control room which transports three RCA field camera chains, lighting equipment and microwave relay gear. Field crew includes seven engineers in addition to the supervisor. The picture from Mart studios is transmitted over wide-band 7 mg coax circuits to the 42d floor of the Civic Opera Bldg. and sent out with a radiated power of 22.8 kw on Channel 5.

All sound and TV broadcasting studios and offices are air conditioned, and 425 tons of air conditioning machinery are needed because of the high heat load of TV lights and equipment. Although no official figures on plant and equipment investment are available, it is understood the total is well in excess of $1 million.

Despite the fact that the investment is admittedly heavy, "We are very optimistic, and the station is really rolling," reports Mr. Showerman. "Present operations and business indicate a profit operation in the not distant future."

Discussing how a TV station can make money, Mr. Showerman said the "quickest and easiest way" is to build up a volume in chain-breaks and spots. "It's harder to sell live and film shows. We are doing very well with the former, and have also sold several local originations." He cited Herbie Mintz's *But Not Forgotten* and *Cactus Jim*, a western film, as successful participation periods. He also termed sale of the Projectall "profitable." It is usually sponsored for about five hours weekly.

WNBQ expects to build additional network originations, he said, but will also concentrate heavily on local programs. "We have many plans for daytime television, none of which has been set definitely. We do feel, though, that daytime TV must be just as interesting and absorbing as radio's daytime serials. Any new programming we begin will start before 6 p.m. rather than late at night. Some of this will be along the public service line, in which we plan to remain strong." One idea for the daytime hours is origination of a shopping show for women which would emanate from a Loop department store.

"Programming, as always, is the thing in television," Mr. Showerman asserts. For this reason, "Our main rule is simple: Give TV program men their heads and let them know their budget limitations."

* * *

MR. SHOWERMAN looks for a rate increase soon, because Chicago-area coverage has grown from 52,000 sets a year ago to an estimated 325,000 sets as of Jan. 1. An NBC study shows this to be the greatest increase—525%—in any city where the network operates an O & O station. New York coverage went up 190% in a year, Hollywood, 236%. Rates will not be increased proportionately, but a fair increase from the station viewpoint would be about 50%.

The Jan. 8, 1949, Rate Card No. 1 calls for $500 per hour for Class

Te-Ve



Drawn for TELECASTING by John Zeigler

"You realize, of course, your television career is finished!"

A time (6 to 10:30 p.m.) and grades downward to $375 for Class B (5 to 6 p.m., 10:30 to 11 p.m., Monday through Friday, 1 to 6 p.m. and 10:30 to 11 p.m., Saturday and Sunday) and to $250 for Class C (all other times). These are without frequency discounts.

Live studio charges are $200 for a 31-60-minute showing, film studio, $125, and film studio in conjunction with live studio or mobile unit, $62.50. For a 5 to 30-minute show, these rates go down to $100, $62.50 and $31.25, respectively. One-minute spots and 20-second station breaks, live or film, for one time cost $100 Class A, $75 Class B and $50 Class C. New network rates went into effect Nov. 1, with the hourly price upped from $600 to $1,000. There is a six-month guarantee on both local and network rates.

Mr. Showerman, who has been with NBC 20 years and Central Division vice president since July 1947, late last month appointed John McPartlin as the station's sales manager. A member of the NBC Chicago national spot sales staff for the past six years, Mr. McPartlin is assisted by George Morris Jr., formerly of the AM local sales staff. Eugene Hoge heads up network TV sales.

In its first year, WNBQ earned four first places and one honorable mention in the annual Chicago Federated Advertising Clubs awards competition. First places went to *Walt's Workshop, Clifton Utley and the News, The Weatherman* and *R.F.D. America*, now off the air. Consecration of the Catholic bishops, a special events feature, won an honorable mention.

For its promotion of *Who Said That?* in the Crosley-Benton & Bowles Inc. competition, WNBQ and Promotion Director Smith earned second place. Mr. Smith was spotted third for creation of a promotion film announcement for *Martin Kane, Private Eye*, in a contest conducted by the Kudner Agency and U. S. Tobacco. Only personality to be cited nationally is Dave Garroway, recently given the third annual award of the Junior Advertising Club of Philadelphia.

Mr. Smith, in intra-station promotion, recently cited a widespread audience response to Clifton Utley, who for four days asked viewers to give their opinions on whether they wanted more or less in straight news, analysis, photographs, maps, charts and guest interviews. "No prizes, premiums or praises" were to be given away, yet replies totaled 669—420 from Chicago. Promotion personnel made an economic breakdown of letters, based on 1946 rentals for each district, to determine Mr. Utley's appeal to all levels. They found:

Monthly Rental Classification	Chicago Replies	Outside Chicago	Total
Class A $57 and up	76	88	164
Class B 47 to 57	100	58	158
Class C 35 to 47	104	89	193
Class D 28 to 35	28	12	40
Class E under 28	15	2	17
Commercial	16	0	16
No Address	81	0	81

Mr. Smith sends bi-monthly reports to all TV clients and their agencies with detailed information on promotional and advertising mentions, publicity releases, newspaper and magazine clippings and picture reprints. He also has simplified the matter of agency program presentations by submitting a folder outlining briefly the availability, talent biography, program format, adjacencies, competition, audience response, current and past sponsors, success stories and sponsor testimonials, cost, types of commercials accepted and type of audience to whom the show appeals.

His department, and all others, attempt to work together as a single team to justify and extend the primary theme of the operation —delegation of authority along with responsibility all down the line.

Funeral Telecast

THE funeral of a prominent person was telecast directly last Wednesday when KSD-TV St. Louis aired the services for Louis Nolte, former St. Louis comptroller and nationally known municipal fiscal expert. Arranged by George M. Burbach, KSD-TV general manager, the telecast was timely as a heavy ice storm which paralyzed transportation struck St. Louis and prevented hundreds of persons from attending the services. According to KSD-TV officials, the direct telecast of the funeral was the first in TV history.

Film Report

Holcombe Parkes, vice president in charge of public relations of National Assn. of Manufacturers, New York, will resign from that position Feb. 6 to become executive vice president of **Apex Film Corp.**, Los Angeles. Mr. Parkes will have offices in both Los Angeles and New York. He will be primarily responsible for promotion writing and production of industrial and public relations films for Apex.

Paul Alley, formerly film editor for NBC-TV news film operations, has joined staff of **William J. Ganz Co.**, New York, motion picture production company, as TV consultant in charge of production. Mr. Alley, prior to joining NBC, had been script writer and commentator for Paramount newsreel and MGM "News of the Day." During last war he edited "The United Newsreel," film version of The Voice of America.

* * *

Capitol Records, Hollywood, preparing series of 13 15-minute TV films based on firm's Bozo the clown character. According to firm, series will cost approximately $100,000 and will be ready for release in two months through its distributing outlets. **Elmo Williams**, head of TV division for Capitol, is producing series, **Les Goodwins** directs.

Embro-Madison TV Productions, Hollywood, has secured exclusive rights to approximately 200 British Government films. Deal was signed last week in Hollywood by Sir **Thomas Hodges**, head of British Film Service; **Noel Madison** of Herold Productions and **William (Scotty) Brown**, film distributor, who formed TV firm. TV stations are being contacted throughout country for leasing films which include features and short subjects. **Tom Corradine** heads firm which is located at 1535 Crossroads of the World.

Tuchman Named

RALPH G. TUCHMAN, formerly Hollywood news editor of BROADCASTING-TELECASTING, has joined KTTV (TV) Los Angeles, CBS TV outlet, as sales service coordinator. He has been with the magazine for more than five years in Washington as well as in Hollywood.

CBC Meet Feb. 9-10

FEBRUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Ottawa Feb. 9-10, and it is expected that TV station applications for Toronto and Montreal stations, will be discussed. CBC recently was granted a $4,500,000 loan by the government for TV stations and studios at Toronto and Montreal. Four applications are in for two other Toronto TV channels, by CFRB and CKEY Toronto; Famous Players Corp., Toronto; and Al Leary, Toronto. Two applications are on file for three TV channels at Montreal, by CFCF and CKAC Montreal.

MOVIES & TV

Engineers Join in SMPTE

SOCIETY of Motion Picture Engineers has changed its name to Society of Motion Picture and Television Engineers, President Earl I. Sponable announced last week. The change was effective Jan 1.

Approved by an overwhelming majority of balloting members, the change was effected because of the increasing mutual interests of technical people in both motion pictures and television, as well as the Society's active participation in the development of new video techniques. In addition, SMPTE has filed an FCC brief proposing specifications for a nationwide theatre television system.

Speaking of the decision, Mr. Sponable said: "I cordially extend an invitation to all television engineers to join with us so that we may share with them, and together continue to expand, the technical knowledge we have gained concerning motion pictures over a period of 33 years. I am confident that the art of motion pictures and the art of television can reap benefits from one another and jointly contribute to the perpetuation and improvement of existing standards in the pictorial rendition of action."

Video Medical Aid

ANOTHER video development as an aid for training in the medical profession has been announced by Remington Rand Inc., manufacturer of Vericon, system of closed circuit TV. Visual images of various internal organs of the human body now can be telecast for group study without resort to surgery as a result of a new technique worked out by William L. Norvell, manager of the firm's television department. A special optical link is interposed between eyepiece of a standard gastroscope and the pick-up tube of the camera. Telecast, demonstrated Dec. 6 during the third annual clinical session of the AMA in Washington, D. C., permits large groups simultaneously to study conditions inside the body.

NOW!
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1950

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These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook



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BUSINESS JOURNAL OF RADIO-TV

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Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

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Name _____

Company _____

Street _____

City _____ Zone _____ State _____

Programs

NEW series of programs designed to acquaint listeners in Kansas with Wichita manufacturing enterprise inaugurated by KFH Wichita. Programs are conducted in various manufacturing plants and, by means of wire recorder, aired each Sunday afternoon. Series, entitled *Let's Go Visiting*, is designed to tell background story of industry, factual information about growth and development and includes interviews with employes. Ken Davis, KFH evening news editor, conducts series, outline of which is worked out jointly by Wichita Chamber of Commerce and KFH news bureau.

WBZ Programs

WIDE coverage of activities ushering New Year presented by WBZ-AM-TV Boston and WBZA Springfield. In addition to carrying New Year's Eve celebrations and football games the station over, Westinghouse outlets also covered inauguration of John Hynes as Boston's new mayor. Mayor Hynes' inaugural talk after swearing-in ceremonies also was carried. Another highlight was presentation on TV of Dr. Billy Graham, evangelist.

New Faces On WRC

SOME new faces have been introduced on WRC Washington's Saturday afternoon lineup. Covering four-hour period, performers in this category include Connie B. Gay with new hillbilly record program, *The Connie B. Gay Show;* Stuart Finley, emcee of *Capitol Scrapbook* program, featuring transcribed music, comments by Mr. Finley on Washington lore and news reports; also, *Teen-Y's,* half hour forum on teen age problems planned and presented by student members of Washington Y-Teen Clubs at nine local high schools with cooperation of YWCA.

Documentary By WCSI

PROGRAM, *Then and Now,* documentary broadcast, aired Jan. 1 by WCSI Columbus, Ind. One and one-half hour show featured excerpts from important historical developments between 1932 and 1946. Program also featured address by member of British Intelligence Service. Station sent promotion on program to all schools in Southern Indiana. Show was sponsored by Arvin Radio Co.

'Forgotten Man' Remembered

COMMUNITY druggist, sometimes called medicine's forgotten man, had his inning Dec. 17, from 8:30-9 p.m. when WNAC-TV Boston presented telecast in his honor. Show was in form of special druggists' roundtable built around *The Contribution of the Druggist to the Community,* and featured as speakers distinguished representatives of drug and radio fields including Linus Travers, executive vice president and general manager of Yankee Network, who originally conceived idea. Added highlight was showing of drug store's prescription book, pharmacist's scale, graduates, mortars, pestles and other appurtenances of druggist's vocation.

Mr. Prime Minister

OPEN LETTERS to the Canadian Prime Minister being aired weekly on CBL Toronto and Trans-Canada network. Program, entitled *Mr. Prime Minister,* was suggested by Canadian Premier Louis St. Laurent when he asked women voters interested in welfare of the country to send him letters. Show is quarter-hour afternoon feature, with prominent Canadian women making recommendations on various topics. First few weeks were devoted to old age pensions, immigration, education, employment, health, finance, consumer and minority topics.

News of 1949

STORIES that made headlines during past year, filmed by Telenews, made up *A Year's Review of the News of 1949* over WMAL-TV Washington last week. Stories for one-hour show were selected, edited and narrated by Bryson Rash, special features director of WMAL and WMAL-TV. Important news stories seen on special program included crash of the DC-4 at National Airport that killed 55 people and complete sports review including World Series.

Legislative Coverage

OLDEST legislative body in the nation—General Assembly of Commonwealth of Virginia—will get thorough coverage by WMBG Richmond and its FM affiliate WCOD from Jan. 18 when new governor, John S. Battle, takes office. Stations have arranged to present daily 15-minute programs direct from House of Delegates in State Capitol. Day's business will be reviewed and guest interviews will be conducted with legislators from all sections of state. This marks third session stations have covered.

WNBW's Junior Review

WNBW (TV) Washington starts New Year with new hour-long TV variety show, *Your Junior Review,* sponsored by Home Appliance Co. Featuring talented Washington children, show is emceed by Sylvia Devey who recruits amateur program talent from local schools and teachers. Show includes permanent line of local teen-agers and interview by Miss Devey each week with youngster from one Washington embassy or legation. Program is handled for sponsor by Robert J. Andrews Adv.

WORLD LIBRARY

9 New Clients, 13 Renewals

WORLD Broadcasting System, New York, has announced renewals and extensions of contracts by 13 stations for continued use of the firm's transcribed library service, and addition of nine stations to its subscribers.

Stations adding service are: WPTW Piqua, Ohio; WROW Albany, N. Y.; WMLN Mt. Clemens, Mich.; KTTS Springfield, Mo.; KOH Reno, Nev.; WNDB Daytona Beach, Fla.; WREC Memphis; KOIN Portland, Ore.; KLPM Minot, N. D.

Stations renewing are: WBUZ Bradbury Heights, Md.; KVOR Colorado Springs; KSLO Opelousas, La.; KBIZ Ottumwa, Ia.; KPLC Lake Charles, La.; WKAY Glasgow, Ky.; KVMV Twin Falls, Idaho; KXRN Benton, Wash.; KVOG Ogden, Utah; WXAL Demopolis, Ala.; KVAN Vancouver, Wash.; KUOA Siloam Springs, Ark., and WJLB Detroit.

Associated Adds 18

ASSOCIATED Program Service has announced 18 additional radio and television stations have contracted for its transcribed library and program service. The new outlets taking the service are: CKCL Truro, N. S.; WMUU Greenville, S. C.; WFNC Fayetteville, N. C.; WGGH Marion, Ill.; WJAC-TV Johnstown, Pa.; WFMH Cullman, Ala.; CKAC Montreal; KCSJ Pueblo, Col.; KRON-TV San Francisco; WEBJ Brewton, Ala.; KGAR Garden City, Kan.; KIBE Palo Alto, Calif.; WCUD Cleveland; WDTV(TV) Pittsburgh; WCHA Chambersburg, Pa.; KXOC Chico, Calif.; WRGB (TV) Schenectady, N. Y.; WXEL (TV) Cleveland, Ohio.

WOI-FM Sells FM

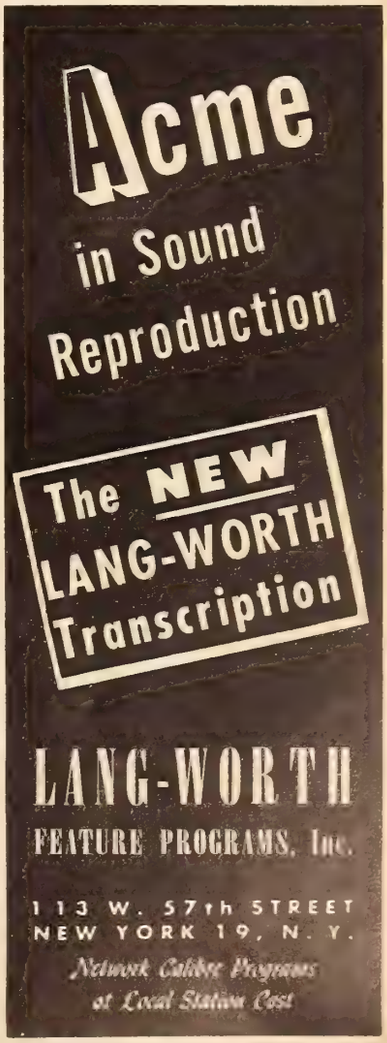
EVERY radio dealer in Ames, Iowa (population 30,000), sold out of FM sets in a short time when WOI-FM, Iowa State College station, announced that for the first time all college basketball games would be broadcast by the new FM outlet, station reports. In addition WOI-FM is carrying high school games, cooperating with KASI Ames, daylight AM outlet.



DISC JOCKEY Ken Ash of WHAV Haverhill, Mass., finds he must keep both ears to the grindstone to make a success of his job as conductor of the station's Saturday night *All Request Dancing Party*. As proof of his success, the local phone company complained that WHAV was tying up phone lines every Saturday night, and an automatic counter was put on the station's two trunk lines to check on uncompleted calls. During one two-and-a-half-hour show, Mr. Ash managed, along with other duties, to answer 117 calls, but the automatic check showed that 1,765 uncompleted calls came to the station during the show. WHAV salesmen now refer prospective clients to phone company records for proof of the station's audience.

ALL of U. of Pittsburgh's home basketball games will be aired by WCAE Pittsburgh this season.





CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for successful 250 watt network station. Midwest, only station in highly desirable city and market. Must have full knowledge all phases of broadcast business, be a good salesman and have ability to manage station and direct staff. Good proposition for right party. Write Box 602D, BROADCASTING.

Wanted—Manager, 250 watt Mutual affiliation, fulltime, must be a good salesman. Box 658D, BROADCASTING.

Within the next month or two manager's position expected to be available to man with proven record of successful management. 250 watt daytime, 1000 watt FM in midwest. Only station in town of 14,000. Owner wants a manager to relieve him of worry and put station in black. Owner will consider selling some stock to a man who can do the job. Box 693D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesmen

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Experienced salesman wanted for 1 kw midwest fulltime station. Excellent opportunity and possibilities in this highly industrialized area where there is only one station. Permanent position. Drawing account against commissions. State qualifications and include photo in reply. Box 655D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Wanted—Experienced time salesman and one combination man. New daytime station, virgin territory. Howard G. Rien, 302 N. Main St., Farmington, Mo.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Salesmen, covering California, midwest, New England. Profitable sideline commissions. Representing RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Experienced combo man Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Help Wanted (Cont'd)

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D, BROADCASTING.

Experienced announcer-engineer with good voice who'll become permanent part of friendly north Florida community. Ideal climate—beautiful ocean beach. Should be mature management material. Start $200 monthly plus talent plus commission if you can sell. Box 653D, BROADCASTING.

Wanted immediately combination announcer-engineer with first class ticket. Accent on announcing. Box 680D, BROADCASTING.

Woman broadcaster who can also sell and write copy. No hurry, must be efficient. Central southern county seat, 12,000, network affiliate. Box 685D, BROADCASTING.

Immediate opening for two experienced announcers. Must be experienced in morning shows, ad-lib and man on the street. North Carolina network station. No just out of announcing school applicants need apply. Send audition and all information first letter. Box 694D, BROADCASTING.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Wanted—Copywriter with good training and educational background. Reasonable starting wage with advancement based on ability. Large southeastern market. Photo and references. Box 619D, BROADCASTING.

Newsman to write, deliver long-established local news broadcasts over large eastern Penna. station. Six day week. Attractive salary, no talent. Besides good voice needs ability to prepare radio copy either from notes or from newspaper stories. Send data sheet (no letters of reference, names only), photo, disc, radio adaptations of two current newspaper stories with original clippings. Box 689D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager, 40,000 market network affiliate desires change. 3 years present location. Station revenue at all time peak. Have made increase each month since taking over. First 6 months self sole salesman. Present sales staff of 3. Still holding major accounts personally, college. Family man. Early 30's. Veteran. Be happy to present details; testimonials, figures, correspondence, references. Formerly announcer and later production man 5 kw big city network affiliate (south). Program director prior to becoming manager. Would consider subordinate role with major market outlet. I believe I could make you a good man. I'd certainly like to try. Box 640D, BROADCASTING.

Executive seeks permanent station manager connection. Experience, 8 years all phases radio. 5 years sales radio and allied field. Desires contract with salary-bonus and/or stock. Thoroughly reliable, family man. Box 657D, BROADCASTING.

Successful manager, capable full responsibility, wants greater opportunity. Best references. Box 673D, BROADCASTING.

Situations Wanted (Cont'd)

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Texas operators. Cities 10,000 to 75,000. 10 years experience all phases accenting sales. BBA Degree. Age 30. Detailed successful executive record and strong recommendations available. Incentive terms important over initial income. Box 690D, BROADCASTING.

Salesmen

Sales manager, proven sales record with independent and network stations. Old enough to have many years actual radio sales experience with young ideas in sales, promotion, management, advertising and merchandising. Available for personal interview for stations located in Ohio, Michigan and Indiana. Box 575D, BROADCASTING.

Midwest stations please note. Young, experienced salesman wants opportunity with good station in good market. Box 642D, BROADCASTING.

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 674D, BROADCASTING.

Announcers

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, Desires opportunity, you didn't have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience. (Weren't you once? Now look at yourself!) Box 589D, BROADCASTING.

Looking for a mail order and pitch commercial man? One with experience aplenty? A man who is a nationally known hillbilly disc jockey, a man who really sells, and a man who does all staff work. If so, you'll be interested to know that I'm available after January 15. Please write full position details. Box 590D, BROADCASTING.

Announcer, console operator. Experienced deejay, news, sports. Married veteran. Disc and photo available. Box 597D, BROADCASTING.

Experienced young anouncer, 24 years old, single, presently employed in small metropolitan station desires staff work in larger station in Chicago or midwest. Excellent voice and delivery and a hard worker. Good background and education. Box 641D, BROADCASTING.

Announcer, 23, single, presently employed, seeking to better self. Well rounded experience including play-by-play college-high school basketball, football, pro hockey, special events, all phases staff work. Disc, photo, background on request. Box 645D, BROADCASTING.

Broadcasting school graduate available at once. Experienced. Best references offered. Box 647D, BROADCASTING.

Young woman, continuity writer, announcer. 2 years experience. Original ideas, continuity samples and audition disc available. Box 648D, BROADCASTING.

Announcer, polished. Experienced newsman, disc jockey, etc. B.A. Degree. Married. Quality of position considered before salary. Disc and references. Available. Box 650D, BROADCASTING.

Sports announcer. If you are planning to hypo your sports coverage, here is a veteran of ten years in all phases of radio. Not afraid of hard work. Not a prima donna. Play-by-play all sports a specialty. Willing to go anywhere. Best of references. For complete story write Box 651D, BROADCASTING.

Looking for an announcer, salesman or program director? If you want a voice and personality whose more than ten years of radio knowhow have brought outstanding results, I'm your man. Promotion minded with real, down-to-earth ability to make friends and hold them on and off the air. Age under 30. Box 659D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer. Recent graduate SRT Chicago. Have first phone license. Thoroughly trained all phases. Desire position as combination man with small station to gain program experience. Good voice, single, 27, reliable, sober, ambitious. Work for reasonable salary. Go anywhere. Audition disc available. Box 662D, BROADCASTING.

Announcer, disc jockey, 29, recent graduate SRT Chicago. Thoroughly trained all phases. Desires position small station to gain experience. Married. Sober and reliable. Audition disc available. Box 664D, BROADCASTING.

Announcer, 29, married, college graduate. 3½ years experience; former program director of 1 kw daytime station. Presently employed as morning man at 5 kw southern Mutual affiliate. Have friendly informal delivery. Desire to settle in midwest with progressive station. References and disc available. Box 665D, BROADCASTING.

Yawn! Morning man, good but different. 8 year success. Combination, ticket, married, employed. $80. Box 667D, BROADCASTING.

Announcer, age 27, single, recent graduate leading broadcasting school, enjoy and am particularly adept at commercial announcing and newscasting. Industrious, ambitious; will travel anywhere. Disc, resume on request. Box 686D, BROADCASTING.

Combination man, vet, age 27. Sober, single, little experience, looking for future in radio. Will travel, northeast preferred. Please state starting salary. Box 691D, BROADCASTING.

Yes, I'm experienced. Mainly a commercial man who can handle news and staff work. AM or TV desired. Box 677D, BROADCASTING.

Wanted, announcer-continuity job. 21, single, presently employed. 3½ years college training as speech major. 7 months experience. Any location. Disc, photo available. Box 679D, BROADCASTING.

Combination man, First phone license. 8 years announcing experience. Can produce my own shows such as man-on-street, morning program, etc. Married. Dependable. Box 681D, BROADCASTING.

Graduate leading announcers school, Radio City, N. Y. desires initial start. Authoritative news, good commercial reading, D. J., know board, sports. Some writing ability and stage experience. Married, will travel. Opportunity compensates salary. Excellent references, disc. Box 683D, BROADCASTING.

Announcer-writer. Heavy experience in sports, play-by-play, news, disc shows, young. College, single. Box 684D, BROADCASTING.

Topflight newscaster-announcer. Sober, family man. Thoroughly experienced, dependable, prefer eastern location. Available immediately. Box 697D, BROADCASTING.

Disc jockey, announcer, 2 years morning show, good newsman, 26, married, sober, reliable, veteran, metropolitan area 6 months, present job 1½ years. Ken Klyce, Paris, Tennessee.

Staff announcer, single, experienced. Available immediately. Dependable, capable. Excellent references. Sam McClaughrey, 8521 S. Loomis Blvd. Chicago 30, Illinois. Triangle 4-1459.

Qualified announcer. College graduate. 3½ years experience. Single, 23. Available February 1st. Will travel. As interested in earning a living as making one. For disc, photo and references contact Grant McDaniel, Waller Hall—WSC, Pullman, Washington.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting. 1222A Oak St. Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Situations Wanted (Cont'd)

xperienced first phone transmitter engineer seeking permanent position anywhere. Minimum salary two hundred dollars monthly. Available two weeks notice. Box 578D, BROADCASTING.

ngineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 83D, BROADCASTING.

ngineer, 2 years transmitter and remotes. 3 years Army radar experience. raduate leading radio school. Box 37D, BROADCASTING.

xperienced engineer. AM-FM. First hone, transmitter, console, remotes. xperienced construction, installation. ar, married, presently employed. ox 621D, BROADCASTING.

irst class radio telephone operator cense. Graduate of technical school in M and FM broadcasting and televion. Working as TV repair. Desire osition in broadcasting. 24 years of ge, unmarried and free to travel. Box 31D, BROADCASTING.

ngineer, married, 24 years old, have ar, radio telephone first class license. wo years broadcast experience in tudio, transmitter, recordings and remotes. Available immediately. Box 43D, BROADCASTING.

hief engineer seeking better boss. ble assume all your technical probems in AM or FM including any direcional system and any power. Also TV and when. Experience since crystal ets, now 43. Permanency first. Prefer entral. Box 646D, BROADCASTING.

irst phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer in northeastern tate. Available on two weeks notice. ox 652D, BROADCASTING.

irst phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

roadcast engineer—1 year broadcast xperience; all phases. 18 months AM, M, TV technical radio schooling. 1st hone. Write Box 670D, BROADCASTNG.

ontrol operator, 3 years clear channel xperience. E. E. Degree, married. refer midwest area. Box 675D, ROADCASTING.

mmediately available—First class licensed engineer with over 4 years experience. Single, 25, without car. tarting salary secondary. Good references. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

ingle man with first phone desires osition, no experience or disabilities. ery reliable, will go anywhere. W. . Dickinson, 515 W. 5th, Mitchell, outh Dakota.

irst class license, radio school graduate, no experience. Charles R. Mcinley, R. R. #1, Kenney, Ill.

ormer chief engineer, WOOF, Dothan, la. Some announcing. Sober, dependble with family. Available immediately. Reference. Miles McSweeney, llustrated Sun, St. Augustine, Florida.

ombination engineer-announcer. First hone. Age 25, married. Year experince as transmitter operator. Recently ompleted announcing course. Desire osition with good prospects for future. loyd O'Morrow, 135 S. Westmoreland, os Angeles.

vailable immediately. Engineer 1st hone. 4½ years experience AM and M studio and transmitter installation, peration and maintenance. Sober. Exellent references. Desire permanent osition. Charles Poticka, 851 Westgate, t. Louis. Missouri.

ngineer, first class phone, amateur. CA graduate. Inexperienced, any offer onsidered. F. Symbula, 227 Kingsland ve., Brooklyn, N. Y.

Production-Programming, others

adio news pays off—NARND Report. ews editor can build news programs r perk up lagging department. 10 ears radio, newspapers, public relaons. Heavy on sports. References, ackground, disc furnished. Box 570D, ROADCASTING.

he'll make her own place in your rea. Four years experience in women's nd children's programs and record ibrary. Unusual background and trainng. Voice and disc or interview on equest. Box 601D, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, thoroughly trained, ambitious, reliable, efficient, good commercial copy. Box 617D, BROADCAST-

Farm director with above average recommendtions on previous accomplishments available immediately. Better than 12 years all phases of radio. Prefer farm but will seriously consider announcing or news position. Box 660D, BROADCASTING.

News director—Seven years experience gathering, writing, broadcasting news. Excellent voice. College, newspaper, magazine background. Special events, public service experience. Can establish, take complete charge any type radio newsroom. Thoroughly understand that news must be sold if newsroom is successful. Will double as promotion-public relations man. 32. Top references. Box 666D, BROADCASTING.

Experienced, well-qualified continuity director desires position with a future. Young woman; bachelor degree. Prefer southwest. Box 668D, BROADCASTING.

Experienced bookkeeper desires permanent position with up and coming radio station. Capable of preparing financial statements, FCC reports, tax reports, payroll, billings and handling a complete set of books. Can type, college graduate, am honest and reliable. Write Box 676D, BROADCASTING.

Radio, television films, advertising agency experience, contacts. Writing ability. Personable, references. Prefer NYC but will travel or relocate. Box 695D, BROADCASTING.

Television

Salesman

Sales service and salesman, college graduate, 26, 3 years agency media experience on national radio and television accounts. Box 671D, BROADCASTING.

Production-Programming, others

Television producer—Experienced live-film producer-director. Package pioneer. Desires affiliation station, agency or realistic packaging company. Specialty low-cost programs, commercials, packages. Strictly "black ink," feet-on-the-ground type. Available now. Box 649D, BROADCASTING.

Television films, Live experience, writing, producing, selling. Excellent advertising background. Desire position in television stations. Box 696D, BROADCASTING.

For Sale

Stations

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For sale—Eastern seaboard network station. Controlling interest for $60,000 cash. First year showed $85,000 gross and good net profit. Box 656D, BROADCASTING.

Independent 250 watt daytime 1000 watt FM for sale in exclusive midwestern town of 15,000. Any reasonable offers considered. Box 692D, BROADCASTING.

Equipment, etc.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—Two type 122-3 Collins amplifiers, excellent condition. $375 each shipped collect. WZIP, Covington, Kentucky.

One 355 foot Ideco tower 30 pound self-supporting. 280 feet to pre-fab. Will support TV or FM. Communications flange 1⅝ and new ⅞ co-axial cable for same. All fittings. Make offer dismantle and ship. RCA 1 kw FM, consolette, turntables, etc. 2020 West 3rd Street, Cleveland, Ohio. Prospect 3188.

For Sale (Cont'd)

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted—Recent model 250 or 1000 watt FM transmitter, frequency and modulation monitor. Must be reasonable. Box 678D, BROADCASTING.

Wanted to buy—3 kw, FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation monitor and about 400 feet of 1⅝" transmission line. Box 688D, BROADCASTING.

Wanted for new 250 watt, 1580 kc station. RCA, Gates, Collins, Western Electric, General Electric or Raytheon Transmitter, crystal, modulation and frequency monitors, console, 250 ohms remote amplifier, limiting amplifier, 15 watt monitoring amplifier, turn tables, pickup arms, 250 ohms microphones, antenna tuning unit, 200 ft. tower, CAA lights, ⅞" coaxial cable. Reply to Box 373, Altoona, Pennsylvania. No telephone calls.

Help Wanted

Managerial

Wanted: Commercial Manager 1 kw midwest fulltime station. Only station serving the territory. Earning power can reach five figures. Only top men need apply. Permanent position; drawing account against commissions. In reply give details of qualifications and include photo. Box 654D, BROADCASTING.

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

Situations Wanted

Managerial

Now available with background 19 years in radio including all phases. 9 years general manager of a leading southwest market network affiliate. Know small station or large station operation. Excellent industry contacts and reputation. Age 42, married, three sons. Will discuss any sound proposition in broadcasting, TV, network or agency fields. Address Robert D. Enoch, 2125 N. W. 17th St., Oklahoma City, Okla.

For Sale

Equipment, etc.

Recording equipment: Recording lathe, Nichols (W.E.-type) needing some work, bargain. 16 inch Presto rim-drive portable recorder with Audak H-5 cutter. Good as new. 500-ohm vertical W.E. cutting head, also W.E. lateral head. Vacuum thread removing system adaptable to any machine. Write, call or see DAMON RECORDING STUDIOS, INC., 510 MIDLAND BUILDING, KANSAS CITY, MISSOURI.

For Sale (Cont'd)

What do you offer for:

Brand new Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, insulators, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE BY-2-B 4 bay FM antenna. Cost $3,000.

To be sold FOB, Warren.

WHHH, 2nd Nat'l Bank, Warren, Ohio

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

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AFRA VS. WSTV

Murdock Files Dissent

A DISSENTING opinion, contending that Valley Broadcasting Co. (WSTV Steubenville, Ohio) did not refuse to bargain with the Pittsburgh local of AFRA has been issued by Abe Murdock, member of National Labor Relations Board.

The board had upheld a recommendation of a trial examiner that WSTV "cease and desist" certain alleged unfair labor practices in bargaining relations with the AFRA local [BROADCASTING, Jan. 2]. Mr. Murdock said he disagreed with that part of the majority's finding because the licensee was never presented with a "clear and unequivocal" bargaining demand and therefore was under no obligation to recognize and deal with the union.

WKMH RINGS BELL

One Spot Ties Up Phone Lines

ACTION speaks louder than words in Detroit. WKMH Disc Jockey Bob ("Robin") Seymour announced on a 5:10 p.m. broadcast that the first 50 people who called a certain number would receive five gallons of gasoline absolutely free, with no strings attached.

No sooner did he speak the words than the Michigan Bell Telephone System added grey hairs. Four Detroit exchanges were drowned, blocking incoming and outgoing calls and tying up every inter-exchange trunking system in the city. The condition spurred Mr. Seymour to appeal for listeners to stop calling. Next day, Michigan Bell requested it not happen again.

Detroit's telephone nightmare happened when a WKMH salesman asked the station for help in convincing a prospective advertiser, who was buying time on a competing station, that WKMH could produce results. Prospect agreed to the trial one-time announcement over Mr. Seymour's program. Incidentally, the prospect, WKMH says, bought a quarter-hour across the board on the *Bobbin' with Robin* program.

Promotion



ORANGE and grey folder sent to dealers by KSTP St. Paul explains hard-hitting promotion given by station to one of its sponsors, Grennan Cakes. Dealers are told on cover, "There's Money in It!" Over this announcement is taped a penny. Next to it is picture of cake. Inside of folder tells grocers that housewives are prepared to buy these cakes thanks to spots on KSTP.

Hammer Makes Hit

METAL hammer, only 5 inches in length, a six-in-one instrument sent to trade by WWSW Pittsburgh. Head acts as tap, ball peen hammer and bottle opener, and handle unscrews into large and small screwdrivers and puncher. Piece mailed to national agency timebuyers accompanied by letter describing various uses to which hammer may be put, for example, "It will keep papers in place in winds up to 30 miles an hour." Inscribed on handle are call letters, location and power of WWSW.

Mail Irrigation

WORKING good neighbor policy into studio promotion was project of WTTS and WTTV (TV) Bloomington, Ind. City, which has undergone heavy rains this fall and winter, eyed its overflowing reservoir and thought of New York's bathless and shaveless Fridays. Accordingly, five gallon jug was filled from city's water works and sent air express to Mayor O'Dwyer of New York City. Letter which accompanied water concluded, "Still water runs deep. Maybe this will start it rolling again into New York."

Station's Goodwill

GOODWILL of WCSC Charleston, S. C., was exhibited by ceremony in its studios in which Frances Meyer was presented railroad and show tickets for finals of Horace Heidt Youth Opportunity Program in Washington. Miss Meyer is aunt of Ralph Sigwald, finalist, who won the contest. Presentation was made by WCSC's owner, John M. Rivers.

Seasonal Promotion

ATTRACTIVELY printed pages of 13 Christmas Carols distributed by KYW Philadelphia to local business and social groups throughout city. Top and bottom of sheets carried call letters and dial position of KYW. Sheets were especially designed for distribution to firms where carols would be sung at office parties. Memo attached to carols concludes, "P.S. You know, of course, that advertisers who use big, power-packed 50,000-watt KYW sing a happy song of success and contentment all year long." Additional promotion, timed to arrive on timebuyers' desks Jan. 3 was sheet showing bottles and glasses covered with confetti and pictures of man and woman suffering from hangovers. Piece remarks, in part, "Sales headaches vanish like magic when in-the-know timebuyers select big, power-packed KYW to deliver their sales message throughout the heart of the rich Middle Atlantic Area."

Hot Notice

REVIEW of *The Les Malloy Show* on KGO-TV San Francisco by San Francisco *Examiner* radio columnist Dwight Newton, reprinted by station for direct mail promotion piece advising prospective sponsors of low cost participations. Piece urges, "Better get in touch with KGO-TV's sales manager Vince Francis right away on this one—it's HOT!"

WNAX Sponsorship

BACKING by WNAX Yankton, S. D., of Five State Bowling Tournament has been subject of two promotion sheets by station. Copies of first piece, explaining elimination of competing teams and prizes offered by station, were sent to newspapers in Iowa, Nebraska, North Dakota, South Dakota and Minnesota. States have been divided into 11 districts and 8,000 bowling enthusiasts are expected to compete during February, March and April. Approximately 900 copies of second piece were sent to American Bowling Congress with posters giving pertinent information enclosed. Coverage will be given tournament on *Today in the World of Sports* show, conducted by WNAX sports director, Les Davis.

Miniature TV Sets

CERAMIC ash trays modeled after miniature television sets sent to trade by KDYL-TV Salt Lake City. Set holds pack of cigarettes and carries wording, "KDYL-TV, Channel 4, Salt Lake City," across screen.

Special Announcements

SMALL white cards sent to listeners and trade by KFRO Longview, Tex. drawing attention to station's special New Year's program. Card read in part, "The Longview National Bank . . . Longview, Texas presents for your listening 'Longview—East Texas—1949'." Time of broadcast and KFRO's dial position were added.

Personnel

WEAV Plattsburg and **WENT** Gloversville, N. Y., appoint **Henner Advertising Agency,** Albany, to handle their advertising.

IRVING M. LICHTENSTEIN named public relations and sales promotion director of WWDC-AM-FM Washington. He joined station's news staff year ago and assumed public relations duties in July.

BOB TOMPKINS, news editor of WWL New Orleans, named promotion manager. He replaces **JACK HALLADAY,** resigned to become promotion manager of Daytona Beach (Fla.) Chamber of Commerce.

BILL TURNER, former merchandising fieldman for Chicago *Herald-American,* added to sales promotion staff at WLS Chicago. He will specialize in sales presentations and merchandising tie-ins.

WPCF STAFF

DuKate Heads New Outlet

WPCF PANAMA CITY, Fla., new ABC 250 w fulltime outlet on 1400 kc, has announced completion of its staff. Elbert DuKate Jr., formerly with WTPS New Orleans, is part owner, general manager and sales manager. Eleanor Whitelaw, formerly with WABB Mobile, Ala., is program director and is in charge of all women's programs and also is a sales representative. Mrs. Whitelaw has three sponsored programs five days a week and reports initial success in listener response.

Elizabeth Giraudo has joined WPCF as traffic manager. Ray Hardin, announcer and sportscaster, formerly with WGYV Greenville, Ala.; Jim Lott and Leon Hance, announcer-engineers, also formerly WGYV, and Carl Howrigan, announcer from WTYS Marianna, Fla., round out the staff.

Station took to the air Dec. 11. It is owned and operated by Bay County Broadcasting Co. Programming stress is on local shows with women's programs highlighting the schedule.

Senator Lauds WHBI

VOLUNTARY suspension by WHBI Newark, N. J., of Polish program series, labeled Communist-inspired by Senate Judiciary Immigration subcommittee, drew praise Dec. 30 from Chairman Herbert R. O'Conor (D-Md.). He complimented the station for its "cooperation" with the subcommittee probing propaganda activities of Gdynia - American Steamship Line, program sponsor [BROADCASTING, Dec. 26, 1949]. WHBI notified the group it had discontinued the broadcast effective Dec. 25 largely because it was the only foreign-language program carried, according to William Masi, program director.

NINE basketball games of New Brunswick High School signed for sponsorship over WCTC New Brunswick, N. J. by G. R. Kinney Co.

Carolinas

Fulltime network facility. Well established, profitable and in an important growing market.

$75,000.00

Florida

The only station in one of Florida's greatest growth markets. Profitable fulltime. An outstanding opportunity.

$75,000.00

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MEDIA BROKERS

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CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

FCC Actions

(Continued from page 44)

ecisions Cont.:

r removal of application, as amended, om the hearing docket. (By Fanney tvin).

WINS New York, N. Y.—Granted ntinued hearing in matter of appli- tion for extension of completion date om 1-5-50 to 2-6-50. (By Leo Resnick).

Pioneer FM Co., Madison, Ind.— ranted late appearance in proceeding application for CP for new FM lass A) station. (By Leo Resnick).

Delta Bcstrs. Inc., Thibodaux, La. d KCIL Houma, La.—Granted request at deposition of Joe N. Silverberg, ficer, director, and stockholder of elta Bcstrs Inc., be taken at 9:00 a.m. 1-5-50 before Numa F. Montet, otary Public, Thibodaux, La. and thorized Robert B. Butler to appear counsel for Charles Wilbur Lamar. (By James D. Cunningham).

anuary 5 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WCHS Charleston, W. Va.—Granted newal of license for period ending ay 1, 1952.

WKYW Louisville, Ky.—Granted re- wal of license for period ending Nov. 1952.

KSTL St. Louis—Granted renewal of ense for period ending Nov. 1, 1952.

Action Withheld

KCSJ Pueblo, Col.—Withheld action KCSJ petition requesting recon- deration of Commission action of pril 20, 1949, in renewing license of OW Omaha, in view of WOW appeal w pending before Court of Appeals r District of Columbia, which re- ested that Commission designate for aring KCSJ application for renewal license.

STA Granted

KSTT Davenport, Iowa.—Granted 6 mo. STA to operate 10 w trans. at 234 Main St., Davenport, on 936 mc to provide program circuit from studio to trans.

Hearing Designated

WJIG Tullahoma, Tenn.—Designated for hearing March 10 application to change from 740 kc 250 w D to 910 kc 250 w-LS, 100 w-N, unl.

WAVL Apollo, Pa.—Designated for hearing March 13 application to increase hours from D to unl., using 100 w N, and make changes in vertical ant.

KSGM St. Genevieve, Mo.—Designated for hearing March 14 application to change frequency from 1450 to 980 kc, increase power from 250 w to 500 w-N, 1 kw-LS, install news trans, and DA-DN, and on petition KMBC Kansas City, Mo. made party to proceeding.

Order Amended

Whittier Bcstg. Co. and Whittier Bcstg. Assoc., Whittier, Calif.—Commission on own motion amended order of Jan. 8, 1948, designating applications for hearing, to delete issues 1, 3 and 7 therefrom, and to delete all reference to application of Marc H. Spinelli, Mary Di Priter, Richard R. Primanti and Stanley Primanti d/b as Whittier Bcstg. Co.

Hearing Designated

WCAM Camden, N. J.—Designated for hearing March 16 application to change trans. location and install new ant. and ground system and made WTEL Philadelphia party to proceeding.

SSA Denied

KLKC Parsons, Kan.—Denied application for SSA to operate from local sunset to midnight, CST, on 1540 kc with 100 w to broadcast occasional sports events for period of 6 mo.; would cause objectionable N interference to KXEL Waterloo, Iowa.

Petition Denied

KSEM Moses Lake, Wash.—Denied request for waiver of Sec. 3.71 of rules to operate less than two-thirds of hours authorized to operate between 6 p.m. and midnight, for period of 12 months because such waiver would abrogate rule upon which adequate radio service depends.

WPOR Portland, Me.—Denied petition for reconsideration and grant without hearing application to change from 1450 kc 250 w unl. to 1060 kc 5 kw unl, change trans. location, install new trans. and DA-N. On own motion Commission modified order of July 12, 1948, to delete issue 6 therefrom, to modify issue 5, and to include issue 9 therein (to determine whether proposed ant. array at WPOR would have sufficient stability to afford constant protection to co-channel station KYW Philadelphia) and ordered that hearing commence March 20.

Application Dismissed

WINS New York and WHOM Jersey City, N. J.—On advice of Il Progresso Italo-American Pub. Co. Inc., New York, that it chooses to prosecute application for purchase of WINS, Commission dismissed application of WHOM (wholly owned subsidiary of publishing company) to move WHOM's main studio to New York.

Extension Granted

WIRK West Palm Beach, Fla.—Granted extension of present authority to March 8 to operate with reduced power.

Petition Granted

WDZ Decatur, Ill.—Granted petition insofar as it requests designation of petitioner's application for hearing in consolidation with application of Afro-American Bcstg. System Inc., but denied in so far as it seeks to retain Jan. 9 as date of hearing, and designated said application to change facilities of WDZ from 1050 kc 1 kw D to 610 kc 1 kw unl. DA in consolidated hearing with Afro-American application Feb. 13, continuing same from Jan. 9, and made following parties to proceeding: WHKC Columbus; WDAF Kansas City, Mo.; WTMJ Milwaukee, KXOK St. Louis; WMT Cedar Rapids, and WAYS Charlotte, N. C.

Request Denied

KM2XBD Don Lee Bcstg. System, Hollywood, Calif.—Denied request to replace call letters W6AO for exp. TV station or, in alternative, permit use of commercial call letters KTSL. Restoration of former call is contrary to present international call system and Commission issues TV commercial calls only to commercial stations or exp. stations which hold commercial CP.

License Revoked

KPAB Laredo, Tex.—On ground that Mark Perkins has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval and that KPAB is now operated by these persons without a license, Commission ordered license of KPAB revoked effective midnight Jan. 31. If written application is made to Commission on or before Jan 25 for hearing, revocation order will stand suspended until conclusion of hearing.

BY THE SECRETARY

WMBI Chicago — Granted license covering changes in ant. and mount FM ant. on top of AM tower.

Following CPs and licenses for new remote pickup stations were granted: KGA-821 KA-5286 Hagerstown, Md.; KA-2708 (mobile) DeRuyter, N. Y.; KA-3765 (formerly KSKR) St. Louis; KA-5283 Rockford, Ill.; KA-2764 Lewiston, Me.; KA-4383 Winnebago County, Ill.; KA-4006 Little Rock, Ark.; KA-5277 KA-5276 Hanover, Pa.; KA-3883 (mobile) Casper, Wyo.; KA-5251 Area Alliance, Ohio; KQA-829 KA-5229 KA-5230 Akron, Ohio; KA-5236 KA-5235 KA-5234 all Los Angeles. Following were granted licenses for new remote pickup stations: KA-4971 KEA-791 KA-4970 all area of Niagara Falls, N. Y.

Following were granted CPs new remote pickup stations: KA-5273 KA-5274 Charlotte Amalie, V. I.; KA-3500 (mobile) Mitchell, S. D.; KA-2658 Philadelphia; KA-5285 KEA-875 Elmira, N. Y.; KEA-874 KA-5284 area of Corning, N. Y.; KKB-824 Albuquerque, N. M.; KA-2656 Philadelphia; KA-5275 (mobile) Macomb, Ill.; KA-4388 Cumberland, Md.; KA-5279 KA-5278 Rock Hill, S. C.; KA-4225 KA-4224 KKB-335 KKB-332 KKB-334 KA-5265 Dallas, Tex.; KA-3843 Topeka, Kans.; KA-5267 LaGrange, Ga.; KA-2945 Princeton, W. Va.; KA-5266 Watertown, S. D.; KA-3496 Atchison, Kans.; KA-4138 Warren, Pa.; KA-5249 area Clinton, N. C.; KA-5248 KA-5247 area Louisville, Ky.; KA-5246 Mayaguez, P. R.; KA-5245 Independence, Mo.; KA-5240 Delta County, Escanaba, Mich.; KA-5239 Portsmouth, Ohio; KAA-922 KA-5238 KA-5237 Denver, Colo.; KA-5244 San Luis Obispo, Cal.; KA-5241 Lewiston, Ida.; KA-5231 KA-5233 KA-5232 Scranton, Pa.; KA-5242 Omaha, Neb.; KA-5243 Binghamton, N. Y.; KA-5250 Indio, Calif.

KWSO Wasco, Calif.—Granted mod. CP for approval of ant., trans. and studio location.

WFPA Fort Payne, Ala.—Granted mod. CP for approval of ant. and trans. location and specify studio location and change type of trans.

Following were granted mod. CPs for extension of completion dates as shown: WDAR-FM Savannah, Ga., to 6-23-50; WLIN-FM Merrill, Wis., to 5-18-50; WACE-FM Chicopee, Mass., to 7-1-50; WFMB Mayodan, N. C., to 4-13-50; WAVZ-FM New Haven, Conn., to 6-30-50; WXHR Cambridge, Mass., to 7-6-50; WJAC-TV Johnstown, Pa., to 7-30-50; WAFM-TV Birmingham, Ala., to 7-1-50; WLAV-TV Grand Rapids, Mich., to 7-15-50; WBNS-TV Columbus, Ohio, to 7-1-50; WCOH-FM Newnan, Ga., to 3-15-50; WOIC Washington, D. C., to 7-30-50; WPAW Pawtucket, R. I., to 3-1-50.

KPIX The Associated Bcstrs. Inc., San Francisco—Granted request for assignment of license and all tangible assets to KPIX Inc.

Following were granted mod. licenses to change name from Bamberger Bcstg. Service Inc. to General Teleradio Inc., New York: WOR WOR-FM KA-4924 KA-4925 KEA-782 KA-4612 KA-4611 KA-4610 KA-4614 KA-4613 KA-4615 KA-4616 WOR-TV KA-4504-5-6 all New York; WOIC KA-4508-9 Washington D. C.

Corley Radio & Sound Service, Area Trinidad, Col.—Granted CP and license for new remote pickup KA-4014.

Rural Radio Network Inc., Area of Bristol Center, New York—Granted CP and license for new remote pickup KA-3220.

KIBL Beeville, Tex.—Granted CP install new trans.

WMRY New Orleans—Granted mod. CP change type trans.

WJAT Near Swainsboro, Ga.—Granted mod. CP for approval of ant., trans, and studio locations and change type trans.

WILE Cambridge, Ohio—Granted acquisition of control of Land O'Lakes Bcstg. Corp., licensee, through sale of 51 sh common stock by Howard A. Donahoe to H. D. McClelland.

KGW Portland, Ore.—Granted license install new trans. to be operated on 620 kc 1 kw for aux. only.

KWBW Hutchinson, Kan.—Granted license install new vertical ant. and change trans. location, change tower and mount FM ant. on side of AM tower.

KXRA Alexandria, Minn.—Granted license for new standard station 1490 kc 250 w unl.

WNAT Natchez, Miss.—Granted license for new standard station 1450 kc 250 w unl.

WKVA Lewistown, Pa.—Granted license for new standard station and specify studio location, 920 kc 1 kw D.

WHAS Louisville, Ky.—Granted CP for change of KIB-367 frequencies to 152.87, 153.11 and 153.35 mc change trans. location, type trans; to be used with

(Continued on page 68)

December Box Score

STATUS of broadcast station authorizations and applications at FCC as of December 31 follows:

	AM	FM	TV
Total authorized	2,234	788	111
Total on the air	2,086	733	98
Licensed (All on air)	2,048	478	31
Construction permits	186	302	80
Conditional grants		8	
Total applications pending	1,095	241	405
Requests for new stations	321	47	353
Requests to change existing facilities	284	40	12
Deletion of licensed stations in December	4	3	
Deletion of construction permits	5	9	
Deletion of conditional grants		1	

JR BUSINESS

1949 Biggest Year—Wismer

ITH gross sales of approximately 3,301,000 in 1949, WJR Detroit mpleted the biggest business year the station's history, according General Manager Harry Wismer. Pointing out that 1949 was a nner year in sales, audience and blic service, Mr. Wismer said e gross sales figure for 1949 rpassed the previous station rec- d of $3,136,000 set in 1948. Pre- cting an even greater year for JR in 1950, Mr. Wismer said: With recent sales higher than ever fore and WJR's audience leader- ip in the area firmly established, us a fine public service record, JR is better able than ever before serve its community and its ients."

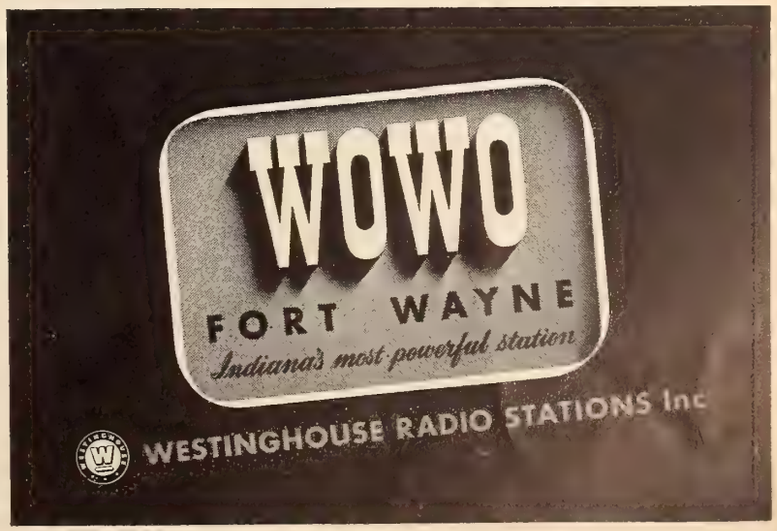
ward Dinner Postponed

IRST Radio and Television ward Dinner, originally scheduled be held in New York Jan. 13, s been postponed to March 5, e sponsors announced last week BROADCASTING, Jan. 2].

RCA INSTITUTES, INC.

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Address inquiries to Placement Director
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Docket Actions . . .

FINAL DECISIONS

Bexar Bcstg. Co., San Antonio—Announced decision and order adopting initial decision to deny as in default application of W. K. McCauley and W. M. Ritter d/b as Bexar Bcstg. Co. for extension of completion date for new AM station 990 kc, 1 kw day, and dismissed as moot petition of Atascosa Bcstg. Co. requesting FCC to revoke order which had reinstated Bexar permit, declare Bexar CP forfeited and in alternative set Bexar extension request for comparative hearing with its new-station request for 990 kc, 1 kw day at Pleasanton, Tex. Decision Jan. 3.

FM Rules and Standards—Amended Sec. 3.273 and 3.281 of FCC rules governing FM broadcast stations and Sec. 3, 5, 8, 11 and 13 of standards. Changes, largely technical, to become effective Feb. 10. Decision Jan. 5.

INITIAL DECISIONS

Metropolitan Bcstg. Co., Milwaukee, and Belle City Bcstg. Co., Racine, Wis.—Adopted revised initial decision to deny as in default application of Metropolitan Bcstg. for new station at Milwaukee on 1470 kc, 500 w day, and to grant application of Belle City for new station at Racine on 1460 kc, 500 w day; engineering conditions. Decision Jan. 3.

Baseball Line Charges—Initial decision issued by Hearing Examiner Elizabeth C. Smith declaring unreasonable and unlawful Western Union Telegraph Co. charges, classifications, regulations and practices for baseball sports service by message and direct wire, to extent that tariff prescribes an additional charge for each station in network in addition to subscriber station to which sports service is furnished. Western Union ordered to file tariff revision prior to 1950 baseball season. Decision Jan. 5.

Leader Pub. Co., Guthrie, and Enid Bcstg. Co., Enid, Okla.—Initial decision issued by Hearing Examiner J. D. Bond to grant application of Leader Pub. Co. for 1490 kc 250 w fulltime at Guthrie and to deny bid for same facilities at Enid by Enid Bcstg. Decision Jan. 5.

Antelope Bcstg. Co. Inc. and Antelope Valley Bcstg. Co., Lancaster, Calif.—Initial decision issued by Hearing Examiner Elizabeth C. Smith to grant application of Antelope Bcstg. for 1340 kc, 250 w fulltime, and to deny competitive bid of Antelope Valley for same facilities. Decision Jan. 5.

Non-Docket Actions . . .

AM GRANTS

St. Marys, Pa.—The Elk County Bcstg. Co., granted 1400 kc, 250 w fulltime; estimated cost $11,740. Co-partnership consists of Kenneth E. Rennekamp, 97% owner WKRZ Oil City Pa., and Cary H. Simpson, program director WMRN Marion, Ohio. Granted Jan. 5.

Pullman Wash.—Bayton and Hicks, granted 1150 kc, 1 kw day; estimated cost $23,399. Co-partners: John Ronald Bayton, with Grayport Construction Co., and Maynard Hicks, assistant professor of radio writing, journalism and advertising. Granted Jan. 5.

Honolulu, Hawaii—Royal V. Howard, Granted 850 kc, 250 w fulltime; estimated cost $9,750. Grantee is consulting engineer and former head of NAB Engineering Dept. Granted Jan. 5.

Waipahu, Oahu, Hawaii—Rural Bcstg. Co. Ltd., granted 920 kc, 1 kw fulltime; estimated cost $21,100. Principals: Victor Eckland, director of news and special events at KULA Honolulu, president-general manager 4.2%; Frank W. Fitch, ex-technical engineer with KGU Honolulu, vice president-chief engineer 17%; Harry En Chu, KGU engineer, treasurer 17%; Louis Lee, real estate and investments, director 8%; N. C. Villaneuva, insurance, exports-imports, director 4%; Chuck Mau, attorney, secretary 2%. Stockholders total 34. Granted Jan 5.

KELK Elko, Nev.—Granted permit to change from 1340 kc to 1240 kc. Granted Jan. 5.

WEAR Pensacola, Fla.—Granted permit to change from 1490 kc to 1230 kc. Granted Jan. 5.

WHVR Hanover, Pa.—Granted permit to change from 1280 kc 1 kw day to 1280 kc 1 kw day, 500 w night, unlimited, directional night. Granted Jan. 5.

KBND Bend, Ore.—Granted permit to change from 1340 kc 250 w fulltime, to 1270 kc, 1 kw fulltime, directional night. Granted Jan. 5.

KUBA Yuba City, Calif.—Granted modification of license to change from 1600 kc, 500 w fulltime, directional, to 1600 kc, 1 kw day, 500 w night directional. Granted Jan. 5.

KECK Odessa, Tex.—Granted permit to change from 920 kc, 1 kw day, to 920 kc, 1 kw day, 500 w night directional, fulltime. Granted Jan. 5.

WEXT Milwaukee — Granted permit to change from 1430 kc, 1 kw day, to 920 kc. 1 kw fulltime, directional. Granted Jan. 5.

(Operation Suspended)

WCLE Clearwater, Fla.—Granted request in part for extension to Feb. 9 of authority to remain silent.

WWOK Flint, Mich.—Granted authority to remain silent for 30 days because of financial difficulty.

FM GRANTS

Evanston, Ill.—Northwestern U., granted new noncommercial educational station on Ch. 207 (89.3 mc), 10 w; estimated cost $1,975. Granted Jan. 5.

Oretech, Ore.—Oregon Technical Institute, granted new noncommercial educational station on Ch. 201 (88.1 mc), 10 w; estimated cost $4,650. Granted Jan. 5.

WINR-FM Binghamton, N. Y.—Granted permit to cover conditional grant for Class A station, Ch. 224 (92.7 mc), 350 w, antenna minus 150 ft. above average terrain. Granted Jan. 5.

WEEL (FM) Erie, Pa.—Granted permit to cover conditional grant for Class B station, Ch. 246 (97.1 mc), 2.55 kw, 80 ft.

Following FM stations Jan. 5 were granted modification of permits as indicated:

WELD Columbus, Ohio—To change ERP from 30 kw to 53 kw and antenna from 430 ft. to 470 ft.

KWFM National City, Calif.—Change location from San Diego to National City; change frequency from Ch. 284 (104.7 mc) to Ch. 252 (98.3 mc), power from 16 kw to 240 w, antenna from 300 ft. to minus 60 ft.

KVCI Chico, Calif.—To change power from 11 kw to 9.8 kw, antenna from 330 ft. to 70 ft.

WFMY Greensboro, N. C.—To change power from 23 kw to 52 kw, antenna from 480 ft. to 410 ft.

WFNS-FM Burlington, N. C.—To change power from 19 kw to 2.3 kw.

KGNC-FM Amarillo, Tex.—To change power from 50.4 kw to 4.8 kw, antenna from 390 ft. to 270 ft.

WITJ Ithaca, N. Y.—To change from Ch. 201 (88.1 mc) to Ch. 219 (91.7 mc).

KWKH-FM Shreveport, La.—To change power from 43 kw to 13.5 kw, antenna from 385 ft. to 390 ft.

WBEY Bay Shore, N. Y.—To change power from 250 w to 750 w, antenna from 470 ft. to 110 ft.

WBEN-FM Buffalo, N. Y.—To change antenna from 1380 ft. to 1340 ft.

KWBW-FM Hutchinson, Kan. — To change power from 3 kw to 1.5 kw, antenna from 310 ft. to 190 ft.

KFLW-FM Klamath Falls, Ore.—To change from Class B to Class A station, frequency from Ch. 233 (94.5 mc) to Ch. 257 (99.3 mc), power from 5 kw to 400 w, antenna from minus 150 ft. to minus 160 ft.

WNAE-FM Warren, Pa.—To change from 490 w to 350 w, antenna from minus 370 ft. to minus 100 ft.

TRANSFER GRANTS

KASI-AM-FM Ames, Iowa—Granted consent to already consummated transfer of control of Ames Bcstg. Co., licensee, from various original stockholders to newcomers in firm. Transfer not to be effectuated until W. S. Rupe, 34% owner of assignee, severs all connection with WOI Ames. Mr. Rupe is trustee of Iowa State College of Agriculture and Mechanic Arts, WOI licensee. New ownership of KASI to be: Doyle Don Kelso, chief engineer 6%; Athen Mendenhall, music director 14%; Charles H. Forbes, program director, about 1%; Arthur A. Skinner, general manager, who retains 28% original interest; W. S. Rupe, chief owner Ames Daily Tribune, Oelwein Daily Register, Charles City Daily Press and 5% owner Cedar Falls Daily Record, 34%; Hollis J. Nordyke, part owner Ames Daily Tribune and Cedar Falls Daily Record, 17%. KASI assigned 1 kw day on 1430 kc. Granted Jan. 5.

New Applications . . .

AM APPLICATIONS

Hilo, Hawaii—Island Bcstg. Co., 850 kc, 1 kw fulltime; estimated cost $18,300. Co-partners: John D. Keating, head of own Seattle station representative firm, and J. Elroy McCaw, 50% owner KELA Centralia, Wash., one-third owner KYAK Yakima, Wash., and 21.5% owner KLZ Denver. Filed Jan. 5.

Barnesboro, Pa.—North Cambria Bcstrs. Inc., 950 kc, 500 w day. Principals: Harris G. Breth, Pennsylvania State Legislature representative and WCPA Clearfield, Pa., salesman, president 32.9%; Wm. K. Ulerich, president-general manager of WCPA and general manager of WMAJ State College, Pa., vice president; Wm. J. Thomas, WCPA station manager and program director, secretary 16.4%; LeRoy W. Stauffer, WCPA assistant manager, treasurer 17.9%; Clearfield Bcstrs. Inc., WCPA licensee, 32.9%. Filed Jan. 5.

Columbus, Ohio—Sky Way Bcstg Corp., 1580 kc, 1 kw day, directional; estimated cost $21,825. Applicant is licensee of WVKO (FM) Columbus and is affiliated in ownership with WEOL Elyria and WONE Dayton, Ohio. Group of 42 stockholders is headed by Gustav Hirsch, president and 11.65% owner. Sky Way was losing applicant for 1150 kc, granted WIMA Lima, Ohio, in 1948 hearing case. Filed Jan. 5.

Atlantic, Iowa—George Basil Anderson, 1220 kc, 250 w day; estimated cost $13,400. Applicant is owner-manager KJBK Columbus, Neb. Filed Dec. 30.

Roseburg, Ore.—Umpqua Bcstrs. Inc. 1240 kc, 250 w fulltime; estimated cost $16,250. Principals: Donn W. Radabaugh, one-half owner Umpqua Amusement Co., theatre operator, president 12.5%; Nancy Edith Radabaugh, 12.5%; Lon D. Hunt, acting postmaster at Sutherlin, Ore., 12.5%; Margaret G. Hunt, secretary-treasurer 12.5%; Harold D. McKay Jr., ex-commercial manager KRNR Roseburg, 25%; Donald W. Helliwell, with Lockwood Motors, vice president 12.5%; Iris Rice Helliwell, ex-assistant manager KRNR, 12.5%. Filed Dec. 30.

TRANSFER REQUESTS

KRKL Kirkland, Wash.—Assignment of license from F. L. Thornhill tr/as East Side Bcstg. Co. for $52,500 to W. A. Chamness and L. N. Ostrander d/b as Eastside Bcstg. Co. Mr. Chamness is Signal Oil Co. distributor and agent and Mr. Ostrander is attorney. KRKL assigned 250 w day on 1050 kc. Filed Jan. 5.

WILM Wilmington, Del.—Transfer of control of Delaware Bcstg Co. from Hawkins Bcstg. Co., parent firm, to stockholders of latter firm individually: Ewing B. Hawkins, 40%; W. W. Hawkins Jr., 40%, and Ewing B. Hawkins as trustee, 20%. Stock of Delaware Bcstg. is distributed proportionately. WILM assigned 250 w fulltime on 1450 kc. Filed Jan. 5.

KTLA (TV) Hollywood—Transfer of control of Paramount Television Productions Inc., permittee, from Paramount Pictures Inc. to New Picture Inc. See story this issue and BROADCASTING, Jan. 2. Filed Jan. 5.

KWHK Hutchinson, Kan.—Transfer of control of KWHK Bcstg. Co., licensee, from James R. Murray (20 sh), Vern Minor (160 sh) and Dorothy C. Murray (36 sh) for $46,125 to The Hutchinson Pub. Co., owner KIMV (FM) there. Hutchinson Pub. Co., 37.5% owner KSAL Salina, Kan., is composed of: John P. Harris, president, and Sidney F. Harris, secretary-treasurer each 36.5%; Sue Catherine Harris 10.7%, and John P. Harris as trustee 10.7%. Harris brothers each own 20% of KBUR Burlington, Iowa, and each 12.5% of KFBI Wichita, Kan. Together they also control Salina (Kan.) Journal which owns 48.5% of KSAL. KWHK assigned 1 kw day on 1190 kc. Filed Dec. 30.

KNOB (FM) Long Beach, Calif.—Assignment of license from Cerrito Bcstg. Co. to new partnership of same name and ownership excepting Walter A. Nelson who sells 20% interest for $3,000. Ownership to be: Raymond E. Torian, 43⅓%; Jay E. Tapp, 33⅓%, and John W. Doran, 23⅓%. Filed Dec. 28.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 5

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,085	2,051	187		319	265
FM Stations	733	478	302	*6	47	28
TV Stations	98	31	80		353	182

* Four on the air.

FCC Actions

(Continued from page 67)

WHAS-FM and WHAS-TV as well as WHAS.

WMVA Martinsville, Va.—Granted mod. CP to change type trans.

January 5 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

WOAY Oak Hill, W. Va.—CP change power from 1 kw to 10 kw.

Modification of CP

WDSM Superior, Wis.—Mod. CP change frequency etc. to specify DA-N in lieu DA-DN (710 kc).

License Renewal

WPTZ Philadelphia—License renewal TV station.

APPLICATION RETURNED

Lone Wolf Bcstg. Co., Colorado City, Tex.—RETURNED Dec. 29 application for CP new AM station 1320 kc 500 w D.

Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors' and Librarians' Clinic—especially conducted for all station personnel concerned with programs and the proper use of music.

BMI ELEVENTH MUSIC CLINIC

Enroll now for the sessions to be held on

MONDAY, JAN. 23 and TUESDAY, JAN. 24

There is no charge for the course

In order to give individual guidance the Clinics are limited in attendance, so please register early. Write or wire ROY HARLOW, Director of Station Relations.

BROADCAST MUSIC, INC.

580 Fifth Avenue ☆ New York 19, N. Y.

WBAL

means business in Baltimore

Milestones

Robert L. Fidlar, commercial manager for WIOD Miami, Fla., has completed 20 years in the radio industry. He started with WBOW Terre Haute, Ind., as announcer-writer in 1929, moving to WKZO Kalamazoo, Mich. two years later. He served WHIO Dayton Ohio as announcer and continuity writer until 1943 when he assumed program management duties at WIOD. He was named commercial manager of WIOD in 1946.

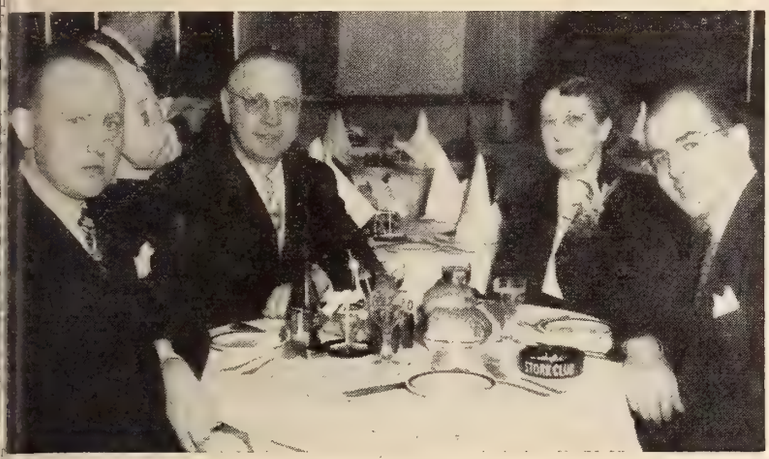
WEWS(TV) Cleveland celebrated its second birthday Dec. 17. Station began telecasting to about 4000 sets, most of them in dealers' showrooms, and now reaches an audience of more than 120,000 receivers. Staff of more than 70 people is headed by James C. Hanrahan, vice president of Scripps-Howard Radio Inc., owner of WEWS.

► First birthday of WWNI(FM) Wabash, Ind., was celebrated Dec. 20.

► A special anniversary program Dec. 24 marked the completion of ten years of broadcasting by KVFD Ft. Dodge, Iowa.

► Ralph J. Mathewson, transmitter engineer for WEEI Boston, is the first member of the station's staff to be awarded a beret symbolizing 25 years service with WEEI.

► Silver anniversary was celebrated by KTHS Hot Springs, Ark. Dec. 20.



CELEBRATING their 25th wedding anniversary at New York's Stork Club are Mr. and Mrs. William J. Wagner (center). Mr. Wagner is general manager of the Alaska Broadcasting System. With them are Roy Smith (l), account executive for Alaska Spot Sales, and Charles (Bud) Soden, Alaska Network sales manager.



VARIATION of "local boy makes good" theme was recounted in Fremont, Neb., Dec. 23 when Bill Baldwin, KFGT station manager, received a birthday cake on occasion of station's tenth anniversary. Mr. Baldwin started as an engineer-announcer in 1939 when the station began broadcasting as KORN. In 1946, after returning from service with Armed Forces Radio networks in South Pacific (he was chief engineer at WVTR Tokyo), he assumed managership. Call letters were changed from KORN to KFGT last March when Walker Newspapers Inc. bought the station from Inland Broadcasting Co. Mr. Baldwin accepts cake, adorned with replica of station tower, from Pat Jensen, script-writer.

WKYW'S HOLIDAY

Records Xmas Day Schedule

WKYW Louisville became a one-man station for six continuous hours on Christmas Day. Thanks to a new wide tape recorder, the entire station staff from executive to salesman, enjoyed the holiday at home with the exception of Chief Engineer Nolan Pontrich who stayed at the controls.

All that Mr. Pontrich had to do, according to WKYK, was simply patch in the recorder and let the machine play six hours of continuous programming with time-out for only one reel change. Entire Christmas Day schedule was recorded in advance by using the machine developed by Louis Anderson, vice president, Point-Of-Sale Inc., Louisville, who designed it primarily for continuous music in airplanes and trains. It permits up to six hours of programming on one roll of tape.

While the machine allows three program channels to be recorded simultaneously, WKYW used two channels to produce a day's programming, complete with time signals, call letter announcements and commercials. According to the station, Mr. Anderson, tape recorder specialist, is working with the program department on modifying the machine to meet radio broadcast needs. WKYN says Mr. Anderson estimates the machine could be put into commercial production, priced at under $1,000.



Mr. Pontrich (center), with Program Director Dave Wilburn (l) observing, operates console. Mr. Anderson turns a dial of his six channel recorder. On top is the portable type playback used.

Ra-Tel for WPTR

RA-TEL Representatives Inc., New York, has been appointed national representative for the 50 kw WPTR Albany, N. Y. The appointment became effective Jan. 1, according to Fred R. Ripley, general manager of the station.

BASKET FULL

Two Games Aired Together

A NEW idea in broadcasting basketball—a sort of "two for the price of one" arrangement—has been originated in Philadelphia by Sports Broadcast Network. Starting last Saturday (Jan. 7), Sports Broadcast arranged to have announcer-engineer teams airing two games at the same time.

Covering Temple, Villanova, Penn, St. Joseph's and La Salle games for the current season, the network inaugurated the service by covering the Temple-Syracuse and La Salle-Bowling Green games from Convention Hall and the Penn-Lafayette and Villanova-Valparaiso contests from the Palestra. Programs from both spots were fed into WPEN Philadelphia.

At a master control panel in WPEN, a sports announcer monitored the games, shifting back and forth from one game to the other as the play waxed and waned. Broadcasts of this type also are scheduled for Jan. 14 and 28 and Feb. 18. Jack Rensel, network general manager, helped develop the idea.

LAST COMMAND

AFRS Series Concluded

SWAN SONG of one of Armed Forces Radio Service's most ambitious project was sung last month when *Command Performance* transcribed its 415th and final live show. On hand to help it bow out were Danny Kaye, Dorothy Shay and Ken Carpenter.

Started seven and one-half years ago during the war as a temporary morale measure for soldiers overseas, program was cancelled when AFRS budget was recently cut by $153,000 by the Secretary of Defense. An estimated audience of over 95½ million soldiers and civilians weekly had been hearing the program which was transcribed before an audience in the Vine Street Playhouse, Hollywood. Past *Performances* will be reissued and others reassembled for distribution to AFRS outlets.

Eight other service radio shows requiring outside talent also were eliminated as result of budget slash. They included: *Redd Harper Hollywood Roundup; G. I. Jive; Jill's Joke Box; Mail Call; Chiquita; Personal Album; Lucky Grab Bag* and *Bob Carleton Show.* Only two live shows, *Solitary Singer* and *Words & Music,* both done by service personnel, will continue to be transcribed by AFRS.

'Mr. KOA' Retires

CLARENCE C. MOORE, known as "Mr. KOA" throughout the Rocky Mountain region, retired from the staff of KOA Denver Dec. 31 after 21 years with the station and NBC, the last 15 years as KOA program director. Mr. Moore will enter private business. On Dec. 30 —Mr. Moore's last day at KOA—staff members with more than 10 years service gathered in General Manager Lloyd E. Yoder's office to bid the radio veteran farewell and to present him with a set of luggage.

Racine Grant

REVISED initial decision was issued by FCC last week reaffirming earlier action to grant a new station on 1460 kc with 500 w day at Racine, Wis., to Belle City Broadcasting Co., associated in ownership with WMIL Milwaukee [BROADCASTING, Oct. 24, 1949]. New initial ruling further denied as in default the competitive bid of Metropolitan Broadcasting Co. for 500 w daytime on 1470 kc at Milwaukee, not considered in the earlier action. Metropolitan failed to present evidence at hearing, FCC found.

At Deadline...

FCC ORDERS HEARING ON LIMA CHARGES

HEARING on year-old charges that Northwestern Ohio Broadcasting Corp. was trying to sell its WIMA-AM-FM Lima, Ohio, three weeks after it got its AM grant [BROADCASTING, Nov. 22, 1948] was ordered by FCC last Friday. Hearing was set for Feb. 28 at Lima.

Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, had claimed property broker's representative approached Sky Way President Gustav Hirsch on Nov. 11, 1948, and said Northwestern had authorized sale of AM and FM properties, with asking price $385,000.

FCC, which investigated, said it "apeared" neither Northwestern nor Sky Way had been "entirely candid and truthful," and set matter down for hearing. Involved are WIMA license application; petition of Sky Way for revocation proceeding against WIMA (1150 kc, 1 kw) and for reinstatement of its own application (1150 kc, 5 kw day, 1 kw night), and replies by Northwestern.

ORAL ARGUMENTS HELD IN THREE CASES

ORAL ARGUMENTS held Friday before FCC en banc on proposals to deny extension of completion date to WRTV (TV) New Orleans, to grant WILK Wilkes-Barre, Pa., improved assignment, and to set aside earlier revocation order for WIBS Santurce, P. R.

FCC took under advisement WRTV motion to dismiss or withdraw application without prejudice to refiling when TV rules are settled. WRTV counsel said owner Maison Blanche Co.'s interest in TV signified in fact store is largest local TV sponsor. WILK supported FCC proposal to grant switch from 250 w on 1450 kc to 5kw day, 1 kw night on 980 kc, directional, citing some 50,000 people who would get first service. WTRY Troy, N. Y., opposed change because of interference. In WIBS case, owner Jose E. del Valle said cleared of charges of misrepresentations to FCC. Proposed actions reported by FCC last summer [BROADCASTING, Aug. 1, 29, Sept. 12, 1949].

WOULD DENY WFEC SWITCH

DENIAL of request by WFEC Miami, Fla., to switch from 250 w day on 1220 kc to 250 w fulltime on 1230 kc recommended Friday in initial decision by FCC Hearing Examiner J. Fred Johnson Jr. Decision cited delays in presenting evidence and said "record presents a disturbing indication of a disposition to trifle with the processes of the Commission." Bid was filed in 1947.

ZENITH HEARING DEFERRED

HEARING scheduled Jan. 16 on Zenith Radio Corp.'s proposal for "Phonevision" tests was postponed indefinitely by FCC Friday, pending action on Zenith's petition for authority to proceed without hearing. Zenith contends questions which FCC raised for consideration in hearing can be better answered after tests are conducted, not before [TELECASTING, Jan. 2]. Company seeks three-month Chicago-area test of its subscription television system, with authority to charge "subscribers" $1 for each Phonevision program viewed.

PROCTOR TO CHIRURG

JOSEPH A. PROCTOR, with Lever Bros. 30 years and Spry advertising manager since 1936, named vice president in charge of merchandising of James Thomas Chirurg Co., Boston and New York agency. He has been active in introduction and advertising of nearly all Lever products.

PREFERENCE FOR LARGER TV PICTURES MOUNTING

PUBLIC demand for large-size TV pictures continues to rise, according to November figures of Radio Mfrs. Assn. Of 463,593 picture tubes sold to set-manufacturing firms, 58% were for tubes 12-13.9 inches; 19% for tubes 14 inches and up; 17.9% for tubes 9-11.9 inches; 3.9% for tubes 6-8.9 inches.

Total sales of picture tubes in November, including manufacturers, distributors, export and other outlets, amounted to 485,312 units valued at $12,516,077. This compares to 456,375 tubes values at $11,719,674 for October.

Sales of radio receiving tubes in November dropped below October but surpassed November 1948 figure, according to RMA. November sales amounted to 23,911,820 tubes compared to 24,353,631 in October and 21,118,874 in November 1948.

Receiving tube sales totaled 174,946,014 tubes for first 11 months of year compared to 185,450,214 in same 1948 period. Of November sales, 18,602,851 tubes were for new equipment, 4,485,737 for replacements, 697,285 for export and 125,947 for government agencies.

SWEZEY TO SPEAK AT NATIONAL TV MEET

ROBERT D. SWEZEY, general manager of WDSU-TV New Orleans, will follow keynote speaker at opening of second annual National TV Conference sponsored by Chicago Television Council at Palmer House, March 6-8. He will discuss "Buying, Selling and Paying for TV."

Members of creating, writing and direction panel include Beulah Zachary, producer of *Kukla, Fran & Ollie*, and Ted Mills, producer of *Garroway at Large* and program director at WNBQ-NBC Chicago. Chicago production panelists will be Monte Fassnacht of ABC-TV; Fred Freeland, Ruthrauff & Ryan; Norman Lindquist, Malcom-Howard Agency; Joseph Betzer, Sarra Inc., and Jerry Campbell, Campbell-Cahill Studio.

Eugene Thomas, general manager, WOIC (TV) Washington, is slated to discuss station management, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, will outline theatre TV.

TRANSIT SALES SESSION

TWO-DAY convention of Transit Radio Inc. sales managers will be held today and tomorrow (Jan. 9-10) at Roosevelt Hotel, New York. Twenty-five stations will be represented, including 19 now affiliated with Transit Radio system and six others about to join. Company's board of directors meets Jan. 12 in New York.

SETH GETS POST

WILLIAM R. SETH, formerly with Muzak Corp., as advertising and promotion manager, has joined O'Brien & Dorrance, New York, as radio and television director. Mr. Seth is 10-year veteran in radio and recording. He was formerly promotion manager of two divisions of NBC, account executive of W. B. Donor Agency and held management posts at stations.

NBC ANTENNA PROJECT

NBC and Empire State Bldg., New York expected to announce plan to construct new TV antenna atop building early this week. NBC relinquishing exclusive use of location, held since 1931, to share with ABC.

Closed Circuit

(Continued from page 4)

day games. Games telecast last season on WTTG (TV) Washington.

PRESSURE being built up to get FCC to issue clear-channel decision prior to further NARBA negotiations, on theory that U. S. negotiators are in precarious position so long as their own domestic position is uncertain. Broadcasters being told it's better to have clear-channel decision, even if they don't like it, than to have none at all. NARBA negotiations now slated to resume Feb. 1 with U. S.-Cuban conferences.

APPARENTLY mindful of Pillsbury Mills successful big cooking promotion that culminated at New York's Waldorf-Astoria last month, General Mills, through its agency, Dancer-Fitzgerald-Sample, New York, reportedly planning nationwide promotion which will include radio.

WNEW NEW YORK is resigning from NAB as of Feb. 28, according to authoritative quarters. This move throws monkey wrench into NAB committee lineup since Ted Cott, WNEW vice president, had been slated to continue as chairman of the NAB Unaffiliated Stations Committee.

WHILE high cost of TV operations is accepted throughout advertisingdom, it is significantly underlined in CBS-TV's costs on scenery, production and painting of sets and backdrops. Item reached $2 million in 1949 with additional $300,000 for trucking and movement of scenery to various theatre locations.

ALSO proving big headache for TV network operators is slow expansion of facilities and new markets occasioned by FCC's television freeze. Networks need more affiliates and more circulation which could absorb programming and production costs, and it's feared that undue delays might bring some stagnation in network TV sales.

McCORMICK & CO., Baltimore (tea), through Sullivan, Stauffer, Colwell & Bayles, New York, its agency, preparing limited test spot announcement campaign to start Jan. 30.

IMPORTANT State Dept. post earmarked in upcoming State Dept. reorganization for Forney A. Rankin, NAB's government relations director and former department career man. Announcement due inside fortnight. Assistant Secretary Willard L. Thorp, for Economic Affairs, has taken over jurisidiction of Telecommunications Division, and it's presumed assignment will be in that office.

PRICE involved in proposed sale of WMCA-FM New York to syndicate of unidentified buyers reportedly slightly more than $20,000 (story page 18).

FITCH SHAMPOO, through its agency, Harry B. Cohen, New York, preparing spring spot announcement radio campaign to start about mid-March.

INDIANA NEWS CLINIC

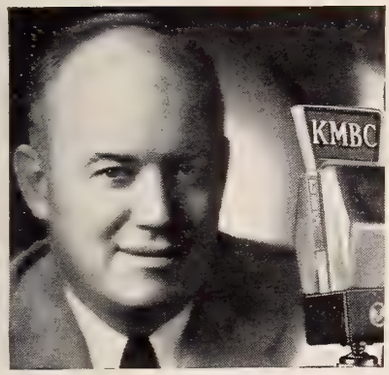
NAB Radio News Clinic for state of Indiana will be held Sunday, Feb. 19, at Indianapolis, according to Harry M. Bitner Jr., WGBM Indianapolis, NAB District 8 director. Bill Warrick, WJOB Hammond, Ind., is general clinic chairman. Arthur C. Stringer, staff director, will participate for NAB. Site of clinic has not been picked.

ZITZ JOINS CHICAGO AGENCY

MARTIN ZITZ, advertising manager of Elgin American, Elgin, Ill., resigns and will join Henri, Hurst & McDonald, Chicago, Feb. 1.

Teamed for SERVICE





PHIL EVANS



KEN PARSONS



BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

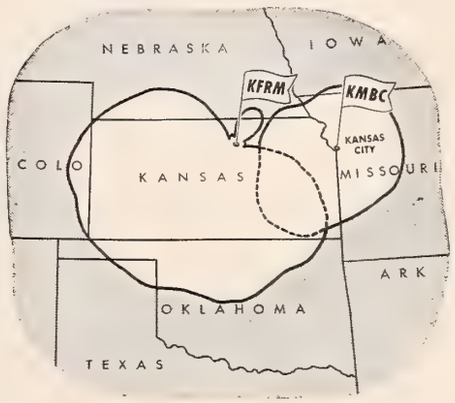
Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.



The KMBC-KFRM Team Serves 3,659,828 People*

** 1940 Census*

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980



Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



New RCA electron tube gives today's amazi
computing machines an indispensable memor

Tube with a memory *keeps answers on file*

So complex are present scientific studies—such as in atomic research—that just working out the "arithmetic" could take all of our scientists' time.

A short cut is found in huge electronic computers, capable of adding or multiplying numbers as large as one thousand billions in *millionths of a second.* But such speed is valueless unless—with comparable speed—the results of countless computations can be kept "on file" and taken out again.

Such a "file" now exists in a "memory" tube, developed at RCA Laboratories. Electronically it retains figures fed into calculating machines, stores them, memorizes new ones—speeds intelligent solutions through mazes of mathematics.

Uses of RCA's "memory" tube are many. It will help atomic scientists acquire new and needed knowledge . . . provide new information on supersonic flight . . . even help make rapid weather predictions! It is an invaluable instrument in the scientist's campaign to penetrate the unknown.

For your benefit:

Development of the "memory" tube is ju one example of the many basic advanc pioneered at RCA Laboratories. Continue leadership in science and engineering ad *value beyond price* to any product or servic of RCA and RCA Victor.

Examples of the newest advances in radio, tel vision, and electronics—in action—may be see at RCA Exhibition Hall, 36 West 49th Stree N. Y. Admission is free. Radio Corporation America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

JANUARY 16, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WOR is *not* an Albany station



HE WAS RATHER impatient. He was a manufacturer. The product was a tape for mending clothes, shades, soft goods . . .

(Please be patient and read on – there is some very important meat in this.)

WOR was the *only* station this man could afford; we mean, big station. And he had – what some people would think – peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N.Y., and Boston, which is in Massachusetts, and Philadelphia – as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went – in practically all the 18 great states WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would *you,* perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even – well, maybe Albany, N.Y., or Boston?

our address is **WOR** *– that power-full station, at 1440 Broadway, in New York*

NOTE: *WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 18-state impact.*

What's the 1960 picture?

Will our rockets have reached the moon?

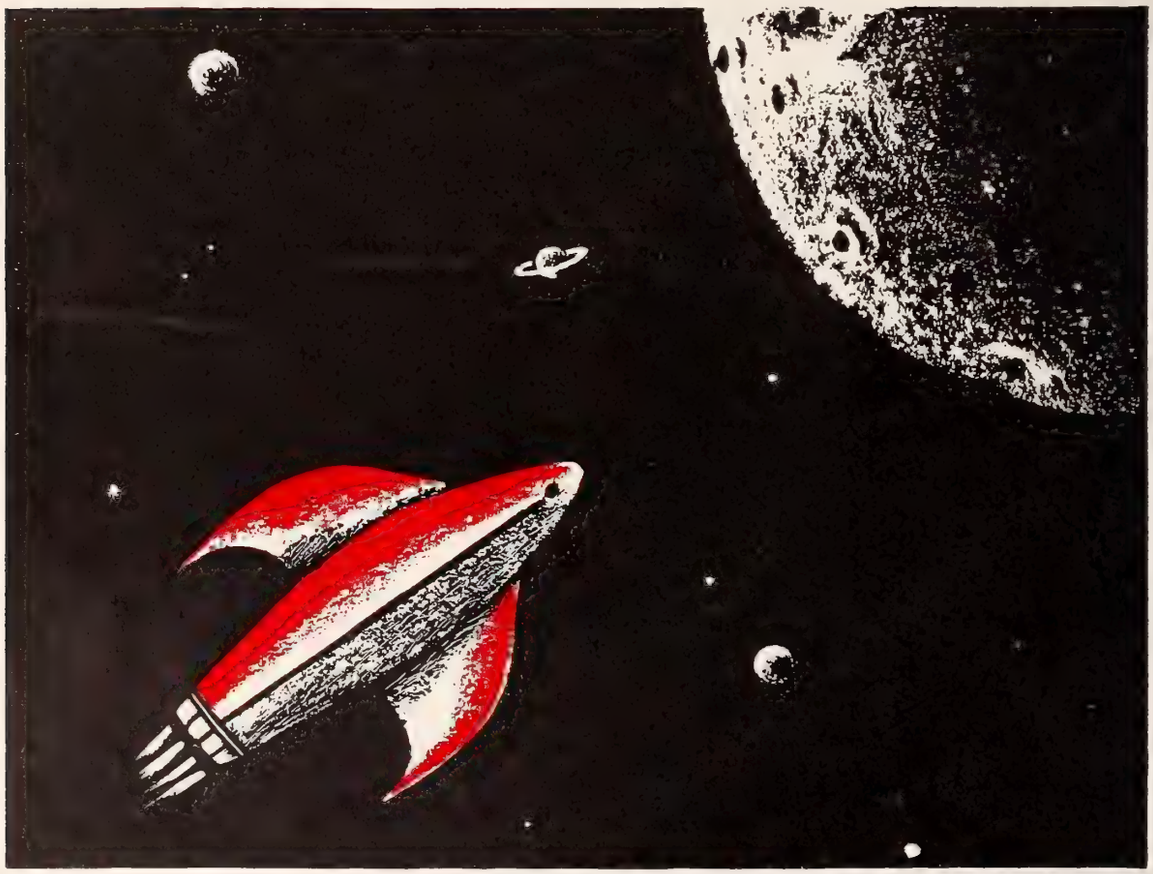
Will the uses of atomic energy
be a boon to mankind?

And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.

In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.

Half the joy of broadcasting is vision.
Much of the rest is serving.

Watch the First Stations of Virginia in 1950 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.



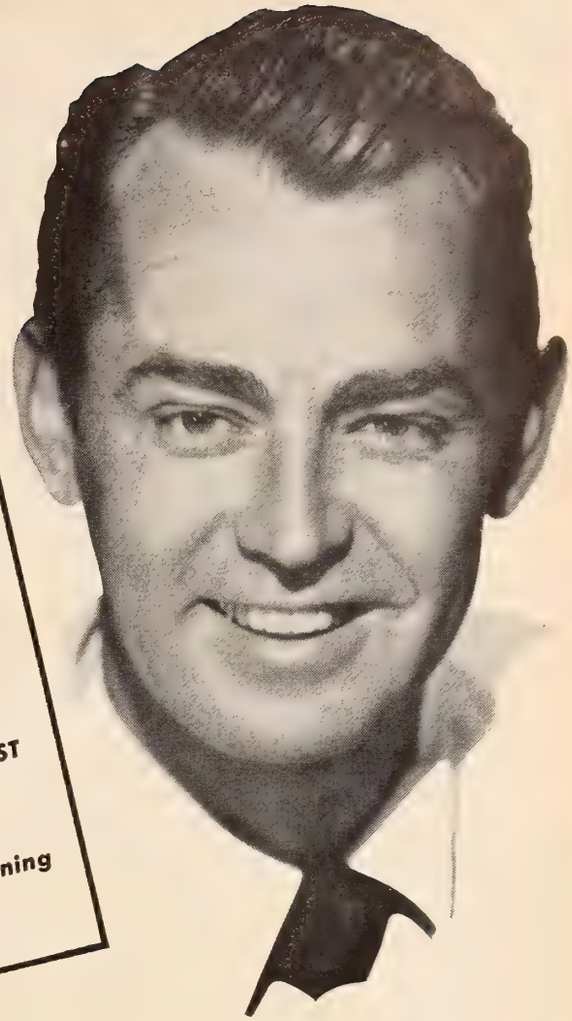
WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

STRIKE IT RICH IN '50

Use SPOT ANNOUNCEMENTS ... Add Listeners ...



YOU BUY THESE

YOU GET THESE AS A BONUS

You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

Prices Like These:

Population

UP to 25,000	$15.00 for both Ladd & Runyon
25,000 to 50,000	22.50 for both Ladd & Runyon
50,000 to 75,000	25.00 for both Ladd & Runyon
75,000 to 100,000	27.50 for both Ladd & Runyon
100,000 to 150,000	30.00 for both Ladd & Runyon
150,000 to 200,000	35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free . . .

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus
25% Discount . . .

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

WMOU, — BERLIN, N. H. Took Our Package Offer Used SPOT ANNOUNCEMENTS Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

39 The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements ea.
52 Runyon Shows—3 Announcements ea.
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea. (WMOU 312 time rate) . . $2556.00
Cost of Special Package in WMOU Market . . . . . $ 780.00
PROFIT . . $1776.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.

8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

TRANSIT RADIO getting close scrutiny at FCC. There's staff-level thinking that it's not "broadcasting" in strictest sense because it's beamed primarily to transit patrons, and that therefore it's not entitled to broadcasting frequencies. Subject has not come before full Commission.

MORE THAN cursory interest being evinced by Mutual affiliates, including certain stockholder stations, in pending plan of M-G-M to originate minimum of 30 hours per week of new programs to be fed to network. Programs —mainly live—would be produced with M-G-M talent and talent of other studios working with M-G-M, and would employ extensive literary properties of M-G-M and cooperating studios. Programs would be available for national or local sponsorship with M-G-M presumably holding certain rights of network recapture.

E. I. duPONT de NEMOURS & CO., Wilmington, through BBDO, New York, preparing radio spot announcement campaign to educate public on difference in denier in stockings. Approximately 60 stations will be used in 40 markets starting Jan. 23 for 13 weeks.

DREW PEARSON on a CBS station and partially owned by network at that! That's deal being negotiated by John S. Hayes, general manager of WTOP Washington, with Mr. Pearson, William H. Weintraub Agency, Elias Lustig, president of Adam Hat Co., and ABC network. WTOP (55% owned by *Washington Post*, which carries Mr. Pearson's syndicated column, and 45% CBS-owned) would carry Pearson show at 10:30 p.m. Sunday. He is carried live by WMAL, *Washington Star*-owned ABC outlet in Washington, at 6 p.m. Deal would be first of kind evolved on repeat basis for Mr. Pearson, it's understood.

INTERNAL problems at NAB, touched only lightly at board and committee meetings, may explode before upcoming structure-finance and board meetings are ended. Tipoff came in informal comments among members of three committees that met last week (story page 15). Next portent could appear in form of resignations.

NAB IS NOT only association in radio having member-resignation troubles. WDSU-TV New Orleans has resigned from Television Broadcasters Assn. No reason assigned.

EDWIN R. BORROFF, former ABC Central Division vice president, has resigned as president of Taylor-Borroff station representative firm, Chicago, and has sold his interest to his partner, Ted Taylor. Mr. Borroff will devote his time to activities of KPHO-TV Phoenix, of which he is part owner, retaining representative firm for national business.

NETWORK RADIO program being considered in addition to already sponsored *Stop the Music* by Cecil & Presbrey, New York, for

(Continued on page 74)

Upcoming

Jan. 17: Government-Industry Conference to Discuss NARBA, State Dept., Washington.

Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

Jan. 20-21: South Carolina Broadcasters Assn., Hotel Columbia, Columbia, S. C.

Jan. 23-24: NAB board Structure and Finance Committees, NAB Hdqrs., Washington.

Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

(Other Upcomings on page 43)

Bulletins

THOMAS S. LEE, 45, owner of Don Lee Broadcasting System, either jumped or fell from the twelfth story of a Los Angeles office building late Friday. He had been under observation for several years and the affairs of Don Lee were conducted by trustees.

LIGGETT & MYERS TOBACCO Co. (Chesterfields) signed Friday to carry 77 home games of Washington American League baseball club on WTTG (TV) Washington. Contract signed by Newman McEvoy, of Cunningham & Walsh, and Walter Compton, WTTG manager.

PROCTER & GAMBLE, Cincinnati, through Biow Co., New York, starts small test spot announcement campaign this week in Ohio for its Joy, liquid dishwasher.

JUSTIN MILLER, NAB president, reappointed Friday by President Truman to serve on U. S. Advisory Commission on Information. This will be Judge Miller's second term; first appointed to commission by President last year. Purpose of group is to study State Dept. activities in field of information.

FORNEY RANKIN QUITS NAB; RETURNS TO STATE DEPT.

FORNEY A. RANKIN, NAB director of government relations, resigns Feb. 1 to become director of public affairs in office of Assistant Secretary of State in charge of Inter-American Affairs, Edward G. Miller Jr. He will be in charge of information and cultural affairs in Latin America.

Mr. Rankin joined NAB Oct. 1, 1948, as international advisor and later was named executive assistant to President Justin Miller. He devoted most of his attention to international matters and attended high-frequency broadcast conference at Mexico City and recent NARBA meetings in Montreal. He is author of *Who Gets the Air?* published last summer by NAB.

Before joining NAB Mr. Rankin was associate chief of State Dept. International Broadcasting Division. He had been with Office of Inter-American Affairs. During his period of government service he attended many international conferences. Last summer he was named NAB government relations director when that post was created by the board.

Business Briefly

BAKERY SPOTS ● Cross-country campaign in works for California Fruit Bread, Los Angeles, which already has booked spot radio in four Pacific Coast markets. Budget not released. Agency, J. B. Keifer Inc., Los Angeles.

COOKIE PROMOTION ● Zion Industries, Zion, Ill., preparing to start campaign of singing commercials to promote its line of cookies. Agency, Goodkind, Joice & Morgan, Chicago.

AGENCY NAMED ● Dulane Inc., Chicago (deep fat fryer), names Ruthrauff & Ryan, Chicago, to handle advertising. TV to be used.

GINGER PLAN ● K. W. Ginger Products Co., names Smith, Smalley & Tester, New York, to handle advertising of its ginger products. Radio will be used.

NAB ASKS ACHESON TO CONFER ON MIXUP

NAB Friday asked Secretary of State Dean Acheson for top-level conference on broadcast rights following brush-off given networks at Secretary's luncheon speech Thursday at National Press Club, Washington.

Previous protest sent to Secretary Acheson Wednesday by NAB President Justin Miller when State Dept. withdrew permission for radio pickup on ground speech would be extemporaneous. Actually, Secretary Acheson spoke from prepared material.

State Dept. finally gave permission for recording of speech at 12:25 p.m. Thursday scarcely half-hour before he started talking. Department managed to get Voice of America staff to handle recording job. Then diplomatic agency got tied up in red tape as Far Eastern officials demanded right to edit recording.

Networks franctically booked news spots for portions of speech Friday afternoon but recording wasn't ready until 6:40 p.m. though promised at 4 p.m. Voice of America got its copy at same time. Eric Sevareid, CBS commentator, termed incident "most remarkable effort to protect a public official from himself that Washington has seen in years."

DON LEE EXTENSION

FCC Friday granted Don Lee Broadcasting System extension of time to Feb. 1 to file exceptions to Commission's proposed decision on Don Lee station renewals [BROADCASTING Jan. 2]. FCC proposed to renew licenses (KHJ AM-FM Los Angeles, KFRC San Francisco KGB San Diego, KDB Santa Barbara), but held Don Lee had violated network regulations. Network still undecided whether to file exceptions.

LANGER BILL OPPOSED

RADIO and television have become "very important" media to beer advertisers and Langer Bill would impose "intolerable" restrictions on their interstate advertising, Edward L. Flanigan, Globe Brewing Co., told Senate Interstate Commerce Committee Friday (early story page 60).

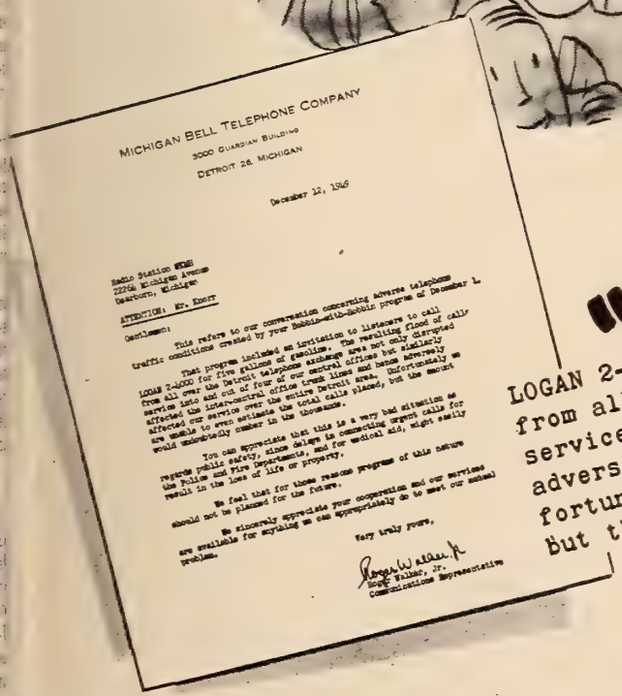
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result? . . . .



the calls that cracked The Michigan Bell . . .

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please . . . never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.



MICHIGAN BELL TELEPHONE COMPANY
3000 GUARDIAN BUILDING
DETROIT 26, MICHIGAN

December 12, 1945

Radio Station WKMH
22256 Michigan Avenue
Dearborn, Michigan

ATTENTION: Mr. Knorr

Gentlemen:

This refers to our conversation concerning adverse telephone traffic conditions created by your Bobbin-and-Bobble program of December 1.

That program included an invitation to listeners to call LOGAN 2-4000 for five gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area not only disrupted service and cut off four of our trunk lines and hence adversely affected the inter-central office trunk lines, but hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

You can appreciate that this is a very bad situation as regards public service, since help is requesting urgent calls for the Police and Fire Departments, and for medical aid, might easily result in the loss of life or property.

We feel that for those reasons programs of this nature should not be planned for the future.

We sincerely appreciate your cooperation and our services are available for anything we can appropriately do to meet our mutual problem.

Very truly yours,

Roger W. Walker, Jr.
Roger Walker, Jr.
Commercial Representative

"That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed. But the amount would undoubtedly number in the thousands."

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

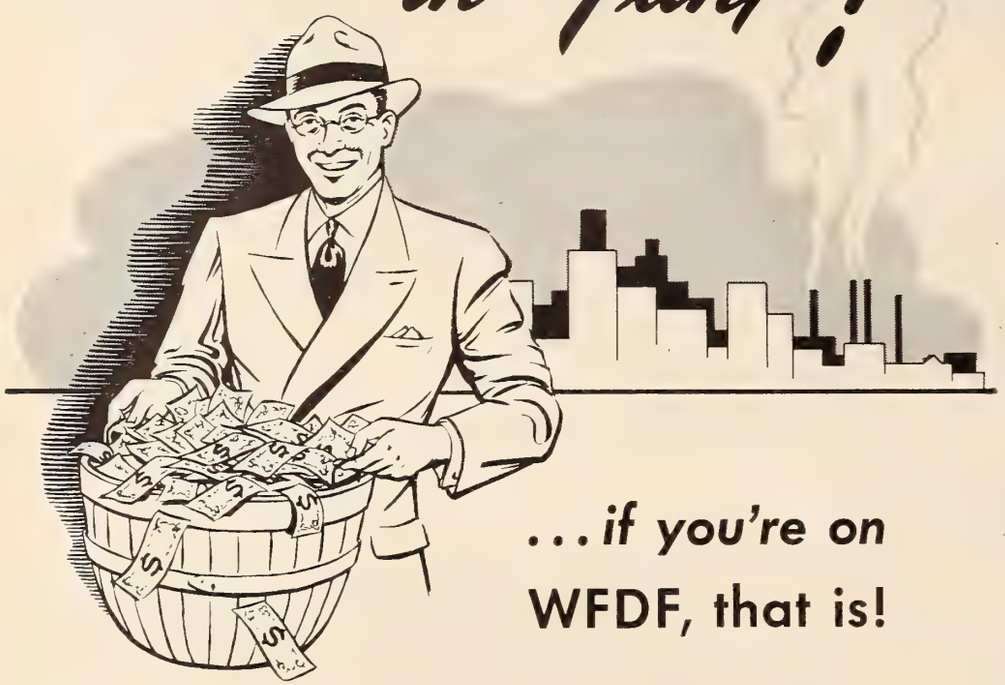
WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

IT'S ALWAYS HARVEST TIME *in Flint!*



. . . if you're on **WFDF, that is!**

Advertisers who sow their selling messages via Flint's first station, WFDF, reap a rich harvest. They're "in" for a big share of the $288,000,000 spent annually in Flint's retail stores!

Purchasing power is fabulous in this industrious town, because *the average effective buying income per family is a startling $5,764.* (Compare that with the median American family income reported at $3,120!)

Remember! Hooper surveys show that WFDF has a larger audience than any of the other four local stations in every time period. And during the day WFDF garners two to five times as many listeners as any other local station.

Today—everyday is harvest time in Flint when you use the WFDF-Flint Market Combine. Ask a Katz man for availabilities, now!



910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



PLAY BALL with LIBERTY!

Largest Baseball Network in the History of Radio . . The Fastest Growing Network in America . . Starting Its Third Season!

Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear *baseball* every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some 36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . boosting game attendance . . expanding the sports listening audience! It's the greatest advertising buy in America.

***The Old Scotchman* — GORDON McLENDON**

Radio's Favorite Sportscaster

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both line from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting. Its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.



Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.

LIBERTY BROADCASTING SYSTEM, INC.

DALLAS, TEXAS

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies



WILLIAM V. SCHWARTING, formerly with J. Walter Thompson Co., New York, joins Albert Frank-Guenther Law Inc., as a vice president. He was head of Wall St. office for JWT for many years. His son, **ROBERT W. SCHWARTING,** also joins Albert Frank-Guenther Law.

FLOYD O. WILSON, art director of Bozell & Jacobs, Chicago; **RANDALL PACKARD,** account executive for firm, and **CLETE HANEY,** also account executive, appointed vice presidents of agency. **F. C. MILLER,** vice president and general manager of Bozell & Jacobs, named executive vice president and general manager.

MONROE MENDELSOHN, account executive for Kaufman & Assoc., Chicago appointed radio and television director for firm.

FRANK HOPKINS, formerly with Kudner Agency, New York, and prior to that with Federal Adv., same city, joins Kenyon & Eckhardt, New York, as writer in radio-TV commercial department.

HAL STEBBINS resigns as executive vice president of Honig-Cooper Co., Los Angeles, to form his own agency under firm name of **Hal Stebbins Inc.** New agency has taken over offices of Honig-Cooper Co. at 71 W. Olympic Blvd., and staff personnel remains intact. Honig Cooper Co. is expected to establish new Los Angeles offices



Mr. Stebbins

LOUIS J. MAGGIC, formerly with Gumbinner Agency, join Smith, Smalley & Tester, New York, as production manager

C. RUSSELL ZEININGER, formerly of Benton & Bowles New York, joins McNeill & McCleery, Hollywood, as assistant account executive.

JOHN A. CASHMAN, formerly with Geffen Dunn & Co and Time Inc., New York, joins O'Brien & Dorrance Inc New York, as vice president and director.

DOROTHY DAY, formerly with copy department of McCann-Erickson, Chicago named copy chief of Schoenfeld, Huber & Green Ltd., Chicago.

CHARLES H. HELLIWELL, former vice president of Richard H. Brady Co Stevens Point, Wis., appointed radio and television director of Mathisson Assoc., Milwaukee.

DON. E. WRIGHT, for past five years manager of Metropolitan Broadcasting Service Ltd., Toronto, buys firm from Ken Soble, owner of CHML Hamilton and will continue it at Toronto at same address under name of **Metropolitan Broadcast Sales.**

WALTER McCREERY, formerly with Smith Bull & McCreery Inc., with offices in New York, San Francisco and Los Angeles, forms his own agency, **Walter McCreery Inc.,** in all three cities. **ROBERT B. SELBY** is manager of San Francisco office and vice president of new firm. **DICK SMITH** and **FRANK BULL** continue as **Smith & Bull Inc.** with offices in Los Angeles only.

MILDRED DEMBY, formerly with Chernow Co. and Abbott Kimball Co., both New York, joins Demby Co., New York, as director of women's affairs. She will handle women's radio and television programs on number of Demby Co accounts.

MARION LAW Jr., formerly public relations director for Budd Co., Philadelphia, joins Grant Advertising Inc., New York, as account executive. He will direct public relations and publicity activities for agency's client, The Society of Motor Mfrs. and Traders. He served more recently with J. W. Milford Inc and Anderson, Davis & Platte, New York.

WALTER N. STUCKSLAGER, formerly western advertising manager of *Esquire* magazine, joins Henri, Hurst & McDonald, Chicago, in executive capacity. He will be active in merchandising of apparel and home furnishing accounts.

MARGUERITE WALSH, for past five years with Pedlar & Ryan, New York and before that with J. Walter Thompson Co., joins copy section of radio department of Ruthrauff & Ryan, New York.

LEE JASPER, former account executive with Weiss & Geller Adv. and formerly secretary and treasurer of Jasper, Lynch & Field Adv., New York, joins Hubert Hoge & Sons, New York, as account executive.

JOHN SCOTT KECK, formerly recording manager of NBC, joins Henri, Hurst & McDonald Inc., Chicago, as director of radio and television.

LANSDALE & BALDWIN, Los Angeles, moves to new quarters at 110½ W. Seventh St.

JOHN BLAIR & COMPANY

Offices in CHICAGO • NEW YORK • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • **DALLAS**

ANNOUNCING

THE OPENING OF A *Seventh* JOHN BLAIR OFFICE . . .

DALLAS, TEXAS

On January 2nd, John Blair & Company opened offices in hustling, bustling Dallas, Texas. Clarke Brown, long an expert in advertising, merchandising, marketing and radio, is in charge . . . ready now to help Southwest advertisers build *profitable* sales with *powerful* Spot Radio!

The address, for your files, is Rio Grande National Building, Field and Elm Streets. The phone, Central 7955. If you're located in the fast-growing Southwest, it will pay you to know Clarke Brown and all the fine stations on John Blair's list. Ask him about them anytime!



Clarke Brown
Manager—Dallas office

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

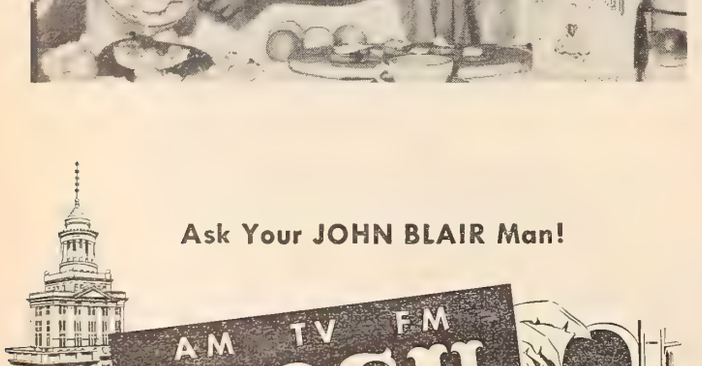
Watch the New WDSU

No Other New Orleans Station Offers Sponsors Such Complete Coverage of the Important Woman's World!

Joyce Smith, Woman's Program Director, creates and cues her AM & TV programs to strike the rich, influential woman's market. Gardening-fashions-drama-cooking (featuring Lena Richards, nationally known Creole cook)—are among the varied programs available to dollar-wise sponsors. Write for further details!



Ask Your JOHN BLAIR Man!



EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business



PURE OIL Co., Chicago, promoting its NBC News Commentator H. V. Kaltenborn's edition of *Fifty Fabulous Years* with 10 one-minute spots in each of 58 markets for two weeks through Leo Burnett Agency, Chicago. Stations include those within Pure Oil territory but outside the area covered by regular network show.

NORTHERN ELECTRIC Co. Ltd., Montreal (radio receivers and electrical appliances), starts quarter-hour program, *The Northernaires*, thrice weekly on 10 Canadian stations and will expand during year to 70 stations. Program is Canadian transcribed production. Agency: Harry E. Foster Adv. Ltd., Toronto.

D. L. CLARK Co., Pittsburgh (candy bars), through BBDO, New York, adds three cities for its campaign. WJBK-TV Detroit, WLWT (TV) Cincinnati and WCBS-TV New York have been added to 12 other stations carrying announcements in Baltimore, Boston, Buffalo, Chicago, Cleveland, New York, Philadelphia and Washington.

WESTERN AIRLINES, Los Angeles, Jan. 9 started three week radio campaign promoting its air coach trip from Los Angeles to Las Vegas, on four Los Angles stations—KFWB KMPC KFAC KGFJ. Stations using total of 100 spots each, with two 10-minute daily recorded music strips being used additionally on KFWB. Agency: Buchanan & Co., Los Angeles.

BROWN SHOE Co., St. Louis, begins series of one-minute and 20-second TV commericals in 12 markets starting Feb. 6 for 13 weeks though Leo Burnett Agency, Chicago. Spots, which promote children's Buster Brown line, have sound on film with voice over for dealer identification.

AMALGAMATED CLOTHING WORKERS OF AMERICA (CIO), through Ben Sackheim Inc., New York, signs with ABC-TV Spot Sales for heavy television spot campaign in four cities. Union to run 275 20-second station break announcements on WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and WMAL-TV Washington with $138,380 to be spent in 39-week period, starting Jan. 30 with summer hiatus.

O'KEEFE & MERRITT Co., Los Angeles (gas ranges), Jan. 16 renews spots on 25 California stations and adds KFBK Sacramento, KMJ Fresno, KERN Bakersfield KWG Stockton (all McClatchy stations). Contracts for 52 weeks. Agency, R. B. Atchinson Co., Los Angeles.

CAMEO CURTAINS Inc., Chicago, appoints Philbin, Brandon & Sargent Inc., New York, to handle its television advertising. Firm plans to use 20 markets this year. **EWING R. PHILBIN Jr.** is account executive.

UNION PACIFIC RAILROAD, Omaha, Neb., starts for 52 weeks 15-minute *Frank Goss News*, thrice weekly, on KNX Hollywood, and recorded 30-minute *Musical Milestones*, five weekly, on KFAC Los Angeles. Agency, Caples Co., Los Angeles.

Network Accounts • • •

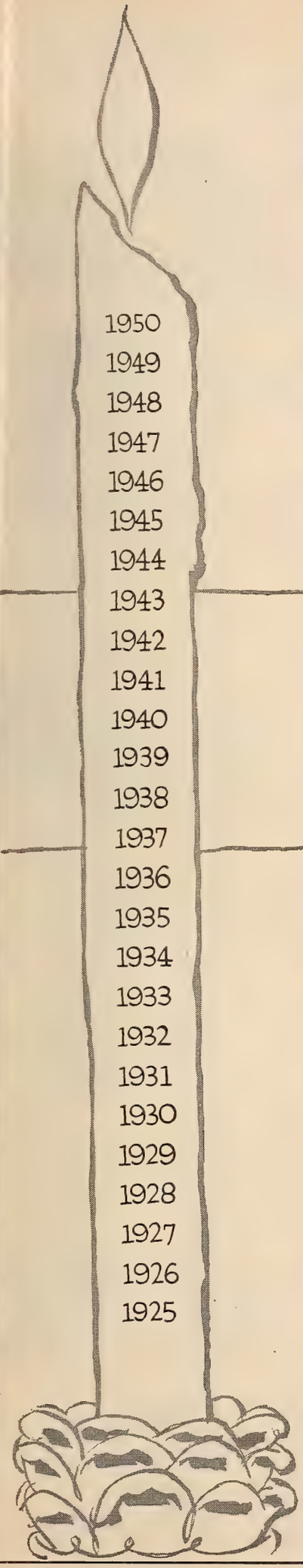
FERRY-MORSE SEED Co., Detroit, buys sponsorship of *Garden Gate*, Saturday, 9:45-10 a.m. on CBS, for 18 weeks effective Jan. 21. MacManus, John & Adams, Detroit, is agency.

DOUBLEDAY & Co., New York (book publisher), through Huber Hoge & Sons, also New York, is sponsoring on ABC, two 15-minute programs, aired back-to-back on 61 stations, immediately following network's Metropolitan Opera broadcasts on Saturday. The 11-week contract started Jan. 14 and covers quarter hour featuring Jacques Fray with recorded opera music, and quarter hour of Sidney Walton in human interest series.

WILDROOT Co., Buffalo (Wildroot Cream Oil), Jan. 11 renewed for 52 weeks *What's the Name of That Song?* on full Don Lee Network plus CKWX Vancouver, B. C., and four stations of Aloha network, Hawaii, KHON KITA KMBI KTOH. Agency: BBDO, Buffalo.

MUNTZ TV Inc., Chicago (set manufacturer), sponsors new show, *Rebuttal*, on MBS, Sunday 9:15-9:30 p.m. Program purchased through Michael Shore Inc., same city.

KELLOGG Co., Battle Creek, Mich., appoints Kenyon & Eckhardt, New York to take over production of *The Singing Lady* effective Sunday, Feb. 12. Show heard Sunday on ABC-TV, 6:30-7 p.m. N. W. Ayer & Son, New York, formerly handled production.



for 25 years

WGBI

has dominated the Nation's 21ST Market...

SCRANTON

Wilkes-Barre

And, year after year, WGBI consistently proves it with record breaking Hoopers like these:

MORNING	*AFTERNOON*	*EVENING*
56.6	*59.0*	*72.0*

Today, if you want to sell the 674,000 consumers of

SCRANTON

Wilkes-Barre

plan to use the one station that does the job... morning, noon and night!

WGBI

MRS. M. E. MEGARGEE
PRESIDENT

GEORGE D. COLEMAN
GENERAL MANAGER

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Rx FOR

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

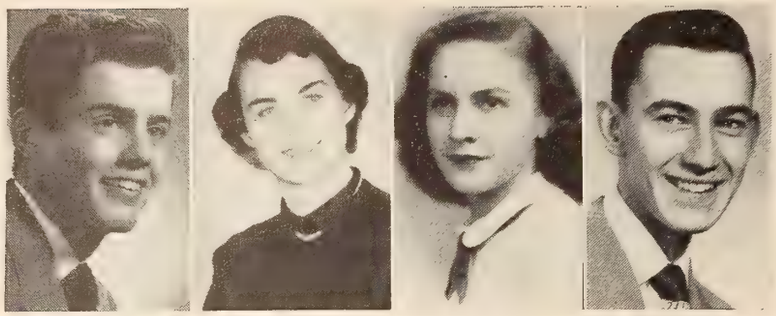
Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Feature of the Week



Mr. SHANKS Miss PINKNEY Miss CHOMIAK Mr. CHAPMAN

TWO GIRLS and two boys were selected out of more than a million high school students as winners in the third annual Voice of Democracy contest staged during 1949's annual National Radio & Television Week. They are Richard L. Chapman, 17, Brookings (S. D.) High School; Gloria Chomiak, 17, Wilmington (Del.) High School; Anne Pinkney, 17, Trinidad (Colo.) High School; Robert Shanks, 17, Lebanon (Ind.) High School.

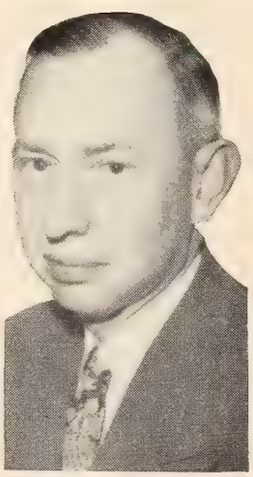
Contests were staged in 28,000 high schools in 51 states and territories under joint sponsorship of NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education. Chairman of the committee in charge is Robert K. Richards, NAB public affairs director.

A board of nationally-known judges selected the four winners by means of blind transcriptions identified only by numbers. They scored all contestants and the scores were added and averaged to

(Continued on page 28)

On All Accounts

WHILE studying in the early 1920's for a chemical engineering degree at Union College, Schenectady, N. Y., Maurice Odquist, now account executive with Kenyon & Eckhardt, New York, became aware of a curious disproportion. Whereas there were scores of chemistry majors at school and thousands throughout the country, there were less than a handful of college radio trainees to supply an industry that was looming as one of the most promising in the industrial economy.



MAURICE

Mr. Odquist did what few before him had done, and what thousands after him were to undertake—he helped build a college station, WRL, and there served in every capacity available to a young man of persuasive manner, good voice and literary skill.

Capitalizing on the latter endowment, his first job upon leaving school in 1926 was editor of a house newspaper for Best Foods Inc. Within two years he had risen to the post of advertising manager for the firm. In 1929 he moved to the Giddeon Paint Co. and his first post-school encounter with radio as the organization's sales promotion manager handling, among his other duties, the company's spot radio business.

In 1930 he resigned from Giddeon to join the Atlantic & Pacific Co. as its radio director. During his tenure with A&P Mr. Odquist supervised more than 26 shows per week for more than four years.

In 1934 when A&P's radio activities were cut considerably, Mr. Odquist resigned and joined the American Can Co., first as assistant head of the marketing division and later as director of that department. Three years later he joined Newell-Emmett as account executive in charge of merchandising and promotion of Pepsi-Cola. During his ten-year stay there he also served as account executive on Sylvania Electric Products.

Last June, he was offered and accepted a position with Kenyon & Eckhardt as account executive on the television set division of Sylvania and on White Rock, a spot radio advertiser.

The Odquists—she is the former Viola Seelman—were married Oct. 26, 1929. They have two children, Constance, 16, and Victor, 12. The family lives in Dobbs Ferry, N. Y.

Mr. Odquist is active in civic enterprises and is a member of the board and president of Dobbs Ferry Hospital and the board of governors of Dobbs Ferry Country Club.

A BIG PLUS FROM WIBG

SPONSOR PROMOTION!

CAR CARDS



Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL



Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM

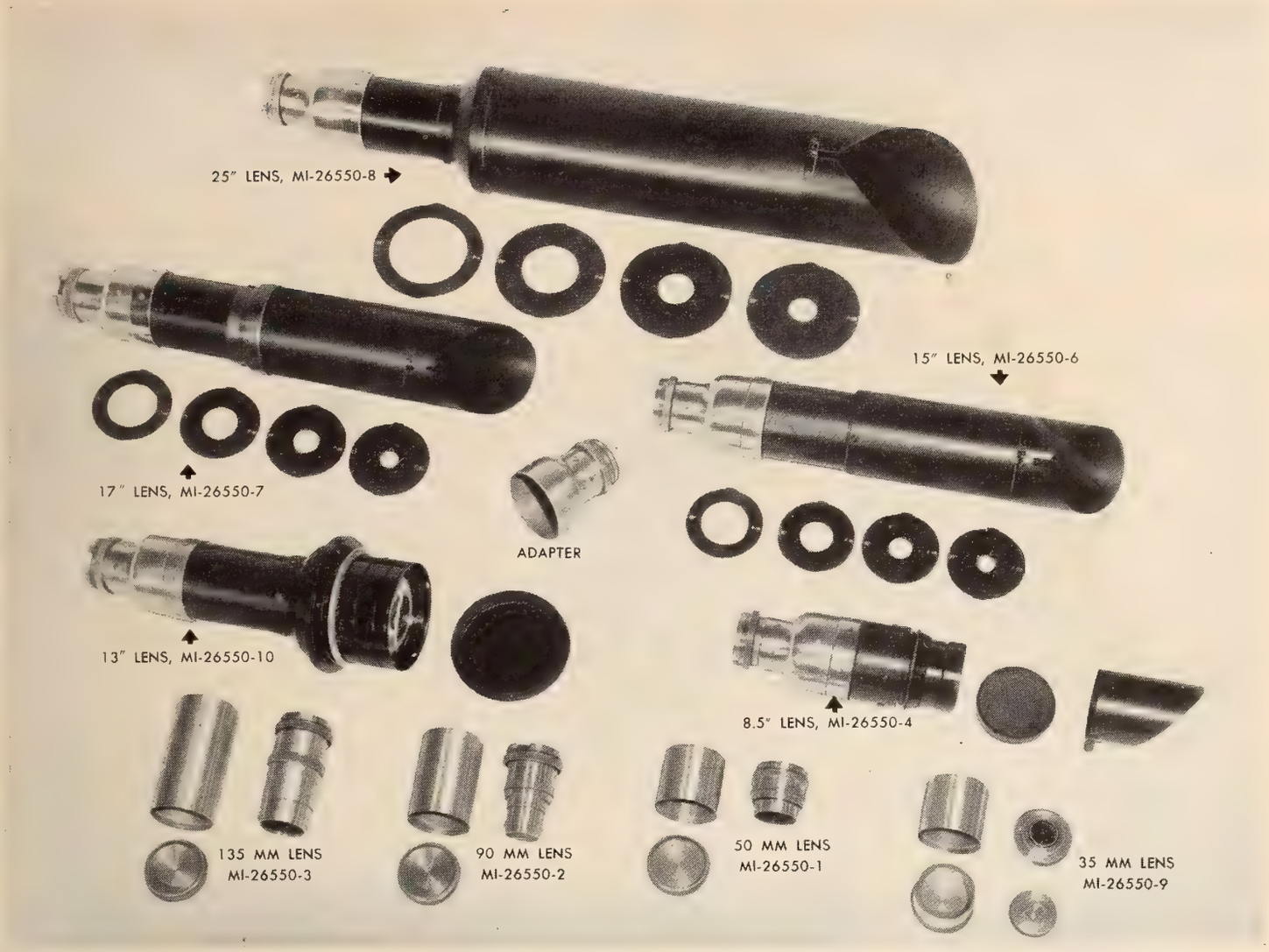
DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

ADAM J. YOUNG INC.



EVERYTHING in LENSES for TV CAMERAS

—at new reduced prices

CHECK HERE FOR THE LENS YOU NEED				
Focal Length	**Camera Service**	**Speed**	**Total Horiz. Field Angle**	**Type No.**
35mm	studio and field	f/3.3	51.5°	MI-26550-9
50mm	studio and field	f/1.9	34°	MI-26550-1
90mm	studio and field	f/3.5	19°	MI-26550-2
135mm	studio and field	f/3.8	13°	MI-26550-3
8½"	studio and field	f/3.9	8°	MI-26550-4
13"	studio and field	f/3.5	5°	MI-26550-10
13"	field	f/5.0	5°	MI-26550-5
15"	field	f/5.0	4.5°	MI-26550-6
17"	field	f/5.0	4°	MI-26550-7
25"	field	f/5.0	2.75°	MI-26550-8
ZOOMAR, REFLECTAR, and BALOWSTAR Lenses		For information, get in touch with your RCA Broadcast Sales Engineer		

After careful study and extensive tests of all types of TV lenses—in the laboratory, studio, and field—RCA engineers recommend this versatile line of lenses for producing the clearest possible pictures.

Designed specifically for quick interchange in the 4-position turrets of RCA cameras, these lenses give the cameraman a wide choice of sizes, speeds, and focal lengths for wide-angle, telephoto, and ultra-speed pick-ups.

The complete line includes: (1) special, long "telephoto" types using a high-quality doublet lens (achromat) with removable, lightweight fixed-stops; (2) standard Ektar, or studio-type lenses, complete with diaphragm and depth-of-field scales—and with threaded stainless-steel barrels for accommodating sunshades and standard filters (available extra). All lens mounts contain light baffles to cut glare. All lens surfaces are chemically treated to insure clearer, higher contrast picture reproduction.

• • •

RCA can ship any lens in the line—immediately, from stock. Ask your RCA Broadcast Sales Engineer for the new low prices. Order from him, or direct from **Dept. 19AC, RCA Engineering Products, Camden, New Jersey.**

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

COMPARE

COST PER THOUSAND HOMES
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

6:00 - 6:10 PM	WHK	NET. B	NET. C
HOOPERATING AVERAGE ①	5.3	6.2	5.1
HOMES PRIMARY AREA ②	952,244	874,385	705,393
HOMES REACHED DAILY ③	50,469	54,212	35,975
COST FOR 10 MINUTE PROGRAM (MAX. DISCOUNT)	$60.75	$91.13	$72.04
COST PER 1000 HOMES	$1.18	$1.68	$2.00

WHK
The Paul H. Raymer Co.
National Representative

AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

① *Hooper—Fall-Winter 48-49*
Winter-Spring 48-49

② *Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power 1949*

③ *Projected rating for primary area*

BROADCASTING
TELECASTING

Vol. 38, No. 3 WASHINGTON, D. C., JANUARY 16, 1950 $7.00 A YEAR—25¢ A COPY

RETAILER RADIO *NRDGA Convenes In New York* ANNUAL AWARDS

JUSTIN MILLER, NAB president, chided members of the National Retail Dry Goods Assn. last Thursday for failing to include radio as the basis of a nation-wide public relations campaign the association plans in "The Miracle of America Thrives on Progress."

He spoke at the public relations session of the week-long 39th annual NRDGA convention at New York's Hotel Statler.

Pointing to the violent reaction last year against the possibility of liquor advertising via radio as evidence of the medium's potency, Judge Miller declared, "There is nothing illegal about hard liquor advertising, yet when radio proposes to air it, people get excited. No such reaction is created by its appearance in other media."

Judge Miller decried the NRDGA-sponsored campaign's emphasis on newspapers, and that instructions to NRDGA members urge they contact their local newspapers." He assured members that local broadcasters are equally anxious to assist in the campaign, which seeks to concentrate favorable public opinion on American retailing, its place in the life of the community and the advantages of the system of government in which it functions.

Brochure Criticized

The campaign brochure, severely criticized by Judge Miller, proclaims the drive's support by Newspaper Advertising Executives Assn., American Newspaper Publishers Assn., and the Advertising Council. Judge Miller expressed disappointment in NRDGA's requests that members support the campaign by sponsoring newspaper ads, and that the Ad Council secure free radio time on sponsored network shows.

Earlier in the week, the possibility of added radio use by retailers in 1950, and a tip to "watch the television infant" was voiced by Howard P. Abrahams, manager of the NRGDA's sales promotion division and visual merchandising group.

Speaking at Tuesday's sales promotion session, Mr. Abrahams predicted that retail sales in 1950 would amount to "around last year's volume," explaining that at current lower prices, more customers should buy more merchandise units. While not expecting an increase in newspaper expenditures, he did predict "as much or more radio use" by retailers, who in 1949

(Continued on page 41)

GRAND AWARDS in recognition of "good, resultful radio advertising by retailers," in the annual radio program contest sponsored by the National Retail Dry Goods Assn., were made last Wednesday to three department stores—Zion's Co-operative Mercantile Institution, Salt Lake City; Schuneman's Inc., St. Paul; and Lit Brothers, Philadelphia.

The first of these also won two first and two second prizes. The latter two each took a first prize.

Awards to 33 stores in 16 categories were presented by Maurice B. Mitchell, BAB director, and Robert J. Powderly, sales promotion director of Kresge-Newark, at a sales promotion and visual merchandising session of the annual NRDGA convention (see separate story). Mr. Powderly was chairman of the session.

Judging this year, according to Mr. Mitchell, was based primarily on the results of radio advertising, a departure from former years when programming itself was of foremost importance. Therefore, in each case, stores gave definite proof of results in contest series.

Grand award and first prize for "Groups of Beamed Programs" went to ZCMI for five of its programs, each tailored for a different audience. The programs, honored as a group, also took first or second prizes, each in its specific category.

Winning ZCMI programs in the group classification, and their specific prizes were: *ZCMI-Utah Sym-*

(Continued on page 40)

NRDGA Awards for Best Programs of 1949

[Judging was based primarily on results. Emphasis was also placed on the manner in which programs and advertising reflected the character of the store, on the accuracy with which the program was beamed to a specific market and on the consistency with which radio advertising was used.]

Stores Winning Awards for Groups of Beamed Programs

Grand award and first prize to Zion Co-op. Mercantile Inst., Salt Lake City, for the following 5 beamed programs:

ZCMI Utah Symphony Hour	KSL
ZCMI Homemaker Program	KALL
Tossed Solids	KUTA
The Land of Make-Believe	KSL
ZCMI Breakfast Edition of the News	KDYL

Second prize to Pomeroy's, Reading, for the following 4 beamed programs:

Highlights in Harmony	WHUM
Priscilla Pomeroy	WHUM
Be-Teen Jamboree	WHUM
Pomeroy's Newscast	WRAW

Third prize to Golden Rule, St. Paul, for the following 8 beamed programs:

Morning Serenade	WMIN
Melody Album	WLOW
Melody Lane	WMIN
Tune Time	WLOL
Guests and Requests	WMIN
Twilight Serenade	WMIN
Family Favorites	WMIN
Curtain Time	WMIN

Programs Beamed to a General Family Audience

Grand Award—Schuneman's Inc., St. Paul—*Red Rooster Hour* WDGY

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Goldblatt's Dept. Store, Chicago—*The Let's Have Fun Show* WGN

Second Prize—Marshall Field & Co., Chicago—*Masterpieces of Music* WNMP

Honorable Mention—Joske's of Texas, San Antonio—

Eight O'Clock News	WOAI
Ten O'Clock News	WOAI

$5 MILLION TO $15 MILLION

First Prize—Schuneman's Inc., St. Paul—*Red Rooster Hour* WDGY

Second Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Utah Symphony Hour* KSL

Third Prize—Maas Brothers, St. Petersburg and Tampa—*Piano Melodies* WSUN

Fourth Prize—Pomeroy's Inc., Reading, Pa.—*Highlights in Harmony* WHUM

Honorable Mention—McCurdy & Co., Rochester—*McCurdy Little Symphony* WHAM

Honorable Mention—Forbes & Wallace Inc., Springfield, Mass.—*Coffee with Lee & Lorraine* WSPR

Honorable Mention—The John Gerber Co., Memphis—*Memphis—Mid South Today and Tomorrow* WMC

UP TO $5 MILLION VOLUME

First Prize—Sears, Roebuck & Co. Inc., Burlington, Vt.—*Sears Man on the Street* WCAX

Second Prize—The John Bressmer Co., Springfield, Ill.—*Upon Reflection* WCVS

Third Prize—Pomeroy's Inc., Pottsville, Pa.—*Tone Portraits* WPAM

Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Repeat Performance* WTAX

(Continued on page 40)

NAB REVAMPING UPSET

BAB Intact

By J. FRANK BEATTY

NAB's Broadcast Advertising Bureau last week survived one more threat to its freedom to operate as a separate unit but the operation may upset the two-year streamlining of the industry's trade association.

As a result, NAB's functions will enter the charting stage once more when two board committees—Structure and Finance—meet next week (Jan. 23-24). The board committees will take up the recommendations of three membership committees that met last Monday and Tuesday in Washington.

The three membership groups—Radio, Television and Broadcast Advertising Committees—met under a board directive asking for their ideas on what place BAB should take in the association's management setup. The committees met separately and jointly as well as formally and informally, finally coming up with three resolutions that tossed the whole streamlining job back into the board's lap.

Though the committees decided not to make public their joint findings, it was obvious they felt that BAB has wide membership support and that the new NAB division-department chart hasn't worked out as originally conceived.

Considerable hair was let down during the two-day conference, and frank criticism of many association operations was expressed.

In essence, the tri-committee recommendation:

- Reduces the Radio and Television Divisions to the same status as the six basic departments.
- Breaks up the secretary-treasurer office and proposes a secretary-field director as well as a treasurer-general manager.
- Puts the delegation of duties in the president's hands, where it has rested all along minus a BAB-division policy.
- Makes it very plain that BAB is to be left free to do its

(Continued on page 44)

LANGER BILL

Wets, Drys Heard on Proposed Liquor Ad Ban

By JOHN OSBON

A SIZABLE portion of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising stood in jeopardy last week as "dry" and and "wet" groups marshaled their forces for hearings before the Senate Interstate & Foreign Commerce Committee on the explosive Langer liquor bill.

The committee, headed by Sen. Ed C. Johnson (D-Col.), had heard pretty much the same temperance cry before—in 1947 and 1948—on legislation precisely identical to the measure (S 1847) authored last April by Sen. William Langer (R-N. D.) and designed to outlaw liquor advertising in all media engaged in interstate commerce. It would not outlaw local or state advertising, however.

With an advance registration of nearly 100, the committee dutifully heard "dry" testimony all Thursday and part of Friday, with opponents then speaking out against proposed legislation which most industry authorities feel is discriminatory to all media.

Observers and authorities—among them, legislators—feel the bill (or its companion piece in the House, HR 2428) has little chance for passage in its present form. And after hearings last Thursday and Friday—and slated for Saturday if necessary—many felt they had seen another "dry run" on Capitol Hill.

Opposition Views

Carrying the fight against the measure, which would ban beer, ale and wine as well as liquor advertising, were spokesmen of Assn. of National Advertisers, Advertising Federation of America, the American Assn. of Advertising Agencies, and various distillers, breweries, etc. No representatives of the radio industry registered in advance to testify.

But FCC, which has been prodded by Sen. Johnson to take action, noted again in a fresh statement for the record that while S 1847 would not amend the Communications Act, "adherence by station licensees to the provisions . . . would be a factor to be considered in determining their qualifications to be licensees of radio broadcast stations."

FCC Chairman Wayne Coy's letter to Sen. Johnson, dated last Monday, reiterated that the bill presents questions of "national policy" and the Commission did not care to comment on its merit. Comr. Paul Walker, however, desired to go on record as favoring enactment of the legislation, Mr. Coy added.

The AAAA's, through Vice President Richard L. Scheidker, called the bill "discriminatory" and asserted that a "dangerous and unwise precedent would be established, equal in possible effect to the abolition of such . . . . . advertising altogether."

Officials of the Distilled Spirits Institute warned that the Langer bill threatens "free competition in American business" and branded it as "an opening wedge for the return of prohibition."

Heard Testimony

Sitting in one time or another during the hearings were Sens. Charles Tobey (R-N. H.), Ernest McFarland (D-Ariz.), John Bricker (R-Ohio), Warren Magnuson (D-Wash.), Brien McMahon (D-Conn.), Owen Brewster (R-Me.), and other committee members.

At the opening session Sen. Johnson inserted into the record letters from various government departments and agencies, most of whom declined to comment on the merits of the bill [BROADCASTING, Jan. 2]. Petitions received by Sen. Irving M. Ives (R-N.Y.) and Sen. Hugh Butler (R- Neb.), who testified personally Thursday, also were inserted.

Sen. Langer, the initial witness, said that a majority of people he contacted "overwhelmingly" favored his bill and were strongly opposed to telecasts of liquor advertisements. Over 1,500 telegrams and petitions have been received by senators, he added.

Sen. Langer drew support in a statement from former Kansas Sen. Arthur Capper, who spearheaded similar movements in the 79th and 80th Congress and is owner of WIBW Topeka and KCKN Kansas City, Kans. Mr. Capper said stations and other media should be prohibited from carrying such ads "in the interest of decency, morals and health," and expressed hope for passage of the bill and "vigorous" enforcement by the proper federal agencies.

Official spokesman for the "drys" was Bishop Wilbur Hammaker of the Methodist Church, who also testified during the 1947 and 1948 hearings. After denying the constitutionality of the Langer bill and favoring a ban on liquor advertising (not on liquor itself, he said), he paraded a host of witnesses, including Sam Morris, San Antonio minister, temperance league official and conductor of the *Voice of Temperance* program.

Rev. Morris told the committee it is "unfair, even Un-American," for networks and stations to sell "choice" time to beer and wine advertisers in dry areas, then refuse temperance groups equally choice time. He said appeals to NAB and FCC brought no results, and that the Langer bill would not ban intrastate ads.

But FCC previously had ruled, in fact, on a similar complaint by Mr. Morris involving KRLD Dallas in 1945 when he asked the Commission to refuse KRLD's license renewal. FCC denied the request in 1946, ruling that such advertising can raise "substantial issues of public importance," presumably those covering programming balance.

Temperance League of America, of which Mr. Morris is an officer, also sought to have WHAS Louisville's renewal refused last year on similar grounds [BROADCASTING, Oct. 17, 1949].

Other "dry" area stations following a policy of refusing time to temperance groups, he said, include WLW and WCKY Cincinnati, WSB Atlanta, WWL New Orleans, WBAP-WFAA Fort Worth-Dallas, WOAI San Antonio and WGN Chicago—most of which he cited in previous testimony of 1947 and 1948.

JOHNSON

Suggests FCC Policy at FCBA Dinner

SEN. ED C. JOHNSON (D-Col.), FCC's chief spur on Capitol Hill, laid out his recommendations for Commission policy action Thursday night at the annual dinner of the Federal Communications Bar Assn.

With all seven Commissioners in the audience of some 325 FCBA members and guests, including a half-dozen members of the Senate Interstate and Foreign Commerce Committee which he heads, Sen. Johnson recommended that FCC:

- Break down the clear channels; leave the question of power above 50 kw to Congress.
- Review the network regulations "in the light of changing conditions."
- "Quickly" promulgate "broad and sufficiently general standards for color television."
- Simultaneously, approve commercial standards for TV in the UHF and then—but not before—lift the current VHF licensing freeze.
- Speed its own action on broadcast applications, "overhaul" rules, revise procedures, dispense with "some antiquated and unnecessary functions" and do more in the "purely scientific and technical fields."

Sen. Johnson also recommended that the U. S. "ought to give serious consideration to the sensible proposal to assist Cuba and the whole Caribbean area in converting their local radio from AM to FM" [CLOSED CIRCUIT, Nov. 7].

Without calling names, he attacked Cuba's channel demands on the U. S. in the recent NARBA negotiations by saying: "I do not condone for one moment any attempt by any nation to hold a pistol to our heads, and least of all by one whose entire economy depends on our friendly cooperation."

Color Decision

He anticipated an FCC decision favoring standardization of color television: "I am confident that [the Condon Committee's] report will fortify and bolster the Commission's decision that we are ready for color television now." He referred to a Bureau of Standards committee, under Director Edward U. Condon, which is studying color for a report to his Senate commerce committee.

The dinner at which Sen. Johnson spoke, held at the Mayflower Hotel in Washington, followed an

(Continued on page 73)



Drawn for BROADCASTING by Sid Hix

"Remember saying at the wrestling broadcast last night, 'I could throw both those bums myself'?"

NBC'S NEW LINE-UP

Norton Named V. P. for Administration

NBC LAST WEEK picked a top food merchant and one-time agency man to fill a new staff-level post as vice president for administration.

Victor T. Norton, president of American Home Foods Inc. since 1947 and former executive of Kenyon & Eckhardt, was appointed to the newly created NBC job. Placed under his direction were several administrative functions, all headed by veteran NBC executives.

Reporting to Mr. Norton will be John H. MacDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, who has been officially announced as vice president in charge of integrated services; Ernest de la Ossa, director of personnel and newly named head of labor relations, and Hugh M. Beville, director of plans and research.

Yet to be named to the top hierarchy of the NBC organization as proposed in the celebrated Booz, Allen & Hamilton plan are a chief of the radio network and a staff-level chief of public relations. These are believed to be the only principal jobs left unfilled in the new design.

At the time he announced the appointment of Mr. Norton to be vice president in charge of administration, Joseph H. McConnell, NBC president, also distributed a staff memorandum relating in detail the new personnel assignments as made to date in the network's reorganization.

Gaines Named

Most of the reassignments have already been reported by BROADCASTING. One that had been subject to speculation, however, was settled by Mr. McConnell's report. James M. Gaines got the job of director of owned-and-operated stations—the third of three principal operating divisions into which the company is being split.

Mr. Gaines held the same title under the former organization of the network, but his appointment to head the newly separated stations division was regarded as a promotion. Reporting to him will be the managements of all NBC owned-and-operated stations save one. Sidney N. Strotz, NBC vice president in charge of the Western Division and head of KNBH (TV) Los Angeles, an NBC owned station, will report directly to Charles R. Denny, executive vice president.

Mr. Norton, the new vice president for administration, began his business career in 1927 as a salesman for the Jewel Tea Co., at Barrington, Ill. He rose in that company to assistant to the president. In 1938 he joined the Cudahy Packing Co., Chicago. With that company he was successively general sales manager, vice president in charge of sales and merchandising, and then in charge of the manufacture and distribution of the packing house, dairy and poultry products as well as in charge of advertising, public relations and research.



Mr. NORTON Mr. WEAVER Mr. DENNY Mr. GAINES

* * *

He joined Kenyon & Eckhardt in 1945 as merchandising consultant in New York. Later he became vice president in charge of the agency's Chicago office and afterward returned to New York as a member of the plans board.

He joined American Home Foods Inc. in 1947 as executive vice president and before the end of the year became president.

McConnell's Memo

The full text of Mr. McConnell's memorandum to the staff, which serves as a full outline of personnel assignments under the reorganization follows:

"In the recent past I have had the opportunity of discussing with most of you our plans for realigning the NBC organization so that we can conduct our expanding business with maximum efficiency and give you increased opportunities to put your talents and capabilities to the best use. To do this, we have surveyed the principal activities of our company and have grouped the operations which naturally belong together into functional units.

"A number of new positions have been created, making possible many promotions from within the company and enabling us to strengthen the organization by bringing into it new executives and personnel. We have made substantial progress, and in this report I would like to summarize what we have done to date.

"The new structure of our organization includes three principal operating divisions: One for the radio network, one for the television network, and one for the owned-and-operated stations. Insofar as possible, each of these activities is to be administered as a separate business and each of the three divisions will have under it all of the elements essential to its efficient operation. To do this, operating activities in the accounting, engineering and research departments are being decentralized and associated directly with the operating divisions they serve.

"Pending the appointment of an executive in overall charge of the radio network organization, Charles R. Denny, executive vice president, is directly heading this division in addition to his other duties. Sylvester L. (Pat) Weaver is vice president in charge of the television network organization, and James M. Gaines is director of O & O stations. William S. Hedges, vice president, is in charge of integrated services, which include various operating activities serving the company as a whole.

"In addition to these principal operating activities, there are a number of staff units which assist the company's management in planning the overall conduct of our business. These include company-wide financial planning under John H. MacDonald, vice president in charge of finance; legal activities under Gustav B. Margraf, vice president and general attorney; engineering planning and development under O. B. Hanson, vice president and chief engineer; and personnel and labor relations under Ernest de la Ossa, director of personnel; a staff research unit under Hugh M. Beville, director of plans and research; and press under Sydney H. Eiges, vice president in charge of press and publicity, to whom the information department has also been assigned.

"A new top executive position has been created in the company—that of vice president for administration—under which a number of staff and operating functions will be grouped. I am very pleased to announce the appointment to this position of Victor T. Norton, who is joining NBC after serving for the past several years as president of American Home Foods Inc.

"Reporting to Mr. Norton are

(Continued on page 42)

GAG RULE SNIPPED

SCOTUS Refuses Review

THE generally accepted American standard of free speech in reporting crime news now is established in the state of Maryland as a result of a decision last Monday by the U. S. Supreme Court in the "'Baltimore Gag" case.

Invalidating of the Baltimore court principle that broadcasters and newspapers are in contempt for broadcasting and publishing news about an indicted criminal received the highest court's blessing when it refused to review a June 1949 decision by the Maryland Court of Appeals.

The state court had reversed a decision by the Criminal Court of Baltimore, which had held three Baltimore stations and a commentator guilty of contempt [BROADCASTING, June 13, 1949]. Stations affected were WCBM, WFBR and WITH Baltimore along with James P. Connolly, former news editor of WITH.

Two days after the decision, the Maryland Court of Appeals cleared WBAL Baltimore of similar contempt charges. WBAL had followed a separate course in its appeal. Chief Judge Ogle Marbury, of the state court, issued a brief order freeing WBAL. The WBAL case had never been argued before the state tribunal. Judge Marbury's order merely said that the case was reversed for reasons outlined in the earlier decision reversing the lower court.

Miller Hails Action

Judge Justin Miller, NAB president, hailed the U. S. Supreme Court's action as "one more step in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the reporting of news.

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of the people of our country for the protection of rights guaranteed to them under the First Amendment."

Judge Miller explained that the Baltimore contempt rule was based on the English philosophy of government abridgement of speech and press, which was repudiated by the U. S. Constitution.

The U. S. Supreme Court issued no opinion in refusing to pass on the merits of the Maryland rules

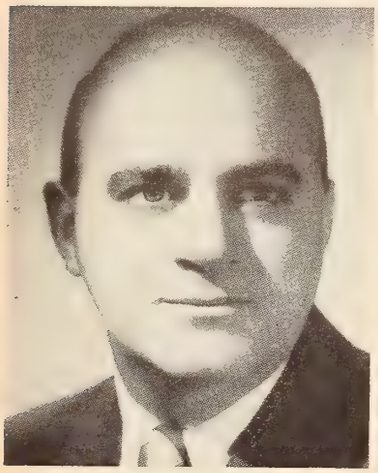
(Continued on page 45)

Ford Uses a Novel Twist in Selling

By JIM GALLAGHER

THE FORD MOTOR Co., which has been out of AM network radio all this season, has returned with a new idea in media purchasing that implies a possible revolution in time purchasing.

Through its agency, the Detroit office of J. Walter Thompson Co., Ford bought eight CBS sustaining shows and 12 of Mutual's sustainers, for the month of January only.



Mr. SPADEA



Mr. STROUSE



Mr. ELDREDGE

Thus, for the first time, with the exception of special events, the auto firm bought proven package shows without having to tie itself up to a long term contract. The entertainment is of every type, ranging from news broadcasts to variety shows, subsequently both the agency and the sponsor expect they will be able to bracket all segments of the population with their sales message.

These placements on AM plus sponsorship on TV, cost the Ford Co. an estimated half million dollars.

Origination of the plan stems from the Detroit office of the Thompson agency, where Norman H. Strouse is vice president in charge. Working originally with CBS, the agency was aided in its negotiations by Joseph R. Spadea, manager of the CBS Detroit office. In charge of Ford approval was Gordon C. Eldredge, advertising manager of the Ford Div. of the Ford Motor Co.

Debunks Rumor On Ford Network Radio

A spokesman for the agency scotched the rumor prevalent last fall that Ford had given up on network radio as a selling aid, saying:

"There is no feeling that we don't want network radio, and we don't think that it is either dead or dying. We are only trying to get away from the long term commitment that network radio obligated us to in the past. It was not flexible enough for us, compared to other media, in view of the unique selling job that lies ahead of us, and the variation in selling effort we have to put forth at different times. If we could look to the networks for circulation, just as we do other media, and pick and choose our time and place for our effort, we would be glad to buy the commercial content of these shows."

All of the officials involved in the arrangement expressed confidence in Ford's new approach.

Underlining the desire of automotive people for "productive circulation and something new to give impact and balance to their sales and advertising campaigns over short periods," Mr. Spadea said:

"Aside from my conviction that the use of these sustaining programs would afford the automotive industry greater coverage at lower cost, I believed that their sponsorship, as well as the financial return to CBS, would aid in their promotion for future long term sale." Mr. Spadea added that the programs "are delivering net circulation of 3,500,000 and 4 million radio homes . . . much larger than (the delivery) of the more costly publications."

Nelson Sees Idea As Stimulating

Linnea Nelson, chief timebuyer of J. Walter Thompson, said:

"I have participated in many new things over the years, but this is a single 'first' that has been the most exciting and stimulating thing to date. This campaign seems advantageous to both parties—the networks who've been putting on good sustaining shows and the Ford Motor Co. which can use them on this basis.

"With all of us working on the one time purchase of many network shows following immediately on the heels of the Ford new car spot announcements—and now television network and spot purchases as well as more radio spots—we can only say with deepest appreciation a great big 'thank you' to the stations and the networks. The use of radio and television broadcasting in such a big way is bound to produce results."

Cites Flexibility Advantage to Advertiser

Noting that the Ford company cannot predict to what degree the innovation will change the buying and selling pattern of network radio, Mr. Eldredge said: "We do know that it presents a greater flexibility for the advertiser. It's roughly equivalent to buying pages in publications for specified dates of issue and hence it permits closer timing with an overall advertising campaign. It would seem to be an advantage to networks, too, as it brings some measure of return on their investment in the development and maintenance of fine sustaining programs."

It seemed especially important to Ford this year to make a major effort in January, for the 1950 Ford had been out only a month when the holidays began, making necessary a slackening of promotional and sales activities. The firm wanted to come back heavily to make up for this inactivity, and also to compensate for the new

What Ford Placed in This All-Out Drive

ON RADIO

Date	Network	Time	Program
Jan. 4	Mutual	8:00-8:30	Can You Top This
Jan. 4	CBS	10:30-11:00	Lum & Abner
Jan. 6	Mutual	10:00-10:15	Mutual Newsreel
Jan. 6	CBS	10:00-10:30	Pursuit
Jan. 7	Mutual	7:00-7:30	Hawaii Calls
Jan. 7	CBS	8:30-9:00	Philip Marlowe
Jan. 8	Mutual	7:30-8:00	The Saint
Jan. 8	CBS	10:30-11:00	CBS Dance Orchestra
Jan. 9	Mutual	8:30-8:55	Adventures of Peter Salem
Jan. 9	Mutual	9:30-10:00	Crime Fighters
Jan. 10	Mutual	9:30-10:00	Mysterious Traveler
Jan. 11	CBS	10:30-11:00	Lum & Abner
Jan. 13	CBS	9:30-10:00	Young Love
Jan. 13	Mutual	10:00-10:15	Mutual Newsreel
Jan. 14	Mutual	7:00-7:30	Hawaii Calls
Jan. 15	CBS	10:30-11:00	CBS Dance Orchestra
Jan. 16	Mutual	7:45-8:00	I Love a Mystery
Jan. 16	Mutual	10:30-11:00	Mutual Dance Orchestra
Jan. 17	Mutual	8:30-8:55	Official Detective
Jan. 17	CBS	9:30-10:00	Escape

ON TELEVISION

Date	Network	Time	Program
Jan. 20	DuMont	8:00-8:30	Hands & Murder
Jan. 20	NBC	8:00-8:30	One Man's Family
Jan. 22	NBC	7:00-7:30	Leave It To the Girls
Jan. 22	ABC	5:30-6:00	Super Circus
Jan. 26	CBS	8:00-8:30	Front Page
Jan. 27	DuMont	8:00-8:30	Hands & Murder
Jan. 27	NBC	8:00-8:30	One Man's Family
Jan. 29	NBC	7:00-7:30	Leave It To the Girls
Jan. 29	ABC	5:30-6:00	Super Circus
Feb. 2	CBS	8:00-8:30	Front Page

Company Buys Sustainers Wholesale in Concentrated Drive

ar announcements of many of the ompeting manufacturers. Ford anted a 30-day promotion, and rough the cooperation of CBS nd J. Walter Thompson, the new lan was evolved.

A budget was set up for full vailabilities, but previous commitments and local shows made hat an impossibility. However, WT pointed out that with 173 BS stations involved, and 470 rom Mutual, the Ford programs ad realized 78% of the CBS posibilities and 77% of Mutual's. Another statistic bearing out the uccess of the buy was that 90% f all stations involved carry five r more of the shows, and that *very single station carries at least ne.*

Prompt Action Marked Ford Decision

In answer to a query as to how uickly a program like this could e organized and put into action, he agency said: "We were in our rst program just one week after he idea was cleared."

Three commercial breaks are sed in the shows which are of alf-hour duration, with the lisener urged to "listen to a mesage from your local Ford dealer."

Reaction from the far-flung Ford ealer organization was instantaneous and enthusiastic. A Thompson field man in Des Moines, after a quick survey of dealer opinion, said: "I can honestly say that there has never been an advertising campaign that has created as much enthusiasm as our present radio network campaign on CBS and MBS."

Success on AM Patterns Video

The success of the AM buy came so quickly that Ford was able to apply the same idea to TV, where the firm already was sponsoring the Kay Kyser show on a long term basis. Ford has bought the commercial rights to 10 sustaining TV shows on the four major networks between Jan. 20 and Feb. 2.

Ford emphasized that this does not imply any lack of confidence in the Kay Kyser show, characterizing it as "our main effort" and pointing out that the first show had hit a 40.8 rating, placing it in the top 10 TV programs for that week.

Ford has no fears that the long term purchase of any of these sustaining shows by other sponsors will put a crimp in its plans, for the firm says if it does the same thing in February, as now seems likely, the company will put together a package from the best availabilities that prevail at the time. In addition to CBS and MBS, Ford now has availabilities from NBC, and the purchase of NBC-TV time presages the possibility that the network would be interested in this program on AM.

Both the agency and the networks emphasized that there was no cut rate involved, with full time and talent charges being paid at the rate offered to all sponsors, the only difference being in the term of the contract. It was felt to be a mutually advantageous arrangement, with the Ford company getting the extra promotion for the exact time it needed, and the networks getting revenue from programs that up to now had been conceived and broadcast at terrific costs.

That there was a danger this practice might spread to many other advertisers was conceded. Also admitted was possibility that some shows now sold for long terms might be demanded on a shorter basis. However, the principals were quick to point out that Ford had a sales problem that was not faced by many advertisers who could profitably use every week of the year to plug their product.

Versatility Factor Is Significant

The new plan was thought even more significant in view of the recent increase in network ownership of top ranking shows. The possibility of such shows being sold to several sponsors over a year's time was seen, rather than on a longer term contract for the same account. Then it would be the networks' problem to build up the shows' circulation, with sales departments selling them on a best available basis, just as in the case of spots today.

* * *





TOP FLIGHT programs utilized by the Ford Motor Co. in its current drive include:

LEFT PHOTO—ABC-TV *Super Circus*, whose stars include Cliff Soubier, the clown, and Bandleader Mary Hartline;

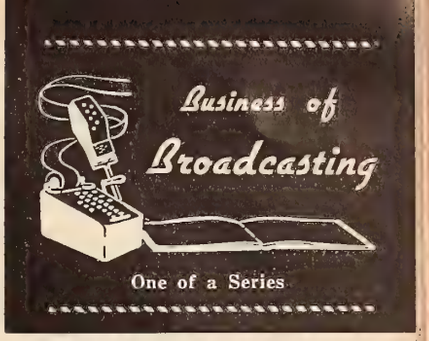
LOWER LEFT: CBS-TV's *The Front Page*, which cast includes John Daly (standing), Mark Roberts and Peggy Shaw in the top roles.

LOWER RIGHT: NBC-TV's *Leave It to the Girls*, moderated by Maggi McNellis (standing). She is shown with Kitty Carlisle (l) and Binnie Barnes.

TOP RIGHT: Mutual's *The Saint*, which casts Vincent Price in the title role supported by Betty Lou Gerson.







'TOP PERFORMER'

Ford To Sponsor Broadcast

A HALF-HOUR broadcast direct from *Sport* magazine's second annual "Top Performer" dinner at New York's Hotel Astor, Thursday, Jan. 19, will be sponsored by the Ford Dealers of America on MBS.

During the 9:30-10 p.m. (EST) airing, Sportscaster Bill Slater will describe to listeners the pre-award ceremonies. Climax of the dinner will be presentation of the "Athlete of the Year" award to Tommy Henrich, Yankee baseball star. Twelve other athletes also will be cited.

"Top Performers" are chosen by a board of 11 radio and newspaper critics. *Sport's* consulting editor, Grantland Rice, is chairman of the board. Among guests from the sports world who will attend the dinner are Branch Rickey, Sid Luckman, Doak Walker, Greg Rice, Willie Hoppe, Lou Boudreau, Buddy O'Connor and Gene Sarazen.

TRAFFICKING

FCC Would Tighten Forfeiture Rules

IN A MOVE against "trafficking in frequencies," FCC last Thursday proposed new rules which would automatically forfeit the construction permit for any station which is sold before program tests commence.

Only exceptions would be (1) so-called "pro forma" transfers and assignments which do not affect control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner. However, an authorized but uncompleted television station could not be sold in a package with a licensed AM or FM station.

FCC's proposal would extend to construction permits for changes in facilities of a licensed station. If the authorized but unfinished changes were "minor," FCC said, transfer would be approved; if "major," it would not.

The "facts of every case" would determine what is major or minor, FCC reported. It added that a change in transmitter location would be considered "minor," while a change from daytime local to full-time regional would be "major." A change from Class A to Class B rating for an FM station, or from community to metropolitan classification in the case of TV, would be considered a "major" modification.

FCC also proposed to keep a close watch for signs of trafficking in transfers occurring just after a station has gone on program tests.

The proposed rules were issued on a 4-2 vote, Comrs. Rosel H. Hyde and Robert F. Jones dissenting and Comr. Frieda B. Hennock not participating.

Hyde, Jones Dissent

Comrs. Hyde and Jones, in a dissenting opinion by Mr. Hyde, contended the Communications Act's requirement that transfers be approved by FCC assures the Commission of opportunity to "deal with any question of trafficking" when it passes upon particular applications.

They charged the proposed rules "are inconsistent with the policy of the Communications Act and the procedures contemplated by the provisions of the Act," particularly the section dealing with construction permits. Further, they observed:

Under the proposed rule, a permittee would stand to lose substantially his entire investment if for any reason it becomes impossible or inadvisable for him to complete construction under a permit. Good faith, unforeseen conditions and happenings, no matter how onerous, would be no basis for relief. This is not, in our opinion, a regulation which would operate to encourage the larger and more effective use of radio through private enterprise.

FCC authorities estimated unoffically that in the last six months there had been four or five applications for transfer of stations not then on the air.

It was felt that the rules were proposed as a means of serving notice on the entire industry, rather than calling for hearings on specific, and perhaps isolated, cases.

FCC invited comments for or against the proposal until Feb. 17 and said oral argument would then be scheduled if the comments warrant it.

Substantial opposition is expected to develop, to a great extent along lines cited by Comrs. Hyde and Jones: That is, that the rule would be unfair to permittees having legitimate and urgent reasons for selling, and that in actual trafficking cases FCC can act on a case-to-case basis.

Proposal Basis

FCC said it based its proposal on "the policy of the Communications Act that frequencies for the operation of a broadcast station are to be issued to persons who will operate such stations in the public interest and not for the purpose of permitting such persons to transfer the license to another person."

The notice said that completion deadlines specified on a construction permit are designed "to insure that the frequency shall be utilized with dispatch and that the permittee be not allowed to commence that use at such time as he deems proper." The notice continued:

Similarly the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and apply for a license to cover that construction, as is the case where the permitee enters into a contract to assign or transfer that permit prior to the time the station enters on program tests.

The proposed new rules are identical for AM, FM, and TV with two exceptions: (1) the footnote appearing in the AM and FM rules to permit transfer of an AM or FM permit in a package with its FM or AM affiliate is omitted in the television rules; (2) different illustrations of "major modifications" are given for AM, FM, and TV.

Following is the text of the AM proposal (Rules Section 1.314), with editor's notes indicating points of departure in the FM (Sec. 3.215) and TV (Sec. 3.615) versions:

A construction permit shall be automatically forfeited if a contract for the assignment of the permit or transfer of control of the permittee corporation shall have been entered into by the permittee or if an option shall have been given by the permittee for such assignment or transfer prior to the time the station has actually commenced program tests in accordance with the applicable Commission Rules concerning such tests; provided, however, that this paragraph shall not apply to contracts or options relative to the pro forma assignments or transfers outlined in Section 1.321(b) of the Commission's Rules.[1]

The Commission will carefully scrutinize contracts or options, entered into within a short period after commencement of program tests, in order to determine whether the per-

(Continued on page 73)

FCC Actions

NEW AM station at Springfield, Ill., was granted by FCC last week and improved facilities were authorized for four existing stations, including approval to KNEW Spokane, Wash., for switch from 1430 kc to 790 kc, using 5 kw directional. Authorizations for one AM outlet and two FM stations were deleted, for first in 1950. Three station transfers were approved. Details of these and other FCC actions may be found in FCC ROUNDUP on page 72 and ACTIONS OF THE FCC beginning on page 66.

'49 BILLINGS

Networks Near $188 Million

TOTAL billings for the four major radio networks in 1949 were $187,830,799, a decrease of 5.6% below the total for 1948, according to computations released last week.

By networks, total gross billings were:

ABC	$42,342,225
CBS	$63,403,583
MBS	$18,071,695
NBC	$64,013,296

The ABC and Mutual figures were compiled by the networks themselves. Figures for CBS and NBC were estimates by Publishers Information Bureau.

The $187,830,799 total gross billings figures calculated last week were at only slight variance with BROADCASTING'S own estimates of $188,000,000 of total network gross business published in its issue of Dec. 26, 1949.

The 1949 total billings represented a decrease of $11,164,843 below the $198,995,642 all-time record volume in 1948.

Neither CBS nor NBC releases billings. Those released by ABC and Mutual follow.

American Broadcasting Co.

Gross AM Billings by Months

Month	1949	1948
January	$4,067,907	$3,989,001
February	3,845,610	3,792,256
March	4,238,780	4,076,207
April	3,893,736	3,997,640
May	4,030,915	4,045,384
June	3,387,939	3,488,474
July	2,788,103	2,793,180
August	2,544,141	2,787,805
September	3,076,900	3,164,857
October	3,404,713	4,279,369
November	3,406,989	3,908,034
December	3,656,492	3,981,169
Total	$42,342,225	$44,303,376

By Advertisers

General Mills, Inc.	$4,805,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,448
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,054,016
Philco Corporation	1,964,929
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,414
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,456
Appliance and Merchandise Department of The General Electric Company	977,168
Equitable Life Assurance Society of the U.S.	909,025
Westinghouse Electric Corporation	904,137
The Norwich Pharmacal Co.	809,838
Association of American Railroads	776,344
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
United States Steel Corporation of Delaware	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,494
General Motors Corporation	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	584,620
Seeman Brothers, Inc.	537,160
Speidel Co.	519,469
Nash-Kelvinator Corporation	492,976
The Goodyear Tire & Rubber Company, Inc.	436,736
The Frank H. Lee Company	428,351
Philip Morris & Co., Ltd., Inc.	407,425
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd.	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	344,384
Richfield Oil Corp.	324,724
The Christian Science Publishing Society	324,448
Elgin-American Division of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,954
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation	195,006
William H. Wise & Co., Inc.	160,587
The Drackett Co.	146,971
Club Aluminum Products Company	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company	134,154
Servel, Incorporated	130,544
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League	105,722
Petri Wine Company	101,943
Radio Offers Company	85,485
Farnsworth Television & Radio Corp.	74,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Association	48,757
Langendorf United Bakeries, Inc.	44,160
The Anahist Co.	41,400
Richfield Oil Corp of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods, Co.	27,806
Doubleday & Company, Inc.	24,995
Stanley Home Products, Inc.	24,909
Beauty Factors, Inc.	24,704
Politicals	24,428
Greystone Press	23,992
Pacific Greyhound Lines	21,160
California Medical Association	20,596
Whitehall Pharmacal Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated	14,030

(Continued on page 39)



MOTHER LOVE

This cat not only takes care of her own kittens, but she's adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there's a radio station that goes all out for its advertisers. It's W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H regularly provides its advertisers with more *home* listeners-per-dollar than any other station in town. And, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H.

That means low-cost results. That means that *small* appropriations accomplish *big* results on W-I-T-H. Call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

FCC BUDGET

President Asks 2.7% Increase

FCC is slated to receive a slight increase in appropriations for fiscal 1951—primarily for additional television research and equipment—if Congress approves budget recommendations submitted by President Truman last week.

In the new proposed budget report to the 81st Congress Monday, the Commission was tabbed for $6,914,600—a 2.7% increase over 1950's total appropriation of $6,737,000.

The budget proposal seeks no specific appropriation for a general network investigation, in which the Commission repeatedly has expressed interest. Nor did FCC ask for such a fund, it was learned. It was not known whether the overall budget proposal, if approved by Congress, would permit a broad-scale probe in event FCC should choose to launch one.

The Budget Bureau described FCC's recommended appropriation as an increase of $177,600 over 1950. FCC officials, however, placed the actual boost more in the neighborhood of $75,000 or $80,000, allowing for recent pay increases and certain obligations carrying over.

State Dept.'s international information program, including Voice of America operations, also is slated for a slight increase, covering expenses for intensified Voice programming. Voice is slated to receive over $11,500,000.

'Voice' Budget

President Truman urged $36,645,000 for fiscal 1951 compared to $47,300,000 actually allocated at present for international information and educational exchange activities. Latter sum, however, included a deficiency outlay of $1,800,000 and a supplemental sum of $11,500,000, mostly for construction of new broadcasting facilities and equipment.

"Demand for assignment of frequencies, increased by development of new uses of radio, requires the Commission to engage in technical research to make sure the public receives the best possible utilization of the available radio spectrum," the President pointed out, citing the need for additional television research and equipment.

"The Commission has had to impose a 'freeze' on television applications until certain technical problems are resolved and important basic work is performed," the President asserted. "The existing backlog of AM applications on hand should be reduced to normal by the close of 1951. The requested increase in this category is due to additional television activities."

The proposed budget would provide for a maximum of 1,375 permanent positions compared to 1949's 1,423 and entail salary expenditures of $5,854,841—or less than 1949's $5,867,918.

In urging $36,645,000 for the State Dept.'s information program, President Truman reminded that a substantial portion of the improved domestic and overseas radio transmitting facilities authorized by the 1950 supplemental will be in operation in 1951. Scheduled are an average of 35 hours of Voice programming per day in approximately 32 languages to a potential audience of 282 million persons.

Under President Truman's breakdown, $11,095,548 would be used for program expenses and $695,384 for establishment of still newer radio facilities.

President Truman called for additional funds to enable Federal Trade Commission to "expand its anti-monopoly legal case work to take care of the increased number of complaints of monopolistic practices received from the public."

FTC would be given $4,225,000 in fiscal 1951 compared to its initial 1950 appropriation of $3,650,000.

Toward the 17th decennial census the President proposed a 1951 appropriation of $29,750,000. It was pointed out the census will cost approximately $92,000,000, of which $52,761,000 has already been appropriated. Included in the census will be tabulations of AM and TV receivers.

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

	1949 Actual	1950 Estimate	1951 Estimate
1. Common carrier activities	$ 930,694	$ 863,550	$ 867,267
2. Applied technical research and frequency allocation	372,229	383,023	398,199
3. Field engineering and monitoring	2,512,070	2,408,203	2,423,184
4. Safety and special services	691,779	722,557	743,277
5. Broadcast activities	1,196,936	1,181,688	1,224,276
6. Program supervision and general administration	1,007,551	1,015,739	1,036,797
7. Pay increases	.....	141,700	212,000
Total Obligations	$6,711,259	$6,716,460	$6,905,000

* * *

Coy To Testify

FCC CHAIRMAN Wayne Coy and other top-ranking members of the Commission are scheduled to appear before a House Appropriations subcommittee early this week to testify on the Commission's fiscal 1951 budget.

SPAC MEET

NBC Group Honors Trammell

A RESOLUTION expressing "heartfelt appreciation" to Niles Trammell, NBC board chairman, was passed last Thursday at a one-day combined meeting of NBC's 1949 and 1950 Stations Planning and Advisory Committees.

The meeting, headed by Clair McCollough of the Mason-Dixon Group, and newly-elected chairman of SPAC, unanimously passed the following resolution:

"Whereas during the year 1949 the National Broadcasting Co. has done such an outstanding sales job; and

"Whereas we are convinced, beyond doubt, that such a job could only have been possible under exceptional leadership,

"Now therefore be it resolved that the combined Stations Planning and Advisory Committee of 1949-1950, in behalf of the stations of the network, which it represents, does go on record as expressing to Niles Trammell, 'Mr. Radio' himself, heartfelt appreciation for this enviable achievement;

"And further does extend to Mr. Trammell our congratulations on his well-earned promotion to chairman of the board of NBC;

"And does pledge to him and his capable staff our continuing wholehearted support."

Mr. Trammell welcomed the group at the morning session, which was told of the company's reorganization by President Joseph H. McConnell. Charles R. Denny, executive vice president, presided. Also discussed were sales prospects, with Walter Scott, eastern sales manager, speaking in the absence because of illness of Harry C. Kopf, vice president in charge of radio sales; program plans, discussed by Thomas McCray, national radio program director, and promotion activities, with Charles P. Hammond, vice president in charge of advertising and promotion, speaking.

A sub-committee was appointed to select a date and site for the 1950 affiliates convention.

The afternoon session was devoted to television, with Sylvester L. Weaver, vice president in charge of the TV network, presiding. George H. Frey, director of TV sales, discussed sales prospects.

A dinner at New York's Hampshire House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Mr. McCollough, Harold Essex, WSJS Winston-Salem, N. C.; Milton Greenebaum, WSAM Saginaw, Mich.; Howard Pill, WSFA Montgomery, Ala., newly elected SPAC secretary; Walter Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Walter Wagstaff, KIDO Boise, Ida.; Ewing Kelly, KCRA Sacramento; John M. Outler, WSB-TV Atlanta, and John Murphy, WLWT (TV) Cincinnati.

Also attending the meeting were these members of the 1949 SPAC who were not re-elected:

Martin Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold Burke, WBAL-TV Baltimore; Wiley Harris, WJDX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

* * *



THESE broadcasters were among those attending the first meeting of NBC's 1950 Stations Planning and Advisory Committee in New York, Jan. 11. L to r: Sitting—Jack Harris, KPRC Houston; Clair McCollough, WGAL Lancaster, Pa., and Mason-Dixon Group; Howard Pill, WSFA Montgomery, Ala.; John M. Outler Jr., WSB-TV Atlanta; Standing—Ewing C. Kelly, KCRA Sacramento, Calif.; John Murphy, Crosley Broadcasting Inc.; Harold Essex, WSJS Winston-Salem, N. C.; Walter J. Damm, WTMJ Milwaukee; Milton Greenebaum, WSAM Saginaw, Mich., and Walter Wagstaff, KIDO Boise.

WDGY

Congratulates

SCHUNEMAN'S INCORPORATED

St. Paul, Minnesota

NATIONAL RETAIL DRY GOODS ASSOCIATION

GRAND AWARD WINNER

for

"PROGRAMS BEAMED TO A GENERAL FAMILY AUDIENCE"

(Schuneman's Inc., a St. Paul Department Store, won the grand award for its program "Red Rooster Hour" carried over Radio Station WDGY, Monday through Saturday, 7:30-8:30 A.M., 52 weeks.)

also Winner of

FIRST PRIZE

"In the $5,000,000 to $15,000,000 volume group stores for its program "Red Rooster Hour" carried over Radio Station WDGY."

WDGY salutes the National Retailers Dry Goods Association for honoring Schuneman's Inc. with its GRAND AWARD and First Prize. WDGY is proud to be associated with Schuneman's in producing this outstanding show and pledges its continued efforts to provide outstanding programming to the Twin Cities and Northwest Empire.

50,000 watts
(day)

WDGY

1130 KC

25,000 watts
(night)

MINNEAPOLIS-ST. PAUL

Mel Drake, Vice President & General Manager

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

NARBA SNAG

Clear-Channel Decision Now Urged by Cullum

FOR THE GOOD of U. S. broadcasting the FCC should decide the clear-channel case—now almost five years old—before undertaking any further NARBA negotiations.

This view was voiced last week in letters being sent to clients by A. Earl Cullum Jr., Dallas and Washington consulting radio engineer [CLOSED CIRCUIT, Jan. 9]. Mr. Cullum at one time reportedly was offered and rejected the post of chief engineer of the FCC.

"Regardless of individual views," he wrote, "we feel that the broadcasting industry in the U. S. would be much better off to have a clear-channel decision, even if it is not satisfactory to each and every broadcaster, than to have the clear-channel case drag on indefinitely."

He pointed out that the NARBA conference in Montreal, which recessed when the U. S. refused to accede to Cuban channel demands [BROADCASTING, Dec. 5, 12, 1949], is slated to resume in the U. S. April 1 after U.S.-Cuban conferences starting Feb. 1.

If FCC cannot issue a clear-channel decision by Feb. 1, he maintained, then the U. S.-Cuban meeting should be put off.

Mr. Cullum said the U. S. delegation at Montreal was "seriously handicapped by not having a definite decision in the clear-channel case, and it is not fair either to that delegation or to the broadcasting industry for the principles involved to remain unsettled." He asserted:

In giving consideration to the matter, you may wish to endeavor to get the clear-channel issues settled in a way that would be most favorable to your present and future broadcast activities, but we feel that your main effort might well be directed toward obtaining a general settlement for the welfare of the broadcasting industry as a whole, in order to help guard against the danger from foreign encroachment on broadcast channels used by the U. S.

Mr. Cullum pointed out that, aside from the demands of Cuba, the U. S. and other nations are yet to meet the requests of Mexico, which did not participate actively in the Montreal sessions.



Mr. Cullum

"The inference to be drawn," he said, "is that Mexico may plan to come in later with demands much like the Cuban demands so that between these two countries all U. S. channels would be dominated."

Mr. Cullum continued:

It appears that there is a definite danger involved for the U. S. delegation to participate in further conferences without getting the clear-channel issues decided. It is our feeling that the U. S. broadcasters, for their common good, should act through whatever channels are available to them to bring pressure to bear on Congress, on the FCC, and on the State Dept., for the issuance of a clear-channel decision. . . .

RADIO STATION KFDA

Amarillo, Texas

5,000 watts ABC Affiliate

announces that effective January 1, 1950

it is exclusively represented by

THE BRANHAM COMPANY

CHICAGO NEW YORK DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

KFDA Primary Coverage Area

Population	490,092
Total Families	131,900
Radio Families	122,523
Retail Sales	$454,691,000
Effective Buying Income	$547,699,000

KFDA KFDA-FM

BAB ANALYSES

Laundry-Dry Cleaning Report

ANALYSES of the laundry and dry cleaning business, prepared as ammunition for the radio advertising salesman, have been released by BAB as the third in a monthly series of retail information folders. The reports point to ways radio advertising should fit into budgets of both laundry and dry cleaning plants.

The dry cleaning analysis shows that industry is spending less than 2.8% of gross sales on advertising, although its own association, National Institute of Cleaning & Dyeing, suggests 5% as a normal advertising expenditure.

Previous issues in BAB's series of retail releases have dealt with furniture dealers and jewelers. The February folder will be devoted to banks. The automotive industry will be scrutinized for the March release.

GEORGIA GROUP

Winter Meet Opens Tomorrow

EXECUTIVES representing more than 40 stations are slated to attend the winter meeting of the Georgia Assn. of Broadcasters Tuesday and Wednesday (Jan. 17-18) at the Hotel Dempsey, Macon.

Registration begins Tuesday at 3 p.m., after which a cocktail party will be given by Macon stations WBML WIBB WMAZ WNEX. The banquet at 7 p.m. will be addressed by McKibben Lane, general counsel of the Bibb Mfg. Co.

Business session will get underway Wednesday at 10 a.m. Ardel Nation, from Boys Estate, will tell of the work which radio did in the 1949 fund-raising drive. Scheduled business also includes a report on the 1950 Radio Institute, discussion of a libel law to protect radio newsmen and consideration of special forms for use in giving free time so that those benefited will know what is being given in dollars.

Philip D. Macarow

PHILIP DANIEL MACAROW, 53, vice president and director of McKim Adv. Ltd., Montreal, died at his home on Jan. 7. Joining McKim in 1936, he became a vice president of the agency in 1946.

This is why

KRLD

Is your best buy

3 out of 5 FIRSTS AGAINST The FIELD

1st

MORNING WEEK DAY	*Monday Through Friday* **8 A.M. – 12 NOON**
EVENING WEEK DAY	*Monday Through Friday* **6 P.M.–10:30 P.M.**
SUNDAY AFTERNOON	**12 NOON to 6 P.M.**

(Hooper—OCTOBER and NOVEMBER)
FOR DALLAS

10 *out of* **10** *according to* **Nielsen's**
of the highest rated programs on the air are CBS Shows, according to Nielsens' survey—and all are on KRLD.

14 *out of* **15** Likewise, 14 out of the first 15 highest rated programs in the Neilsens' survey are CBS Shows being aired regularly over KRLD.

Only Full Time CBS Station in North TEXAS

KRLD T-V

Covers Dallas and Fort Worth area completely with exclusive CBS TV shows, plus outstanding studio productions. Now over 30,000 TV receivers in the Dallas-Fort Worth area, and rapidly expanding.

Channel 4

KRLD

50,000 WATTS

THE BRANHAM CO., *Exclusive Representatives*

THE COLUMBIA STATION FOR DALLAS and FT. WORTH

SET PRODUCTION

'50 Outlook Promising

By R. C. COSGROVE
President, Radio Mfrs. Assn.

THE radio-television industry in 1949 fully justified the label of America's "fastest growing industry" by establishing new records in production and sales. Only during wartime did its rate of production, as measured in dollars, surpass that of 1949. And the outlook for 1950 is even more promising.

RMA statistics, projected for the entire industry, indicate that about 2,750,000 television receivers and more than 10 million radios were manufactured in 1949 and that total manufacturers set sales exceeded $800 million. Television set sales at the retail level in 1949 probably will total between $825 million and $850 million alone, not counting installation and servicing charges, and radio sales will bring the figure to approximately a billion and a quarter dollars—a new peak in earnings for the industry.

Towards the close of 1949 television receiver sales were accounting for almost 70% of the dollar volume done by set manufacturers with radio sales making up little more than 30%. In 1948 the situation was reversed at about the same ratio in favor of radio.

However, in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas but even in cities well served by the newer form of entertainment.

Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

Some of the more popular radio programs and radio stars haven't yet switched to television. Consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house.

The past year, in addition to establishing new production and sales records, also developed some marked trends in public taste or buying habits.

One of the most interesting of these trends was the rise in popularity of the consolette or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lowest price field, were about equalled in number by consolettes and consoles combined, including the large models with both radios and phonographs.



Mr. COSGROVE

* * *

Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949 television receivers using the 12½-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12½-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

Television receivers in 1949 improved considerably in appearance as cabinet styling, both in table models and consoles, reflected the growing interest of women in television. For it is usually the woman, rather than the man, who wants the set in her home to blend well with her other furniture.

Production Forecast

Production estimates for 1950 are still in the speculative stage, but present indications are that the industry will manufacture and sell between 3,500,000 and 4,000,000 television receivers and that retail sales will approach the $1 billion mark on television alone. And radio set sales will add substantially to retailers' income.

Television's continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the FCC. The judgment of the members of this government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

Of major importance in the development of a nation-wide television system is the question of when the FCC will lift its "freeze" on new television station authorizations and will open a new band for television's expansion into the ultra-high frequencies.

Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black-and-white television broadcasting of today. The indus

(Continued on page 28)



$5,000,000 for '50!

RICH BONANZA DUE LANG-WORTH MEMBER STATIONS IN 1950

Nation-wide survey just completed proves record-breaking commercial use of Lang-Worth Transcribed Programs by advertisers and agencies.*

12 months of 1949 showed 60% increase over 1948 . . . 160% increase over 1947!

Survey indicates that agencies and advertisers will spend well over 5 million dollars sponsoring Lang-Worth Planned Programs over Lang-Worth Member Stations during 1950.

Read full details of this increasing commercial trend — initiated and developed by Lang-Worth — in next week's "Broadcasting" (January 23, 1950).

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET NEW YORK 19, N. Y.

**Lang-Worth's third annual survey—December 1949—Signed questionnaires received from 573 member stations. 55% network affiliates . . . 45% independents.*

Feature

(Continued from page 12)

determine winners. Similar procedure was followed in the earlier selection of state and regional winners.

Students voiced their own scripts in the local live competitions as well as in the transcribed competitions. The junior chamber arranged local contests through its chapters, working in cooperation with NAB member stations and radio dealers. It also arranged state judging panels, with broadcasters producing the transcriptions. Twelve regional winners were selected from the state winners.

The four national winners will receive $500 scholarships and other prizes in Washington ceremonies during the week of Feb. 19-25. In addition to the awards luncheon, they will be guests of President Truman, members of Congress and cabinet members as well as participate in broadcasts and telecasts. At historic Williamsburg, Va., they will repeat their winning scripts in the House of Burgesses as guests of Colonial Williamsburg Inc.

Members of the board of judges are Morgan Beatty, NBC commentator; Associate Justice Tom C. Clark, of the U. S. Supreme Court; Mrs. Raymond Clapper; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Educational Assn.; J. Edgar Hoover, director, FBI; Edward R. Murrow, CBS commentator; James Stewart, actor.

Management



LEO HOWARD, formerly commercial manager of WKY Oklahoma City, joins KDMS, new 1 kw outlet on 1290 kc in El Dorado, Ark., as manager. KDMS will be completed in late February. Meantime, Mr. Howard is headquartering in Texarkana, Tex.

WILTON GUNZENDORFER resigns as general manager of KROW Oakland, Calif. Before going to KROW, he was manager of KSFO San Francisco, manager of KSRO Santa Rosa for six years and before that with Don Lee Network for seven years. His future plans have not been announced.



Mr. Gunzendorfer

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, is the father of a girl, Susan Davenport.

DAVID W. ADAMS, formerly commercial manager of KCBS San Bernardino, Calif., promoted to general manager of station. Station also has announced expansion of its offices at 770 Mill St.

FRED SHAW, formerly commercial manager of CFAC Calgary, Alta., appointed manager of CJCJ Calgary, succeeding **DONALD H. McKAY,** who was recently elected mayor of Calgary for 1950.

HARRY WHITE succeeds **LARRY SCHEER** as general manager of KWTC Barstow, Calif.

ARTHUR E. HALEY, general manager of WBMS Boston, resigns. His future plans have not been announced.

ROBERT McCLELLAN, formerly in sales at KTXL San Angelo, Tex., appointed manager of station. He has been with KTXL since its inception in 1947.

ALBERT E. FOSTER, former director of media for Lever Bros., appointed station manager of WLAW Lawrence, Mass., in charge of operations and personnel at Boston, Lowell and Lawrence offices and studios and transmitter at Burlington. He had been with Lever organization for 25 years, principally in advertising.

MIKE HOPKINS, formerly of CHUM Toronto, appointed manager of CKLB (formerly CKDO) Oshawa, Ont.

TOM KRITSER, formerly with KTSA San Antonio and later manager of KDDD Dumas, Tex., appointed manager of KGNC Amarillo. He began his radio career 10 years ago with KGNC, and most recently was sales manager of that station.



Mr. Kritser

BENEDICT GIMBEL Jr., president and general manager of WIP-AM-FM Philadelphia, named to sponsoring committee of Radio & Television Award Dinner slated for New York in March.

CHARLES H. GARLAND, general manager of KOOL Phoenix, Ariz., and Avis Dear have announced their marriage.

HOMER GRIFFITH of KAFY Bakersfield, Calif., executive staff, and formerly head of his own radio representative firm, and **Myrtle May Morgan** have announced their marriage.

CAB Board Meeting

INCREASED commissions for Canadian advertising agencies, copyright fees for music and NARBA will be topics featured at the first 1950 meeting of the board of directors of Canadian Assn. of Broadcasters, held at the King Edward Hotel, Toronto, Feb. 6-9. The new schedule of depreciation allowances announced by Canada's Dept. of National Revenue at the year-end, and future hearings of the Royal Commission on Arts, Letters and Sciences, also will be discussed at the meeting. Final plans for the CAB annual convention, March 27-30, at Niagara Falls, Ont., are also on the agenda.

Set Production

(Continued from page 26)

try has testified to the contrary and believes more time is needed to develop color television. The industry also hopes that no color system will be authorized which will make obsolete the more than 3,500,000 television sets in use today.

RMA hopes these complex problems may be resolved through the establishment of the proposed all-industry National Television System Committee which would recommend standards for the future operation of color television stations just as a similar committee did for black-and-white television in 1941.

About 40% of the population of the United States is still outside the range of the nearly 100 television stations on the air, but the 50-odd areas that have television service today are far from saturated. Unlike the radio field, the television industry is not in the replacement business. Almost every TV receiver sold today goes into a home that hasn't had television before. And there are plenty of homes not yet equipped with their first TV set—about 88% of them—in TV reception areas.

Present prices on television receivers are within the range of most family budgets, and a tour of any TV area will show about as many aerials on modest row houses as in well-to-do suburban areas. Today's vast radio audience was made possible by the low-priced radio, and the day is not far off when large volume production will make the television receiver almost as accessible.

CLARK NAMED

Is Pearson Chicago Chief

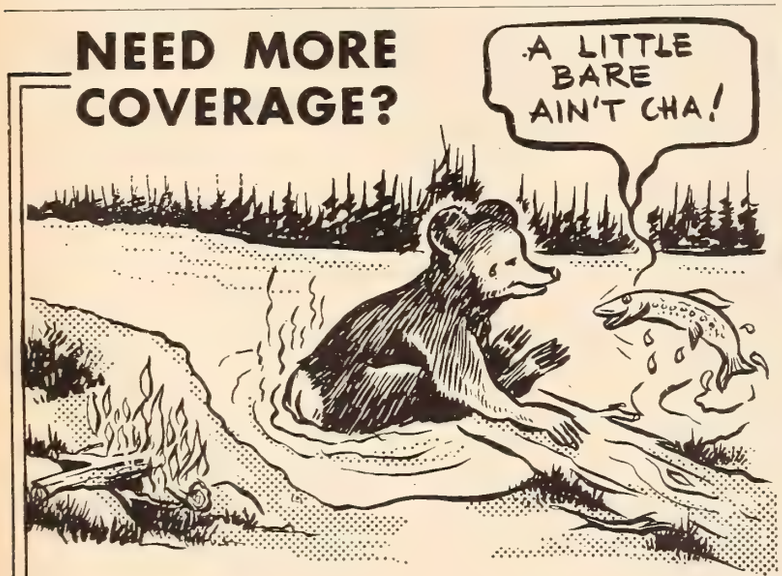
GEORGE W. CLARK, who has been associated with the John E. Pearson Co., station representative, since May, 1949, has been named manager of the Chicago office, effective immediately. John P. Rohrs, formerly with Belknap & Thompson, Chicago, will join the firm's Chicago sales staff.



Mr. Clark

For several years Mr. Clark was manager of the Chicago office of WLW Cincinnati. Later he was assistant manager of WLW's New York office. He resigned from that post to join MBS and from there moved to the Grant Advertising Agency for more than a year before joining the Pearson firm.

Mr. Rohrs has been associated with the B & T firm as promotion director, selling advertising and servicing both large and small promotions for such companies as John F. Jelke, Hotpoint, Thor and Peter Fox Brewing.



Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Announcing:



★ Edgar T. Bell, vice president and general manager of KTOK, Oklahoma City, joins this station as its active head after many years of experience in the newspaper and radio field in the Southwest.



★ E. L. Colbourn, sales manager of KTOK, Oklahoma City, returns to this market where, for many years, he was a member of the sales staff of WKY, Oklahoma City.

It is with a great deal of pride and satisfaction that KTOK announces the election of Edgar T. Bell as vice president and general manager, and the appointment of E. L. Colbourn as sales manager.

Mr. Bell comes to KTOK with many years of experience in the management field having previously been associated with the Oklahoma Publishing Company of Oklahoma City as business manager where he had active supervision over Radio Stations WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

Mr. Colbourn was associated with Mr. Bell for many years in charge of sales at WKY, Oklahoma City. In 1945, Colbourn resigned from WKY to become an account executive with the Frederic W. Ziv Company, with headquarters in Houston, later moving to KABC, San Antonio, where he has just resigned as commercial manager.

Ted Taylor
President

1000 ON THE DIAL
5000 WATTS, DAY
1000 WATTS, NITE

KTOK

Oklahoma City

Represented nationally by
Taylor-Borroff Company, Inc.

Affiliated with the American Broadcasting Company

Editorial

Maryland: Free Again

ALTHOUGH YOU probably wouldn't detect it from the Washington news dispatches, radio won a thumping victory last week in the U. S. Supreme Court. The court killed Baltimore's gag rule on reporting of crime news by rejecting the appeal of the State of Maryland, and thereby struck another blow for the freedom of *news*.

The fight was waged and won by radio. Three Baltimore stations—WCBM, WITH and WFBR, as well as a former WITH newsman, were cited for contempt for broadcasts of a confession given by a murderer. Baltimore newspapers for a decade had found it painfully expedient to consult judges on what was permissible to print without being in contempt of court.

On appeal, the State Supreme Court overruled the lower court, holding that the Rule was "in the nature of censorship." It placed radio on equal footing with the press.

The effect of the Supreme Court action was to sustain the Maryland tribunal's finding, despite the unusual opinion of Justice Frankfurter presumably leaving the door open for future adjudication of related issues.

Thus, radio won a battle not only for itself but for the press. The archives, we hope, will duly record this fact.

Radio Anonymous?

LAST WEEK hearings were held before the Senate Interstate & Foreign Commerce Committee on the Langer Bill (S-1847) to outlaw interstate advertising of alcoholic beverages.

In 1947 there were hearings on virtually identical legislation. The Committee refused to report any one of several bills. The following year there were further hearings. The committee then voted against them by the narrowest of margins—6 to 5.

In the intervening periods the dry groups—from pulpit and in their public prints—have been hammering away. The move to prohibit advertising is an obvious first step toward return to prohibition.

This year of 1950 is an election year. Politicians have been besieged by constituent drys to vote for the Langer Bill. Since the convening of the new session on Jan. 3, every issue of the *Congressional Record* has sagged under the weight of resolutions and petitions adopted by societies and associations supporting the Langer Bill.

Politicians are sensitive to such pressures when standing for reelection.

Passage of the Langer Bill could deal a crippling blow to radio. The drys are not aiming merely at hard liquor advertising; they are shooting at beers and wines too. While the latter represent just one or two percent of radio's national revenue, they are important income sources both for radio and TV.

The Langer Bill strikes at advertising "in interstate commerce." All radio is interstate. So even the 250-watter in Dead Center, Tex., would be affected.

As long as alcoholic beverages are legal, it is hard to fathom how the advertising of them can be legislated out of existence. Yet, indiscreet legislation can run the legislative gauntlet if the opposition sits on its hands.

There was strong opposition to the Langer measure. The Advertising Federation of America was there. So was the Assn. of National Advertisers and the American Assn. of Advertising Agencies, and the various representatives of the printed media.

They realized that if this discriminatory legislation is passed, it would set an extremely dangerous precedent. What about cigarette and proprietary advertising?

In scanning the list of appearances prior to the opening of the hearings Thursday, we failed to find radio represented. Once before the NAB neglected to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

Matter of State

LAST THURSDAY Secretary of State Acheson addressed the National Press Club in Washington "on the record". Radio, however, was precluded from a direct pickup. On the ground that the official would talk extemporaneously, the Department decided the talk was not suitable for broadcast. When the Radio Correspondents Assn. offered to forego the direct pickup and record the talk, which afterward would be edited, the answer was the same.

NAB President Justin Miller protested. He pointed out that radio has been recognized all down the line as a news medium. He cited discrimination. But the Secretary did not budge.

Then, a matter of minutes before the luncheon, the Department yielded and permitted the *Voice of America* to make a tape-recording. Carefully edited excerpts finally were made available to the networks after anguished hours. Television was excluded altogether. And that which was made available to radio was an expurgated version tailored to suit the delicately contrived purposes of the Government-programmed *Voice*.

For more than a decade, radio has held newsgathering privileges on a parity with the press. There are radio galleries in Congress. Indeed the remodeled Capitol is being wired for radio and TV pickups. And the White House is being redesigned with an ear and an eye toward the mass radio media.

This incident reveals that while much has been done toward the goal of freedom of information by radio, there remain islands of resistance. The NAB and the Radio Correspondents Assn. should not let the Acheson incident go by default. How better to debate the point than over the air itself?

Wrong Side of the Street

IN ITS ZEAL to curb "trafficking" in station construction permits the FCC majority seems to be driving on the wrong side of the regulatory street. It has announced proposed rules (by a vote of 4-2) which would bring automatic forfeiture of construction permits, if the holder contracts to sell control before the station takes the air.

We can fathom situations which might prevent an original construction permit holder from following through. His capital might dry up; he might suffer reverses in his main business. There might be illness. In any event, as Comrs. Hyde and Jones point out in their dissent, the Commission can handle cases on their individual merits, since the law prohibits the transfer of control without prior FCC approval.

Why write new regulations when those on the books are adequate to cover every contingency?

Longfellow couldn't conceivably have had the FCC in mind when he commented: "Whom the Gods would destroy they first make mad."

Our Respects To —



GENE BURKE BROPHY

WOMAN'S PLACE is in the home—and Gene Burke Brophy finds her way into almost every home in the Salt River Valley area, through KRUX Phoenix. Some 25 of America's fairer sex are owners and operators of radio stations, and Mrs. Brophy belongs to this exclusive group. Her 21-year record of accomplishment in the broadcasting business rivals that of most men in the field.

Gene Brophy was born in Norseland, Minn., March 11, 1910, to George and Kathryn Burke. The "Gene" is a contraction of Imogene, long since discarded by the KRUX executive. She received her early schooling in Norseland and Minneapolis.

In 1928 Mrs. Brophy embarked on her radio career. Following a series of special courses at Los Angeles City College she got a job as a secretary at Warner Brothers' KFWB Hollywood. But she was not long destined for dictation and typing. When a continuity writer failed to put in an appearance one day, she hurriedly punched out a needed commercial program. The sponsor liked it and the then-Miss Burke became one of the station's first feminine writers.

In eight years with KFWB, she progressed through each stage of the station's growing operation, efficiently handling various phases of the work in traffic, programming, creating and voicing commercial and sustaining shows.

When in 1936 Mrs. Brophy left KFWB to join Columbia Concerts Corp., a subsidiary of CBS, her unusual organizational ability came to the fore. She assisted in the creation of the Hollywood Artists' Bureau for Columbia and for four and a half years headed up the selection and supervision of CBS talent for programs originating in Hollywood.

While with Columbia Concerts she directed promotion and publicity for several concert tours. Her job included a good many talent hunts throughout the nation, searching for both radio and motion picture material. She interviewed many artists—upcoming and famous. In addition to these tasks she was responsible for the office management of the Columbia Artists Bureau.

In October of 1941 Mrs. Brophy accepted a civil service appointment as Chief of the Radio Division for the Office of Central Intelligence in San Francisco and shortly thereafter began a radio broadside of psychological warfare against the Japanese.

Before the establishment of complete offices for OCI, came Pearl Harbor and war. When, a few days later, the West Coast had its first wartime blackout, President Roosevelt called

(Continued on page 38)

YOU MIGHT GET A 175-POUND WOLF*—



BUT . . .

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away *the best radio buy in Western Michigan.*

This strong CBS combination has a rural superiority that's proved by BMB figures and farm-program mail pull from every corner of the area.

WKZO-WJEF have equally impressive urban records in Kalamazoo and Grand Rapids. For Total Rated Periods (Oct.-Nov. '49) both WKZO and WJEF got *top* Hooperatings in their important home cities.

By projection you can figure that WKZO-WJEF deliver about 56.5% more listeners than the next-best two-station selection in the area. Yet they cost 20% less!

Get all the facts about WKZO-WJEF! Write to us direct or ask Avery-Knodel, Inc.

**A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

News

FRANK BUTALA, formerly with KSTP Minneapolis, joins KAUS Austin, Minn., as sports editor and announcer.

LOU FRANKEL, director of special events and publicity for WFDR (FM) New York, appointed radio chairman, Brooklyn Chapter, American Red Cross.

HARRY WISMER, ABC sportscaster, awarded Veterans of Foreign Wars Certificate of Merit as "outstanding sportscaster of 1949."

BILL DOWNS, Berlin correspondent for CBS, is the father of a boy, born Jan. 10 in Berlin.

RICHARD L. HANSEN, newscaster for **WKTY** LaCrosse, Wis., is the father of a girl, Debra Joy.

HAL FISHER, newswriter at WBBM Chicago, and Mildred Phillips have announced their marriage.

BOB SMITH, sports director of WIBM-AM-FM Jackson, Mich., is the father of a boy, Randy.

LEONARD MIALL, Washington correspondent for BBC, is the father of a girl.

CKDA Victoria, new 250 w station on 1340 kc, officially went on air Jan. 15. Station is represented by Radio Representatives Ltd., in Toronto and Montreal; by Tony Messner in Winnipeg; by John Hunt & Assoc. at Vancouver, and in U. S. by Forjoe & Co. David M. Armstrong is managing director.

WVPO AWARD *Cited in 'Herald Tribune' Fresh Air Fund Drive*

WVPO Stroudsburg, Pa., was awarded a citation, and seven other stations received honorable mention from the 1949 New York *Herald Tribune* Fresh Air Fund for their contributions to the fund's work on behalf of New York's needy children.

Invitations to 287 city children to enjoy two-week vacations in Stroudsburg country homes were obtained largely through WVPO efforts, the fund said, and represented the largest number of invitations received from any one of the 1350 "friendly towns" engaged in the work.

Judges in the contest were Niles Trammell, NBC board chairman; Mark Woods, ABC vice chairman, and Frank White, MBS president.

Stations receiving honorable mention were WHDL Olean, N. Y.; WWNY Watertown, N. Y.; WKNE Keene, N. H.; WDOS Oneonta, N. Y.; WJOY Burlington, Vt.; WEEX Easton, Pa., and WLNH Laconia, N. H. Entries were received from 60 stations in 13 states, and contained reports of amounts of time devoted to "friendly town" spot announcements and feature programs, and samples of scripts used in the campaign, as well as photographs, news stories and other material demonstrating station activity.

The Watertown station used as its "sign-off" daily at 12:05 a.m. the following appeal, which won acclaim from the judges: "The next six hours of silence are dedicated to the children of New York City tenement areas who need your help. Call this station tomorrow if you are willing to take a child, and the Fresh Air Committee will get in touch with you."

Unfortunately, the infantile paralysis epidemic last August prevented the 287 children invited to Stroudsburg from taking advantage of the project, which was cancelled. Elton Hall, WVPO station manager, assured Fresh Air Fund officials of his cooperation next summer, at which time he hoped the children would arrive.

WVPO's record showed five spot announcements daily from July 10 to Aug. 6; three 15-minute scripts sent by fund officials; 12 15-minute record shows built around the fund, using the announcements; three disc jockeys devoting a quarter-hour segment of their daily shows, and a special two-hour benefit show featuring local talent. Total time allotted to the campaign by the station was 27 hours.

DEFENSE SERIES

Pupils Air Show on WCVA

TWO sergeants attached to the National Military Establishment's main station in Washington have come up with a community relations "first," through the promotion of the Department of Defense program *This Day* over WCVA Culpeper, Va.

Originated by Garnett G. Webster and George R. Kay, public information sergeants, the show is heard daily, featuring students of the local high school, broadcasting directly from the classrooms. An historical series, the program is prepared by the Defense Department's Radio-Television Branch and highlights in each script three important events in the growth of our nation.

Show is distributed on a monthly basis and includes a packet of informational and recruiting announcements concerning each service—Army, Navy, Air Force and Marine Corps.

WIRK Moves Studios

WIRK West Palm Beach, Fla., will move to new studios at 715 S. Flagler Drive, overlooking Lake Worth, to provide better accommodation for its talent shows and facilitate more quality and faster program service, Joseph S. Field, Jr., manager, announced last week. New technical and office equipment also has been purchased. WIRK operates fulltime with 1 kw on 1230 kc and is affiliated with MBS. Ken-Sell Inc. is licensee.

HOW TO GET RICH

"THERE must be a Republican in the woodpile," suggested Robert T. Mason, WMRN Marion, Ohio, after scanning U. S. Treasury Dept. 30-second announcement for savings bonds. This sentence aroused his curiosity: "Remember, savings bonds are a safe investment—guaranteed by your government to return three dollars for every four you invest!"

CBS HOLLYWOOD

IBEW, RWG Plan Joint Action

RECOMMENDATION for joint action against CBS Hollywood by IBEW and Radio Writers' Guild, both of whom have failed to reach agreement in negotiations with the network, was made Jan. 6 at a board meeting of the Hollywood council of National Assn. of Broadcast Unions and Guilds.

Making up NABUG are Radio and Television Directors Guild, RWG, AFRA, NABET, IBEW, Screen Publicists Guild and Office Employes International Union, all of whom were represented at the meeting. Claude McCue, executive secretary of AFRA, is president.

Both IBEW and RWG have filed strike notices against the network; former seeks a salary increase to $52.50 for a 40-hour week for nine stage set-up men [BROADCASTING, Jan. 2]; latter is asking for "over $100" for 10 continuity staff writers.

At the same meeting, NABUG approved action for joint investigation of malpractice against union members in Los Angeles stations and joint action against stations, if necessary. Union suspects, for example, use of announcers as actors with remuneration given for announcing chores only.

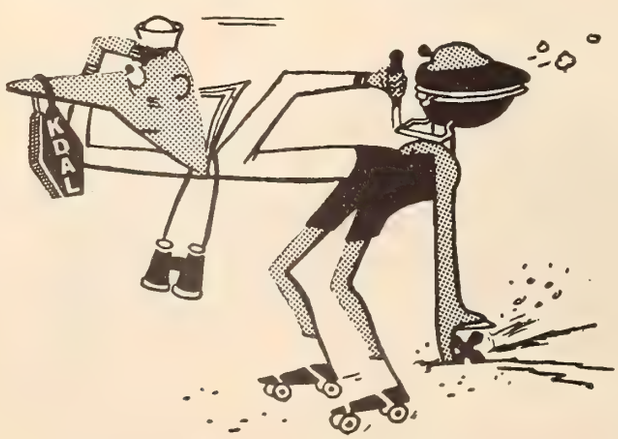
Recordings Bill

TRANSPORTATION and acceptance of "obscene" phonograph records or electrical transcriptions in interstate commerce would be expressly prohibited under provisions of a bill introduced Jan. 6 by Rep. Emanuel Celler (D-N. Y.). The measure (HR 6622), which would amend Sec. 1462 Title 18 of the U. S. Code, would cover any article "capable of producing sound" and certain books, pamphlets, motion picture film, advertisements and drugs. Referred to the House Judiciary Committee, the measure would alter the Code to include the above-mentioned items rather than just literature.

WNJR Newark, N. J., will air annual All-Sports Dinner, sponsored by Newark Athletic Club, Jan. 19, from 9-9:30 p.m.

SALE-ER SUIT . . .

DULUTH, MINN.—"I'm well suited to go sale-ing for you in the big Duluth-Superior Market," says Otto Mattick as he breezes along on his rearpelled motoskates. "I've got 5,000 watts on 610 . . . my own and CBS personalities and programs . . . and a continuing, all-out listener-winning campaign." That's the KDAL story, in brief. But there's nothing brief about KDAL's success story for advertisers. Let us add a chapter about you and your products. It's a cinch. Try us and see!



How to put KDAL's audience dominance to work for you? Just ask Avery-Knodel.

ACTION..

BY TELEPHONE..

FROM 335 COMMUNITIES

IN 23 STATES!

On four special Saturday night broadcasts starting at 11:15, KDKA listeners were asked to *telephone* contributions to a special campaign for Children's Hospital. Thousands of calls poured in, from 335 communities in 23 states! Surprising coverage? Not for KDKA, the 50,000-watt station with a vast audience, by day and by night, in almost 200 BMB counties.

WESTINGHOUSE RADIO STATIONS Inc
KYW • KEX • WOWO • WBZ • WBZA • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PITTSBURGH
50,000 Watts
NBC Affiliate

KDKA



MARCH OF DIMES

Radio-TV Promotion Shows

RADIO stations throughout the country are receiving a series of electrically transcribed shows and spot announcements, and video stations are receiving 16mm sound films to promote the 1950 March of Dimes campaign. The programs are for use locally Jan. 16-31, this year's March of Dimes drive dates.

Recordings and films feature some of the top talent in the country, and, with the "discs for dimes" and spot announcements, are expected to account for a good percentage of the goal set this year by the National Foundation for Infantile Paralysis.

Potts Adv. Incorporates

R. J. POTTS-Calkins & Holden Advertising Inc., with headquarters at 215 Pershing Road, Kansas City, Mo., announces that, effective Jan. 1, the organization started operating as a corporation instead of a partnership. All partners remain as officers of the corporation and their assets will be transferred to the corporation in their entirety, it was stated. The management and personnel of the organization will remain very much the same as it was in the partnership, the announcement stated. The firm also maintains offices at 247 Park Ave., New York, and 333 N. Michigan Blvd., Chicago.

Production



BOB MILLER, farm service director of WRFD Worthington, Ohio, named program director of station, effective immediately. He formerly was associate farm director of WLW Cincinnati.

WINSLOW BETTINSON, formerly program director of WHEB Portsmouth, N. H., appointed director of station operations for WLYN Lynn, Mass.

EMORY BROWN joins announcing staff of KTXL San Angelo, Tex.

ANNE STEGOS, former associate editor of Suffolk County, N. Y., *Watchman,* Huntington, L. I., joins script and continuity department of WHLI Hempstead, L. I. She replaces **MURIEL ABRAMS,** who resigned to be married.

STEWART MacPHERSON, formerly with BBC, joins WCCO Minneapolis Jan. 18 as m.c. of new quiz show.

BOB ROTH appointed to announcing staff of WMBG Richmond, Va.

DAN KEELER, of KSL Salt Lake City announcing staff 1945-47, rejoins station, dividing his activities between AM and TV.

SY MERNS, former production man with WINS New York and play-by-play announcer for WDYK Cumberland, Md., appointed program director for WMON Montgomery, W. Va. He replaces **JIM HOLMES,** resigned to do graduate work in dramatic arts.

RICHARD F. LOW, former continuity director for KBON Omaha, Neb., named program director of KBON-AM-FM.

CHARLES TESSER, recent graduate of Television Workshop, New York, joins staff of WSYR-TV Syracuse, N. Y., as photographer.

CARL VICTOR LITTLE, newspaper columnist of Houston *Press,* joins KXYZ Houston as commentator.

CHARLES SHOWS signed to seven-year exclusive contract as writer of KTLA (TV) Los Angeles *Time for Beany* children's show.

CHARLIE ACKERSON, ballad singer formerly with KWK St. Louis, rejoins station as m.c. of *Charlie Ackerson Show.*

COLLINGSWORTH (Buddy) HOLMAN, former staff announcer for WTAL Tallahassee, Fla., becomes staff announcer for WMBR-TV Jacksonville, Fla.

LaVERNE WHITAKER named stage assistant to **JACK McELROY,** m. c. of ABC *Breakfast in Hollywood.* She succeeds **MONICA WHALEN,** resigned.

RAY DAVIS, formerly with WNAV Annapolis, Md.; WDOV Dover, Del., and WSM Nashville, joins announcing staff of WASA Havre de Grace, Md.

JULES PEWOWAR, program director at WMOR (FM) Chicago, joins Herbert Laufman Assoc., Chicago television production firm, as production manager. He will continue with his station work.

TOMMY THOMPSON, for past two years in ABC Hollywood mail department, transferred to KECA-TV Hollywood as program assistant. Prior to joining ABC he was with Armed Forces Radio Service in Tokyo.

ROD HENDRICKSON joins WTOP Washington as m.c. of new Tues.-Thurs. show sponsored by Wise Potato Chip Co., Berwick, Pa.

WILLIAM R. KLEIN, formerly guest relations manager for Don Lee Broadcasting System, named coordinator of operations. He replaces **JEAN LANG,** resigned to complete studies at U. of Southern California.

JERRY FRANKS, KECA-TV Los Angeles stage manager, leaves Feb. 20 for six-weeks leave of absence during which time he will serve as stage and technical director of traveling show sponsored by Union Oil Co. **TOMMY THOMPSON** replaces him during his absence.

DONNA KLINE joins KTLA (TV) Hollywood as chief costume designer on five weekly *Time For Beany* children's program.

LES MITCHEL, producer-director of *Skippy Hollywood Theatre,* elected president of Sunland-Tujunga, Calif., Chamber of Commerce.

MILTON Q. FORD, morning man for WWDC Washington, is the father of a boy, Michael Eric.

RUSSELL LONG, program manager of WCSC Charleston, S. C., and **ELIZABETH ROEBUCK,** on staff of WCSC as Carolyn Coy, have announced their marriage.

GEORGE SNELL, of KEEN San Jose, Calif., appointed radio chairman of Santa Clara County Committee for Hoover Report.

DON STEVENS, announcer at WSB Atlanta, Ga., is the father of a girl, Marilyn Donna, born Jan. 5.

BERTHA KURTZMAN, ABC-TV broadcast operations supervisor, and David Williams of *Time* and *Life,* have announced their marriage.



HOLIDAY GUIDE

Offers Aid to Advertiser

THE COMMERCE Dept. announced last week the compilation of a booklet which contains a calendar of specially designated days, weeks and months to be observed during 1950. It also said pointedly that retail sales and profits could be boosted by a better coordination of advertising with national holidays and special observances.

Commerce guide to the businessman lists days, weeks and months of special promotion and celebration of interest to the business field. In addition, legal, religious and well-known holidays are included. Information contained in this issue, third since the war's end, was furnished by trade associations, secretaries of state governments, civic groups and other such organizations, the Department said. Also included is the purpose of each event as stated by its sponsor.

A total of 154 days, 124 weeks and 36 other celebrations are included in the booklet, called "Special Days, Weeks and Months in 1950," which may be obtained from Superintendent of Documents, Washington 25, D. C., or from Dept. of Commerce field offices for 15¢ per copy.

RADIO CALL

Solves Railroad Problem

BOSTON & Maine Railroad discovered during the holiday season that radio has both power and flexibility as an advertising medium, Jan Gilbert, timebuyer, Harold Cabot & Co., Boston, reports.

A few days before Christmas, mail piled up at Boston's North Station to an uncontrollable degree necessitating additional help to handle it. The railroad called the Cabot agency which placed a schedule of announcements on four Boston stations.

First spot went on the air at 10:59 a.m. and others were scheduled through 2:30 p.m. At 11:50 p.m. the railroad advised the agency that it had more men than it could hire. Balance of the schedule then was cancelled. A total of 2,250 applicants reported to North Station, Miss Gilbert notes.

LISTENERS' CHOICE

In SAN ANTONIO only KTSA broadcasts all the Big CBS programs on AM and FM

New! MODERN STUDIOS

New! FEATURES

New! TRANS-MITTER

New! FULL TIME POWER

New! LOCAL PROGRAMS

New! NEWS-SERVICES

New! CBS PROGRAMS

DOUBLE-TALK
That Means Something

NOW, on KTSA AM/FM, San Antonio listeners get simultaneous AM and FM broadcasts of complete program schedules, including the BIG Columbia Broadcasting System network shows, with favorite CBS stars and personalities.

ALL THIS, in addition to new, local programming and special events broadcasts, new public service features, and an amazingly COMPLETE coverage of the NEWS, adding the tremendous news-gathering resources of both the SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS to KTSA's already recognized facilities.

Ask any of the Free and Peters "Colonel's" about the NEW, GREATER KTSA AM/FM and the booming GREATER SOUTHWEST market it serves.



Owned and operated by
San Antonio Express
SAN ANTONIO EVENING NEWS

550 on AM dials
101.5 on FM dials

FREE & PETERS, INC. National Representatives

Promotion



BI-COLORED counter display cards distributed by WVNJ Newark, N. J., call attention to its weekend reports on ski and road conditions along East Coast. Cards placed in sports and department stores throughout greater New York area, contain removable strip, supplied weekly by station, for displaying name of ski expert to be interviewed each week on station's *Skiing on the Air* program.

'Cisco' Promotion

PAPER MASKS numbering 10,000 were distributed by WKNA Charleston, W. Va., in 24 hours on behalf of Holsum Bakery Co.'s, *Cisco Kid*, Frederic W. Ziv package. During commercial announcement on one show, children were told that masks would be given away through retail grocers. By following afternoon, all masks were gone and WKNA had to ask children to refrain from asking for them at grocers.

Telescope for Tower

SIDEWALK superintendents in Louisville have been provided with refracting 2½-inch lens telescope with which to watch progress in construction of new WHAS-TV television tower. Located on central downtown corner, four blocks from tower's site, telescope is free to public. Attendant is on hand to keep instrument in focus and answer questions. Time limit is imposed on gazers only when necessitated by crowd. Waist-high booth bearing station's call letters and information about tower surrounds telescope on three sides. Tower will be completed by Feb. 15.

Bowl Promotion

WOODEN BOWLS containing rose, orange and package of Gillette razor blades were sent to Bay Area radio, sport and advertising editors by KCBS San Francisco to promote its January broadcasting of Rose Bowl and Orange Bowl football games. Bowls were wrapped in colors of participating colleges. Idea was originated by Walter Conway of KCBS promotion department.

Sports Promotion

PROMOTION for KROC Rochester, Minn., recently, involved choosing of most outstanding athlete in Rochester area for 1949 and sending him, expenses paid, to Cotton Bowl festivities in Dallas, Tex. Darrell Cochran, U. of Minnesota athlete, won contest and was feted at banquet broadcast by station. He was met in Dallas by city's Chamber of Commerce and was included in visits with North Carolina team, sat on the bench with them and took part in numerous other celebrations in conjunction with game. Pictures taken in Dallas are now displayed in prominent down-town window. Bob Wold of KROC sales and promotion department was in charge of entire operation.

KBON-FM's Thanks

THREE-fold bulletin issued to public by KBON-FM, Transit Radio station in Omaha, Neb. Folder contains results of balloting on approval of bus radio and data concerning completion of installation in all Omaha buses. Picture of business leaders present when ballots were counted is included, as well as list of votes, pro and con, tabulated by bus routes.

Coverage Data Folder

QUARTO two-color illustrated folder sent to trade by KSD-TV St. Louis promoting its coverage of outstanding local events and containing coverage data. Inside of folder is made up of coverage map with primary and secondary areas outlined, and circles around sections outside coverage areas where satisfactory reception has been reported. Details of St. Louis market also are included.

Postcard Distribution

TWO postcard mailings recently sent to 500 grocers in coverage area by WHBC-AM-FM Canton, Ohio. First concerns Buckeye Potato Chips. Two pictures of bags of potato chips are featured on card under heading, "You're in the Chips! It's in the Bag!" Second promotes Nucoa Margarine on bright yellow card. Message reads, in part, "Hear NUCOA Yodeler's Catchy — Compelling Designed-For-Selling Radio Spots Daily on WHBC & WHBC-FM." Both cards bear standard, "Stock up—Display—Suggest! Radio advertised products move!"

Sponsor's Letter

LETTER from pleased sponsor sent to WTVJ (TV) Miami, Fla., has been reprinted and mailed to potential sponsors and trade by station. Letter, from Senor Don Casa, proprietor of gift store in Hollywood, Fla., tells story of his successful use of WTVJ. He says, in part: ". . . the prestige of being a television advertiser at this pioneer period is in itself worth the cost of advertising regardless of immediate results." Return of $320 on $20 invested in spot commercial on WTVJ is recorded.

Large Following

IN conjunction with his sixth anniversary with WNOW York, Pa., "Doc" Daugherty, m.c. of *1250 Luncheon Club*, two-hour noonday platter show, decided to form a club. Free membership cards were offered to his listeners, and 1,000 cards were printed. By the time all interested listeners had enrolled, additional 5,000 cards had to be printed. Party in honor of new club was held for members, and 4,000 persons who appeared broke 10 year attendance record for dance hall where party was held.

Constructive Promotion

OVERSIZE card aimed at construction material firms sent to trade by KNX Los Angeles shows picture of carpenter nailing down boards. Narration reads: "Over 5 million people listen to one station every week . . . KNX . . . including your customers in Los Angeles where the total value of building permits ranks second among all cities in the nation." Similar card with picture depicting man playing cash register as if it were a piano bears same message concluding, ". . . Los Angeles County where total retail sales and total net effective buying income are the second highest in the nation."

Full Promotion

ANNOUNCEMENTS of the 48-hour delayed telecast of entire Cotton Bowl festivities and game between Rice and U. of North Carolina carried by WFMY-TV Greensboro, N. C., were distributed by the station not only in Greensboro area, but in points as far distant as Dallas, where game was played. Releases were sent to sports editors of all leading newspapers and stations in WFMY-TV's coverage area. Copies also were mailed to editors in Dallas and to coach and to football team of U. of North Carolina. More than 250 copies were distributed by Gaines Kelley, general manager of WFMY-TV, on Dallas-bound train. Numerous newspaper ads were carried in local papers with front page inserts on day of telecast. Post-cards telling of game went to 6,000 dealers and TV set owners. Telecast was sponsored by four local General Electric dealers.

Teamed for Service!

OCCASIONED by Kansas City, Mo.'s celebration of its centennial, blue promotion piece has been sent to trade by KFRM and KMBC that city. Cover announces that stations are "Teamed for Progress in 1950. . . ." Inside carries names and titles of executive personnel of stations, and detached map bearing stations' call letters and message that they jointly offer "Complete Coverage of Kansas City's Trade Area!" KFRM is programmed by KMBC.

'Men of WORZ'

NEW explanation of flying saucers provided by WORZ Orlando, Fla. Over New Year's weekend, members of station's staff who are licensed pilots attached a call letter of WORZ to four planes, and station's slogan, "The Best Shows in Town," to fifth plane. Letters and slogan were on long streamer that glinted in the sun. Planes then made extended flight over Central Florida and Orlando metropolitan area, attracting wide attention.

Owen Sound Data

CFOS Owen Sound, Ont., has released profusely illustrated brochure on Owen Sound market to trade. Brochure is jointly issued by CFOS and Owen Sound *Sun-Times*, affiliated daily newspaper. Booklet covers all phases of market area, lists principal industries and retail establishments, gives detailed growth in recent years, and history of CFOS and newspaper.

Personnel

VINCENT F. CALLAHAN, formerly sales manager and publicity director for WRC and WMAL, both in Washington, and later general manager of WWL New Orleans and after that in same capacity with WBZ Boston, joins WQQW Washington as director of promotion and public service. During the war, he was national director of radio, advertising and press for promotion of War Bonds, under supervision of U. S. Treasury Dept.



Mr. Callahan

A. R. GLOSTER, head of own public relations firm, appointed to handle publicity and promotion for CKLW Detroit, Mich.

Mrs. PAT LAWRENCE resigns as assistant manager of advertising and promotion of KNBC San Francisco to become manager of new Bay Area office of Radio Report Inc., Berkeley (clipping service).

HELEN PARK, formerly with program department of WOR New York, joins public affairs department of WHLI Hempstead, L. I.

KEN SODERBERG, formerly with WMUS Muskegon, Mich., joins KAUS Austin, Minn., with duties in sales promotion and program production.

TRADE LAWS

Chamber Asks Reappraisal

THE U. S. Chamber of Commerce last week called for a "constructive reappraisal" of trade laws and challenged President Truman's proposal that the 81st Congress complete action on pending legislation to tighten anti-trust laws.

The Chamber maintained that the "recommended amendment of the Clayton Act would vest broad new powers in the FTC. Although labeled a boon to small business, these concerns are the ones which would be most hurt if this proposal became law." It asked for the reappraisal "in the light of interpretations of the past decade . . ." as "today . . . these laws are often applied in an unrealistic, arbitrary manner inimical to the interests of small, independent business."

The Chamber's views were given at a news conference held in Washington's Carlton Hotel during which Herman W. Steinkraus, president of the U. S. C. of C., reviewed the President's messages to Congress.



BMI Music Memo
BROADCAST MUSIC, INC. • 580 FIFTH AVENUE NEW YORK 19, N. Y.
Vol. 3, No. 7
Feb. 25, 1946

it's

CLASSOPHONE

MODEL SYSTEM IN RECORD INDEXING UTILIZED BY WOR

when second coup[illegible] and char[illegible]

THE NEW PATENTED METHOD FOR

STORING • PROTECTING • CLASSIFYING

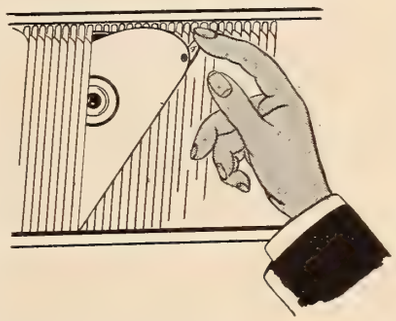
Your Phonograph Records . . . for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10″ or 12″ records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.



Build Any Type Cabinet For Classophone Pockets . . . From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with

CLASSOPHONE

WMAX, Macon, Ga.
WBAX, Wilkes-Barre, Pa.
KQV, Pittsburgh, Pa.
KRBC, Abilene, Texas
WDAK, Columbus, Ga.
WEDO, McKeesport, Pa.
WGST, Atlanta, Ga.
WIBC, Indianapolis, Ind.
WLAY, Muscle Shoals, Ala.
WPRO, Providence, R. I.
WISH, Indianapolis, Ind.
WOMI, Owensboro, Ky.
KFUO, St. Louis, Mo.
WTRY, Troy, N. Y.
KCKN, Kansas City, Mo.
WFAA, Dallas, Texas
WHOP, Hopkinsville, Ky.
WKXL, Concord, N. H.
WMT, Cedar Rapids, Ia.
WWNC, Asheville, N. C.
WHK, Cleveland, O.
WOR, New York, N. Y.
Station Mayrink Veiga, Rio de Janeiro

"CLASSOPHONE," Inc., 35-05 36th ST., LONG ISLAND CITY 1, N. Y.

Other Users of

CLASSOPHONE

Arturo Toscanini
Atlanta University, Atlanta, Ga.
Boy Scouts of America, New York, N. Y.
Erie Public Museum, Erie, Pa.
Harriman High School, Harriman, Tenn.
Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.
Board of Education, Atlanta, Ga.
Monogram Pictures, Los Angeles, Calif.
Board of Health, Chicago, Ill.
American Society of Composers, Authors & Publishers, New York, N.Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.



COMPLETE RECORD PROTECTION

In addition to providing safe protection for standard 78 R.P.M. records, Classophone Pockets may be used equally as well for the new 33⅓ R.P.M. Long Playing (LP) type.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
35-05 36th St., Long Island City 1, N. Y.

Without cost or obligation, please forward a copy of your FREE plans, outlining method of constructing a CLASSOPHONE record cabinet. We understand this is a flexible plan suitable for housing any desired quantity of records.

Name .....

Firm .....

Address .....

City ..... *Zone* ..... *State* .....

Commercial

KENNETH STRONG, sales representative for WLYN Lynn, Mass., for over a year, and before that with sales staffs of WBZ and WCOP Boston, appointed sales manager of WLYN.

ED MORGAN, sports director for KBON Omaha, Neb., appointed transit sales manager for KBON-FM in addition to his present duties.

JOE YOWELL, formerly sportscaster for KTXL San Angelo, Tex., becomes salesman for station.

CKOK Penticton, B. C., appoints **Radio Representatives Ltd.,** Toronto and Montreal, as exclusive representative.

WIAC San Juan, P.R., has published Rate Card No. 4 which became effective Jan. 1.

ROBERT M. DOOLEY, for five years national sales manager of KFAB Omaha, Neb., resigns. Future plans not announced.

DON KIMEL, formerly of WOTW Nashua, N. H., joins sales staff of WEIM Fitchburg, Mass.

WGGH Marion, Ill., 500 w daytime outlet on 1150 kc, names **Sears & Ayer** as national representative.

FRED I. GEIGER, former New York state representative for Frederic W. Ziv Co., joins staff of WSYR Syracuse, N. Y., as sales representative. He replaces **CLARENCE KELLER,** who resigned to become convention bureau manager of Syracuse Chamber of Commerce.

DEL BELFLOWER, formerly with KFDA Amarillo, Tex., and Amarillo *Times*, joins commercial department of KTOK Oklahoma City.

JOHN J. COLE, sales service manager of WDTV (TV) Pittsburgh, and before that with KCMO Kansas City, Mo., and KFRU Columbia, Mo., appointed account executive for WDTV.

CBS Hollywood accounting and purchasing departments have moved to new quarters at 6111 Sunset Blvd. **JOHN MINKOWSKY** heads both departments.

STOVER J. MORRIS Jr., formerly with P. Lorillard Tobacco Co. and Southern Dairies Div. of Sealtest Inc., joins WDVA Danville, Va., as sales representative.

GEORGE GRAY, formerly with WEIM Fitchburg, Mass., WHEB Portsmouth, N. H.; WHOB Gardner, Mass., and WBMS Boston, joins sales staff of WCOP Boston.

WALTER W. CRIBBINS, formerly head of his own San Francisco novelty advertising firm, and **GEORGE Le MAITRE** join sales staff of KEEN San Jose, Calif.

HELEN McDERMOTT, chief accountant of KLAC-AM-TV Hollywood and **George Arvantes,** local business executive, have announced their marriage.

ROBERT GARLAND, of sales staff at KOOL Phoenix, Ariz., is the father of a boy.

DAVE MEBLIN, KSFO(AM) - KPIX (TV) San Francisco salesman, is the father of a girl, Amy Elizabeth.

Respects

(Continued from page 30)

for an immediate report as to morale and general reaction. Colonel William J. Donovan, now General Donovan, located Gene Brophy by telephone and she in turn gave the report which a half-hour later was on the President's desk.

From an officeless beginning Mrs. Brophy built the West Coast OCI into a potent propaganda weapon that later became the Office of War Information in St. Francisco. It grew from one employe—herself—to a staff of 550 workers. She was director of radio, news, administration and interpretation of policy, and pushed as many as 523 programs a week into Pacific fronts, often using five to six shortwave stations simultaneously.

When the Japanese tried to jam these broadcasts she pressed two obsolete RCA circuits into service. The Japs were able to jam two of the signals but a third was heard consistently and refugees returning later on the mercy ship *Gripsholm* reported many lives had been saved by OCI programs in the Philippines.

Mrs. Brophy resigned from OWI in 1943, because of her husband's ill health, and went to Phoenix, Ariz. During his three-year period of convalescence, she became aware of the need for an independent station to serve the rich Salt River Valley area's more than 300,000 people. She applied for and was granted a CP for KRUX. Granted in October 1946, the station took the air the following March.

Drawing from her experience Mrs. Brophy programmed KRUX to an impressive record of "never-before" broadcasting in Arizona. Doing away with radio's traditional commercial, the station aired three initial days of non-sponsored programs, requesting frank opinions and suggestions from the listening audience as to how to improve the station's fare.

KRUX brought Arizona listeners the first 24-hour program service, play-by-play baseball, boxing, news on the hour, a local commentator an Easter High Mass, a regularly scheduled symphony program and a unique Armistice program in native Indian tongues to Hopi and Navajo veterans. KRUX ranks with the top stations in listener and has a record number of satisfied advertisers who have been with the station since its inception. Results—the station's available time is always sold out.

The diminutive, energetic owner-operator of KRUX aims to please her audience. "If the audience wants it we'll get it on the air," she says. Her staff has been well-conditioned to cancelling whole blocks of programs for a special public service job—in advance or on a moment's notice.

In addition to what would appear to be a fulltime job, Mrs. Brophy is an active member of the Phoenix Advertising Club, Chamber of Commerce, Phoenix Soroptimist, County Club, Saddle and Sirloin and Kiva Club. Nationally she participates in the NAB and Radio Executives Club. Ten years ago she married Murry Brophy. Today they live in a modest home near Phoenix. They make their work their hobby—"to get the greatest pleasure out of both," they explain.



SILVER LEAVES are pinned on shoulders of Barney Oldfield (r), former newspaperman, radio commentator, Hollywood publicist and ETO radio chief, by Brig. Gen. R. V. Ignico, commanding general, Warner Robin Air Materiel Area, on whose staff Lt. Col. Oldfield is assigned. This was the second surprise for the ex-commentator following the Christmas holiday which he spent at his home in Nebraska. While returning to the Georgia air base, the colonel, hitch-hiking by airplane, found himself included in President Truman's party making the flight to Washington from Independence, Mo.

'BETTER WAY'

First Series Offer By Hage Firm

WITH some 40 stations already signed for his sales and program service, A. Maxwell Hage last week announced that he had established his own firm with headquarters in Suite 1412 at 366 Madison Ave., New York. The new firm will specialize in material designed specifically for expanded station revenue, largely through opening approaches for new advertisers not now using radio to any appreciable extent.

The first Hage offering, already on the air in a number of markets, is called *The Better Way* and is geared for sponsorship by local industries.

Mr. Hage told BROADCASTING that this series, 52 half-hour scripts on the theme of maintaining the traditional free enterprise system of business, is the first to be offered to stations as a copy theme and framework for use by manufacturers on a purely local level. The series is being offered to stations on a flat fee basis, he said, with the amount varying according to the size of the market served by each station.

For the past two years with the radio and TV department of the *New York Daily News*, Mr. Hage had been writer-editor of the nationally syndicated Telepix Newsreel and had handled editorial assignments on the *News of the Hour* on WPIX (TV) New York. During his 20 years in radio and newspaper work, Mr. Hage has been night editor of NBC, with United Press in New York and assistant manager of the former WJAY Cleveland.

Subscribers to *The Better Way* include:

WSYR Syracuse, N. Y.; WEOK Poughkeepsie, N. Y.; WPTR Albany, N. Y.; WLNA Peekskill, N. Y.; WHUC Hudson, N. Y.; WALL Middletown, N. Y.; WVNJ Newark, N. J.; WBUD Morrisville, Pa.; WNOW York, Pa.; WCRO Johnstown, Pa.; WVAM Altoona, Pa.; WAZL Hazelton, Pa.; WGBI Scranton, Pa.; WSAN Allentown, Pa.; WPPA Pottsville, Pa.; WCMB Lemoyne, Pa.; WRAM Reading, Pa.; WVCH Chester, Pa.; WBMD Baltimore, Md.; WARK Hagerstown, Md.; WILM Wilmington, Del.; WCAV Norfolk, Va.; WLPM Suffolk, Va.; WBBB Burlington, N. C.; WHPE High Point, N. C.; WSSB Durham, N. C.; WLOS Asheville, N. C.; WIST Charlotte, N. C.; WFNC Fayetteville, N. C.; WGTC Greenville, N. C.; WHIT New Bern, N. C.; WCPS Tarboro, N. C.; WMRC Greenville, S. C.; WLTR Bloomsburg, Pa. and Decker Advertising Agency, Canton, Ohio.

SYNTHETIC MICA

NBS Claims Superior Type

MICA now can be synthesized. National Bureau of Standards scientists have succeeded in producing the substance which is a critical material in the manufacture of electrical and electronics equipment, the Commerce Dept. announced last week.

While synthetic mica essentially has the same properties as the natural, the department pointed out that it is superior in its ability to withstand high temperatures. The substance, widely used in radio and electronic equipment, owes its value to its remarkable properties as an electrical insulator.

This country, the department said, is the world's largest mica consumer although it produces only enough of the substance to meet a fraction of normal requirements. Commerce Secretary Charles Sawyer predicted that "synthetic mica production may make it possible for the United States to meet its own demands for this critical material."

Work on synthetic mica was part of a broad program of research on fluorine-type artificial minerals carried on by the NBS under sponsorship of the Office of Naval Research. The mica phase was developed in cooperation with the U. S. Bureau of Mines and the Colorado School of Mines, the Commerce Dept. said.

WKTY LaCrosse, Wis., signs exclusive agreement with Wisconsin Div., American Automobile Assn., for airing of highway information for balance of hazardous driving period.

'49 Billings

(Continued from page 20)

U. S. Sixth Army Command	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Fosner Shoes, Inc.	13,164
Inland Steel Co.	11,764
United Steel Workers of America	11,740
The Textile Workers Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,240
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	4,969
Fisher Body Division General Motors Corp.	4,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,410
General Petroleum Corp. of California	1,050
Total	$42,342,225

By Agencies

Dancer - Fitzgerald - Sample, Inc.	$5,485,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Company, Inc.	1,964,929
Leo Burnett Company, Inc.	1,916,784
The Biow Company, Inc.	1,848,107
William H. Weintraub & Company, Inc.	1,590,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc	1,404,954
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,074,456
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	945,375
Cecil & Presbrey, Inc.	926,894
C. J. La Roche & Co., Inc.	818,438
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Advertising Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louis and Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,494
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	492,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,440
R. H. Alber Company	344,384
Hixson & Jorgensen, Inc.	324,724
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,954
Raymond Spector Company Inc.	266,580
Foote, Cone & Belding	241,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pietersom - Dunlap Associates	137,811
Tucker Wayne & Company	134,154
Western Advertising Agency, Inc.	125,389
Huber Hoge & Sons	110,480
Gotham Advertising Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal and Battle Advertising Agency	59,544
The Clements Company, Inc.	58,711
W. L. Gleeson & Company	48,757
Morey, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	24,704
Politicals	24,498
Beaumont & Hohman, Inc.	21,160
Lockwood - Shackleford Advertising Agency	20,596
John F. Murray Advertising Agency, Inc.	15,789
Russell Harris & Wood, Inc.	13,545
Pacific National Advertising Agency	13,352
Irwin - McHugh Advertising Agency, Inc.	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,764
Wiltman & Callahan	11,749
Furman, Feiner & Company, Inc.	11,184
Philip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Company	6,240
Abbott Kimball Co., Inc., of California	5,984
Cowan & Whitmore Advertising Agency	4,969
Honig-Cooper Company	2,160
Glasser-Gailey, Incorporated	1,410
West-Marquis, Inc.	1,050
Total	$42,342,225

Billings by Months

Month	1949
January	$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	119,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337
Total	$1,391,991

TV Advertisers

The B. F. Goodrich Company	$132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,941
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellucotton Products Co.	61,512
Bristol-Meyers Company	60,166
The Goodyear Tire & Rubber Company	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	34,770
Chesebrough Mfg. Co. Consolidated	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Association, Inc.	24,813
Libby, McNeill & Libby	24,780
A. Stein & Company	22,844
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	11,643
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corporation	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
Total	$1,391,991

TV Agencies

Young & Rubicam, Inc.	$187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennen & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer - Fitzgerald - Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,452
Needham, Louis and Brorby, Inc.	47,588
Kastor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp and Company	31,271
Henri, Hurst & McDonald, Inc.	29,752
Campbell - Ewald Company, Inc.	24,813
J. Walter Thompson Company	24,780
Louis A. Smith Company	22,844
Hoffman & York, Inc.	11,643
I. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,485
Maxon, Incorporated	1,150
Total	$1,391,991

MUTUAL BROADCASTING SYSTEM

1949 Gross Billings

Month	Monthly	Cumulative
January	$1,876,124	$1,876,124
February	1,677,257	3,553,381
March	1,775,790	5,329,171
April	1,757,432	7,086,603
May	1,788,790	8,875,393
June	1,403,880	10,279,273
July	1,133,315	11,412,588
August	1,119,364	12,531,952
September	1,178,338	13,710,340
October	1,667,482	15,377,822
November	1,316,963	16,694,785
December	1,376,910*	18,071,695

* December Billings estimated

By Advertisers

Miles Laboratories, Inc.	$1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Ronson Art Metal Works	1,142,964
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Semler Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,204
Wander Co.	387,239
Mutual Benefit Health & Accident Assn. of Omaha	373,394
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxzema Chemical Co.	336,079
Radio Bible Class	322,481
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,486
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmacal Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,874
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	103,194
Delaware, Lackawanna & Western Coal Co.	83,584
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,248
Conti Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,048
Wilson Sporting Goods Co.	62,774
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,488
Perfect Circle Co.	18,759
Political	11,511
Capehart-Farnsworth, Inc.	11,352
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallicrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstead & Johnson	5,340
White King Soap Co.	5,421
Wally Frank, Ltd.	4,904
Brown Shoe Co.	4,518
Charles B. Silver Co.	4,096
Paramount Pictures, Inc.	2,904
Twentieth Century-Fox Corp.	1,371
Total	$18,071,695

Note: December billings estimated

By Agencies

Cecil & Prebrey, Inc.	$1,872,202
Wade Advertising Agency	1,459,329
J. Walter Thompson Co.	1,211,655
McCann-Erickson, Inc.	1,066,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,124
Gardner Advertising Co., Inc.	864,449
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	490,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	475,537
Erwin Wasey & Co., Inc.	461,612
Ruthrauff & Ryan, Inc.	456,978
Gotham Advertising Co., Inc.	428,589
Aubrey, Moore & Wallace, Inc.	402,204
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,203
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,481
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,478
Huber, Hoge & Sons	211,203
O'Neil, Larson & McMahon	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	141,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.	113,818
Batten, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Bermingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,048
Ewell & Thurber Associates	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones, Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,860
Crook Advertising Agency	30,740
Weston-Barnett, Inc.	23,554
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352
Brooke, Smith, French & Dorrance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,801
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc.	5,340
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,904
Charles Schlaifer & Co., Inc.	1,371
Total	$18,071,695

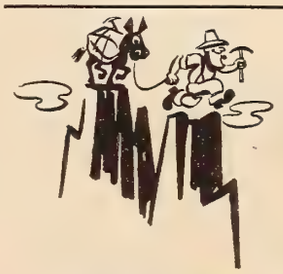
Note: December billings estimated

By Product Classifications

Foods & Food Beverages	$4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353
Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionery & Soft Drinks	545,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,394
Paints & Hardware	348,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum — Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152
Total	$18,071,695

WSUA Suspends

WSUA Bloomington, Ind., 1 kw daytimer on 1010 kc, has suspended operation for a 60-day period, FCC announced Jan. 6. On the air since 1946, WSUA is planning financial reorganization.



prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.



The Art Mosby Stations

CBS KGVO • KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Annual Awards

(Continued from page 15)

phony Hour, KSL, second prize for programs beamed to general family audience; *ZCMI Homemaker Program,* KALL, second prize for women's programs; *Tossed Solids,* KUTA, first prize for teen-age classification; *The Land of Make Believe,* KSL, first prize for children's programs; *ZCMI Breakfast Edition of the News,* KDYL, first prize for men's programs. The specific prizes were in the $5-$15 million volume store category.

Schuneman's Inc., for its *Red Rooster Hour* on WDGY St. Paul, beamed to a general family audience, captured the grand award for the audience classification and first prize in its volume category—$5-$15 million.

The grand award in the children's program classification, only other audience group to offer such an award, went to Lit Brothers for its *Lit Brothers' Magic Lady Supper Club* on WFIL Philadelphia. The program also won first prize in the sub-classification for stores doing more than $15 million volume.

Pomeroy's, Reading, Pa., and Golden Rule, St. Paul, took second and third prizes respectively for the Groups of Beamed Programs categories. Pomeroy's was honored for four shows, Golden Rule for eight beamed programs.

Other First Prizes

Other first prize winners included Goldblatt's Dept. Store, Chicago, for *The Let's Have Fun Show* on WGN, which captured first honor in the general family, over $15 million classification. Sears Roebuck & Co., Burlington, Vt., for its *Sears' Man on the Street* program on WCAX, won first prize in the volume group up to $5 million, general family category. Second prize in the general family, over $15 million group, went to Marshall Field & Co., Chicago, for *Masterpieces of Music,* aired on WNMP Evanston.

Brief radio case-histories of Goldblatt's, Sears Roebuck and Marshall Field were presented at the awards session by Mr. Mitchell and Lee Hart, BAB retail coordinator, to illustrate "a simple formula for buying and using radio time."

The potential advertiser, Mr. Mitchell said, should ask himself two questions before buying time: "What kind of results do I want?" and "What's the best program and time to produce these results?" When using time, Mr. Mitchell pointed out, he should use it to sell and measure it for results.

Goldblatt's, Mr. Mitchell said, wanted to bring traffic to the store, more phone orders and more business. It chose its prize-winning *Let's Have Fun Show* broadcast on WGN from its 8th floor auditorium, Monday-through-Friday, 12 noon-12:30 p.m.

Purposes Outlined

The time was used to (a) Advertise specific merchandise values such as men's sport shirts, home movie outfits, pop-up toasters, umbrellas and any item representing a good value buy. (b) Present merdise give-aways to plug specific item values and promote departments where they can be purchased. (c) Advertise special "phone" values for listeners only. (d) Emphasize store hours.

Results showed, Mr. Mitchell and Miss Hart outlined, that an average of 5,000 people per week entered the store to see the program; that the phone service department was flooded with orders on special phone values with as many as 90 orders received within 10 minutes after a program left the air; that 75,000 letters were received in connection with the program's Christmas contest and that Goldblatt's has noted a steady increase in business over the three years that the program has been aired, justifying its opening of new out-lying stores.

Sears Roebuck in Burlington, which wanted to sell merchandise, promote Sears' slogans, services and brands, and create store traffic, decided on *Sears' Man on the Street* to be aired on WCAX Monday-through-Friday 12:15-12:30 p.m. The show, staged at the store's entrance, gave Sears credit coupons and gift souvenir key rings to contestants and listeners who submitted questions.

To accomplish its goals, Sears used the program for individual commercials on specific items. It also utilized one question in the show's quiz to highlight a Sears brand.

Female shoppers were made to reveal what they were shopping for, and were told about the Sears brand on such items. Contestants, too, were invited into the store to hear themselves on Sears' Silvertone wire recorder. The store's slogans were used regularly.

Sears' results, noted by the judges in honoring the program, were available only in special instances where radio alone was used, and was not part of a coordinated promotion. They showed: (A) Radio promotion of new Sears' catalogues brought immediate response, with all catalogues ordered by middle of the afternoon of the broad cast. Store had had little action before from a newspaper ad. (B) Complete stock of 187 pinking shears sold as result of three commercials. (C) Complete stock of 500 dozen roses sold in one day after radio promotion. (D) Two radio programs devoted to vacuum cleaner promotion sold 27 units and department had 28.7% increase over previous year's promotion in the same period. (E) Slogans have become common knowledge; Sears' major brands are regularly identified by people interviewed. (F) Crowds in front of store attracted by broadcasts; many out-of-town shoppers attracted by program; traffic into store also, with at least 10 people a day entering store to hear their voices.

Suburban Stores

Marshall Field needed radio to promote its suburban stores, special events in advance, and the record departments of its Evanston and Chicago stores.

It chose *Masterpieces of Music* program, aired on WNMP Evanston Monday-through-Saturday, 2-3 p.m., and Sunday 12:30-1:30 p.m.

Commercials stress "unhurried shopping" and other customer ben-

NRDGA 1949 Awards

(Continued from page 15)

Honorable Mention—Luckey Platt & Co., Poughkeepsie—*Songs of our Times* WKIP, WHVA-FM
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Bressmer's Bring You the News* WCVS
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*The Sangamon Reporter* WCVS

* * *

Stores Winning Awards for Programs Beamed to a Women's Audience

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Sibley, Lindsay & Curr, Rochester—*Tower Clock Time* WHAM
First Prize—Polsky's of Akron, Akron—*Lynn Lawrence* WAKR
Honorable Mention—Alms and Doepke, Cincinnati—*Time for Calling* WSAI
Honorable Mention—Joske's of Texas, San Antonio—*Headline News* KITE

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Pomeroy's Inc., Reading, Pa.—*Priscilla Pomeroy* WHUM
Second Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Homemaker Program* KALL
Third Prize—Maas Brothers, Tampa and St. Petersburg—*Notes to Music* WFLA
Fourth Prize—A. Harris & Co., Dallas—*Dell Rogers Recommends* KIXL
Honorable Mention—A. Harris & Co., Dallas—*What's New at Harris* KIXL

UP TO $5 MILLION VOLUME GROUP STORES

First Prize—George Wyman & Co., South Bend—*The Time, The Place, The Tune* WSBT
Second Prize—L. L. Stearns & Sons—*Sally Lilson Show* WWPA
Third Prize—Luckey Platt Co., Poughkeepsie—*Luckey's Treasure Time* WBOK
Honorable Mention—J. A. Kirven Co., Columbus, Ga.—*Kitty Kay* WRBL
Honorable Mention—Betty Lee, Warren, Pa.—*Betty Lee Fashion Show of the Air* WHAE
Honorable Mention—The John Bressmer Co., Springfield, Ill.—*Memorable Music* WTAX
Honorable Mention—Brody's, Clearfield, Pa.—*What's New Today* WCPA
Honorable Mention—Abrahamson-Bigelow Co., Jamestown, N. Y.—*Bigelow's 4191 Club* WJTN

* * *

Stores Winning Awards for Programs Beamed to a Teen-Age Audience

OVER $15 MILLION VOLUME GROUP STORES

First Prize—J. L. Brandeis & Sons, Omaha—*Brandeis Campus Cavalcade* KFAB
Second Prize—John Shillito Co., Cincinnati—*Junior Town Meeting* WSAI

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*Tossed Solids* KUTA
Second Prize—Pomeroy's Inc., Reading, Pa.—*Be-Teen Jamboree* WHUM

UP TO $5 MILLION VOLUME GROUP STORES

Honorable Mention—Fowler, Dick & Walker Inc., Binghamton, N. Y.—*Hi-School Revue* WKOP
Honorable Mention—J. A. Kirven Co., Columbus, Ga.—*Hi Times* WRBL
Honorable Mention—The Gorton Co., Elmira, N. Y.—*Junior Round Table of the Air* WELM

* * *

Stores Winning Awards for Programs Beamed to a Children's Audience

Grand Award—Lit Bros., Philadelphia—*Lit Bros. Magic Lady Supper Club* WFIL

OVER $15 MILLION VOLUME GROUP STORES

First Prize—Lit Bros., Philadelphia—*Lit Bros. Magic Lady Supper Club* WFIL
Second Prize—Miller & Rhoads, Richmond—*Miller & Rhoads Story Book Lady* WRNL
Third Prize—Sage-Allen, Hartford—*Kiddie Corner* WCCC

$5 MILLION TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*The Land of Make Believe* KSL

UP TO $5 MILLION VOLUME GROUP STORES

First Prize—Benjamin's, Salisbury, Md.—*Pigtail Club on the Air* WBOC

Stores Winning Awards for Programs Beamed to Men's Audience

$5 TO $15 MILLION VOLUME GROUP STORES

First Prize—Zion Co-op. Mercantile Inst., Salt Lake City—*ZCMI Breakfast Edition of the News* KDYL
Second Prize—Pomeroy's Inc., Reading, Pa.—*Pomeroy's Newscast* WRAW

Note: Jury of judges for NRDGA Retail Radio Program Contest are: Prof. Isabel Wingate, School of Retailing, NYU., Frank Silvernail, chief timebuyer, BBDO; Oscar Katz, director of research, CBS; Norman Glenn, editor, *Sponsor;* Victor Ratner, v.p. and publicity director, Macy's; James M. Gaines, director, O & O stations, NBC.



The last WORD ... for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

its of suburban store-shopping, nd the Monday and Thursday ght shopping opportunities in ose stores. Emphasis, too, is aced on such special events as llege girl's back-to-school promo- ons and listeners are informed hat all music they hear can be rchased at the Evanston or Chi- go stores.

Within five months, the show ob- ined these results: (A) During utumn months, when many stores ere suffering sales declines, the uburban stores actually showed hice" increases. They were re- iving normal newspaper adver- sing but were getting constant ay on radio. (B) Most success- l college girls promotion in his- ry for both downtown and sub- rban stores. Shops received less ewspaper advertising than normal, t were pushed hard on the radio. C) Increased traffic and sales in cord department.

Retailer Radio

(Continued from page 15)

ent about $180 billion as against 70.9 billion spent by national ad- rtisers. He stressed the impor- nce of television, with which ome stores have developed inter- ting results."

Presentations by four depart- ent stores were made at the Tues- y session of co-ordinated sales romotion campaigns in four dif- rent categories—specific items, epartmental, storewide and na- onal products. While results uld not be directly traceable to y one medium, it was noted that three out of the four promotions, adio figured prominently.

That television can do an effec- ve job for retailers was stressed Wednesday's session on visual erchandising by Arthur M. See, les promotion manager, Saks- lth Street, New York, sponsor of *our Television Shopper* on WABD TV) New York.

Mr. See emphasized the outstand- g selling job accomplished by athi Norris, the program's "shop- er" and urged that retailers get h the TV bandwagon.

Finding a method to reduce the st of television so that merchants



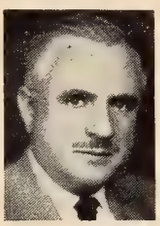
NEW commentators for the Kaiser-Frazer series are Joseph C. Harsch (left) and Marquis Childs. Five-time weekly program starts today (Jan. 16) on a special labor network that includes KWIK and WFMV (FM) Los Angeles, WDET (FM) Detroit; WCUO (FM) Cleveland; WVUN (FM) Chattanooga; WCFM (FM) Washington and WFDR (FM) New York. Mr. Childs has the Monday, Wednesday and Friday programs. Mr. Harsch appears Tuesday and Thursday. Agency is William Weintraub Co.

across the country can use it with appropriations at hand is a challenge that must be met, Commander Mortimer W. Loewi, director of the DuMont TV Network, told the visual merchandising group.

"Briefly," Commdr. Loewi observed, "We at DuMont think this can be done by producing programs at low cost and moving them to inland cities in such a way as to permit their use by local advertisers. . . ."

Mason Candidate

ROBERT T. MASON, owner and general manager of WMRN Marion, Ohio, last week announced his candidacy for the Republican nomination for Congress from the Eighth Ohio District. Petitions are being circulated in the district. He previously had sought the Republican nomination in 1948.



Mr. Mason

MBS Continuity

MARION LENNOX, for four and half years in the MBS continuity acceptance department, last week was named assistant director. At the same time, Isabel Biasini, who joined MBS continuity acceptance in March of last year, was appointed assistant director of religious programs and Betty Leavitt, formerly with *Coronet* magazine, joined the continuity acceptance department.

Football Rates

PROBLEM of rate charging on the basis of an exclusive contract right for football game broadcasts will be explored at the Jan. 20-21 meeting of the South Carolina Broadcasters Assn. at the Hotel Columbia, Columbia, S. C.

WINS SALE

Pope Purchase Falls Through; ILGWU Bidding

INTERNATIONAL Ladies Garment Workers Union was reported last week to have made overtures for purchase of Crosley Broadcasting Corp.'s WINS New York, after the sale of WINS to Broadcaster-Publisher Generoso Pope fell through.

The union, which operates WFDR (FM) New York, previously applied to FCC for the WINS facilities of 1010 kc with 50 kw day and 10 kw night [BROADCASTING, Dec. 19, 1949]. The application contained an offer to buy the WINS equipment for the $512,500 sales price involved in the Pope-Crosley contract.

James Lawrence Fly of the New York law firm of Fly, Fitts & Shuebruk, representing the union, said ILGWU still hopes to obtain the WINS facility and that if Crosley agrees to the $512,500 price the union is prepared to close the deal at once. At present, however, for intra-company reasons Crosley reportedly was not in a position to carry on negotiations for sale of the station.

Announcement that the WINS sale to the Pope interests had fallen through was made by the parties early last week. The deal evaporated when Mr. Pope was unable to divest himself of his present New York area facility, WHOM Jersey City, in time to fulfill the terms of his contract with Crosley.

An announcement by James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said that the WINS sale agreement was extended from Dec. 30, the original expiration date, to Jan. 5. A WHOM announcement explained that its negotiations with a buyer could not be completed before the Jan. 5 expiration of the WINS contract.

One of the principals in the proposed WHOM sale, the station management said, has been seriously ill and unable to execute final sale papers.

According to the WHOM announcement, preliminary negotiations "covering practically all details including price" had been concluded for the sale of the station when the principal fell ill. WHOM refused to identify the proposed buyers.

Reached by BROADCASTING at his Cincinnati headquarters, Mr. Shouse said there were no plans at present for the disposition of WINS. The subject, he said, would doubtless come up at the regular meeting of the board of directors of Avco Mfg. Corp., parent company of Crosley, to be held in New York Jan. 26.

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

We Cut Our First *AIR WAVE*
24 Years Ago This Month!



And, during these past two-dozen years, we've served the Greater Miami area well. Man by man, mile by mile...we've grown right along in proportion with Greater Miami, now one of Dixie's Key Markets, with a population today of over 500,000 compared to approximately 100,000 in 1926!

WIOD covers this market as completely as Florida's sun...and make no mistake about that!

For the details...call our Rep
George P. Hollingbery

WIOD
FIRST IN MIAMI
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

NBC's New Lineup

(Continued from page 17)

John H. McDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; Hugh M. Beville, director of plans and research; and Ernest de la Ossa, director of personnel. The remaining staff executives continue to report directly to Mr. Denny.

"The details of the organization of the three principal operating divisions are summarized below:

THE RADIO NETWORK

"Harry Kopf, vice president in charge of radio sales, continues to head up all of our radio network sales activity, together with the functions associated with it. Reporting to Mr. Kopf are his principal sales assistants—Walter Scott, who has been promoted to the position of eastern sales manager; Paul McCluer, in charge of the Chicago office of radio sales, and Frank A. Berend, in charge of its West Coast office.

"Mr. Kopf has announced the appointment of two new account executives whom we are pleased to welcome to our company—Gordon Mills and Jack Donohue. Other members of the radio sales staff are Walter Myers, Charles Phelps, Philip Porterfield, Thurston Shays, John Van Amburgh, and Charles E. Denney Jr.

"In order to consolidate our radio network sales activities, the related functions of promotion, sales planning and research, and station relations have been brought under radio sales to form a close-knit working team with it. Charles P. Hammond, vice president in charge of advertising and promotion, continues to head all promotion and advertising activities for the radio network, and the details of the organization under him will be announced shortly.

"George W. Wallace has been promoted to the position of manager of radio sales planning and research, and is now setting up the organization of that unit. Easton C. Woolley continues as director of radio station relations, heading up a staff consisting of Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse in New York, with A. W. Kaney in Chicago and Jennings Pierce in Hollywood.

"Messrs. Hammond, Wallace and Woolley report directly to Mr. Kopf.

"Program activities for the radio network are under Thomas McCray, national radio program director. Reporting to Mr. McCray, as previously announced, are Leslie T. Harris, assistant national radio program director; Mitchell Benson, manager of package program sales, and Joel Hammil, manager of literary rights. The other principal subdivisions in the radio network organization are headed respectively by William F. Brooks, vice president in charge of news and special events for radio, and George McElrath, director of technical operations. Mr. Brooks' principal assistants in New York are Joseph O. Meyers, manager of operations; Francis Littlejohn, news desk supervisor; William Weinstein, night news supervisor, and Allen Leonard, night editor.

"In order to provide the radio network organization with its own unit for financial control and budgeting, a new position has been established in the company—that of controller for the radio network. I am pleased to announce the appointment to this position of Henry T. Sjogren, a new member of our organization.

"Messrs. Kopf, McCray, Brooks, McElrath and Sjogren are reporting directly to Mr. Denny, pending the appointment of an executive in charge of the radio network organization.

THE TELEVISION NETWORK

"The new television network organization, announced on Nov. 8, is functioning under Sylvester L. (Pat) Weaver, vice president in charge of television. As outlined in that announcement, television network operations have been organized under four principal executives: Carleton D. Smith, director of television operations; Frederic W. Wile Jr., director of television productions; George H. Frey, who has been promoted to the position of director of television sales; Norman Blackburn, in charge of the Hollywood office for the television network. Messrs. Smith, Wile, Frey and Blackburn report directly to Mr. Weaver.

"Reporting to Mr. Smith are J. Robert Myers, controller for the television network; Robert E. Shelby, director of technical operations for television; Fred Shawn, director of production services; N. Ray Kelly, acting director of syndicated films, and Sheldon B. Hickox Jr., who has been promoted to the position of director of television station relations. Other members of the television station relations department are Elmore B. Lyford, Thomas Knode, Stephen Flynn and Robert Guthrie.

"Assisting Mr. Frey in television sales are Edward R. Hitz, who has been promoted to the position of eastern television sales manager, and Eugene Hoge, in charge of the Chicago office of television sales. The remaining television sales staff includes Herbert W. Hobler, a new member of our organization; Robert H. White, Roy Porteous, Frank Chizzini, Harry T. Floyd, Herbert Anderson, Dean Banker and John Dodge. Also reporting to Mr. Frey is Robert Sarnoff, who heads up television program sales with the position of program sales manager.

"As in the case of the radio network organization, an advertising and promotion unit and a sales planning and research unit have been established to work directly with television sales. James H. Nelson has been promoted to the position of manager of television advertising and promotion and Robert W. McFayden has been promoted to the position of manager of television sales planning and research. Both report to Mr. Frey and the details of the organization under them will be announced shortly.

"Reporting to Mr. Wile as director of television production are Ernest Walling, who has been promoted to the position of television program manager; Carl Stanton, in charge of talent and program procurement, and Francis C. McCall, director of television news and special events, who is assisted by Adolph J. Schneider, manager of operations for television news and special events.

"Grouped under Mr. Walling are the NBC television producers and the directorial staff; Fred Coe, in charge of new program development; Leonard Hole, formerly an operations executive with CBS and DuMont, who has joined NBC as television production manager, and Wm. B. Miller, night program manager. Barry Bernard, William Corrigan, Delbert Mann and Alan Neuman, formerly assistant directors, have been promoted to the position of directors.

THE OWNED AND OPERATED STATIONS

"The third principal operating unit for administering the business of the NBC owned radio and television stations is headed by James M. Gaines, director of O&O stations, who reports directly to Mr. Denny. The following managers of the NBC stations report directly to Mr. Gaines: Thomas B. McFadden, manager of WNBC, WNBC-FM and WNBT (TV) New York; William McAndrew, manager of WRC, WRC-FM and WNBW (TV) Washington; John McCormick, manager of WTAM, WTAM-FM and WNBK (TV) Cleveland; Irving E. Showerman, vice president and manager of WMAQ, WMAQ-FM and WNBQ (TV) Chicago; Lloyd E. Yoder, manager of KOA, KOA-FM Denver; John W. Elwood, manager of KNBC and KNBC-FM San Francisco.

"The operation of KNBH (TV) Hollywood and NBC's other activities in Hollywood remain under the supervision of Mr. Strotz, who reports directly to Mr. Denny.

"As in the case of the radio and television network organizations, the O&O organization has its own controller who reports to Mr. Gaines. I am very pleased to announced that Hamilton Shea has joined NBC as controller for the O&O stations.

"In order further to consolidate relating to the NBC-owned stations, National Spot Sales has been brought within the O&O station organization, with James V. McConnell, director of National Spot Sales, reporting to Mr. Gaines.

"The integrated services under Mr. Hedges include various operating activities which cannot be assigned exclusively to the radio network, the television network, or the O&O Stations. Reporting to Mr. Hedges are Arch Robb, who has been promoted to the position of manager of program services; Harry A. Woodman, manager of the traffic department; Edward M. Lowell, director of building and general services, and Peter M. Tintle, manager of guest relations.

"The units under Messrs. Lowell, Woodman and Tintle remain as before, but program services under Arch Robb represents a consolidation of a number of related activities headed by the following, all of whom report directly to Mr. Robb: Thomas H. Belviso, in charge of music rights and the music li-



ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

brary; Roy Shield, orchestra contractor; Frederick Knopfke, sound effects supervisor; Pat Kelly, supervisor of announcers; William Ervin, set-up supervisor; Audrey Hanse, studio scheduling supervisor, and Joan Cottingham, script routing supervisor.

"In addition to the four principal units reporting to Mr. Hedges, the following will also report to him: Albert E. Walker, executive assistant in charge of special services; Marie F. Dolan, manager of transportation; Frances Sprague, chief librarian, and Charles G. Hicks Jr., manager of radio recording.

"With the foregoing, we have completed a very substantial part of the organizational changes which have been under study for the past several months. You will be advised of additional appointments and further details of our operating organization as these remaining steps are accomplished.

"I am very much gratified that the realignment of functions and the reorganization of our radio network, television network and O&O operations into separate units have provided so many opportunities for promotion from within our ranks. On behalf of the company, I am very pleased to welcome the new members of our organization who have been engaged to help us conduct our expanding business."

Former associations of those mentioned by Mr. McConnell as new members of the company are:

In radio network sales—Mr. Mills formerly was business manager of the radio department of the Kudner Agency, New York, and Mr. Donohue was eastern sales manager of ABC.

The new controller of the radio network, Mr. Sjogren, formerly was controller of Deering-Milliken Co. and assistant controller of Johns-Manville Co.

In television sales, Mr. Hobler formerly was a salesman with MBS.

In the owned-and-operated stations division, the new controller, Mr. Shea, is a former finance executive with Tel Autograph Co. and Emerson Chemical Corp.

The new program manager of the television network, Mr. Walling, has been an NBC television producer since last August. Before that he had been program manager for three years with WPTZ (TV) Philadelphia.

Mr. Hole, who is NBC television's new production manager, was manager of CBS television operations for three years before joining the Navy in 1942. After service he returned to CBS, later became general manager of WABD (TV) New York and subsequently operations director of the DuMont TV Network.

First 15 Pacific Hooperatings—December 1949

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)†	6	American Tobacco (BBDO)	36.4	34.9	+1.5	1
Charlie McCarthy (CBS)†	6	Coca-Cola (D'Arcy)	34.9	24.9	+10.0	2
Walter Winchell (2 mos.) (ABC)†	6	Kaiser-Frazer (Weintraub)	28.7	18.0	+10.7	12
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	22.6	24.8	—2.2	3
Bing Crosby (CBS)	6	Liggett & Myers (N-E)	22.4	22.7	—0.3	6
Bob Hope (NBC)	6	Lever Bros. (BBDO)	21.2	22.9	—1.7	5
Red Skelton (CBS)	6	Procter & Gamble (B&B and Seeds)	20.7	15.1	+5.6	17
My Friend Irma (CBS)	6	Pepsodent Div.-Lever (FC&B)	20.2	14.7	+5.5	21
Radio Theatre (CBS)	6	Lever Bros. (JWT)	19.7	17.6	+2.1	14
Groucho Marx (CBS)	6	Elgin-American (W&G) Illinois Watch Case	18.3	13.8	+4.5	28
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	17.9	6.8	+11.1	89
Horace Heidt (CBS)	6	Philip Morris (Biow)	17.7	23.1	—5.4	4
People Are Funny (NBC)	6	B & W Tobacco (Seeds)	17.3	19.6	—2.3	10
Great Gildersleeve (NBC)	6	Kraft Foods (NL&B)	17.2	14.1	+3.1	24
Godfrey's Talent Scouts (CBS)	6	Lipton Div.-Lever (Y&R)	16.8	14.7	+2.1	20
Louella Parsons (2 mos.) (ABC)†	6	Andrew Jergens Co. (Orr)	16.8	13.8	+3.0	27

† Second broadcast on same day provides more than one opportunity to hear program.

WRC-WNBW (TV)

Split Radio-TV On NBC Lines

RADIO and television functions have been separated at WRC (AM-FM) and WNBW (TV) Washington to conform with the general NBC reorganization, William R. McAndrew, general manager of the stations, announced last week.

Effective immediately, the sales and program staffs for radio and TV are to be separated. Mahlon Glascock is manager of the newly-created sound radio sales department, which is responsible for all sales, press, promotion and advertising functions for WRC. Jay Royen, formerly WRC-WNBW press manager, becomes supervisor of this department, reporting to Mr. Glascock.

Charles de Lozier has been named manager of a new television sales dept., which is to be responsible also for WNBW's press, promotion and advertising. Former WRC-WNBW Promotion Manager Thomas D. Geoghegan will act as supervisor.

Another unit newly-established is the controller's dept. with supervision of all financial, accounting, office service and personnel functions for WRC-WNBW. George Sandefer is station controller.

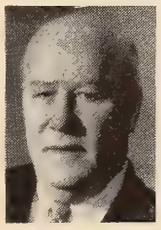
A department of public affairs and integrated services, Mr. McAndrew said, will be responsible for functions serving both radio and TV in the fields of public affairs, news, sports, music, traffic, building services, continuity acceptance and night operations. Manager is Eugene Juster, former WRC-WNBW program director.

Mr. McAndrew had announced previously the appointment of Kenneth French as manager of the sound radio department, in charge of all radio functions which do not overlap video. Ralph Burgin is manager of the television program department.

★

Anderson Promoted

APPOINTMENT of P. S. Anderson as general sales manager of KMOX St. Louis was announced last Thursday by E. H. Shomo, general manager of the CBS outlet. A native of Denver, Mr. Anderson joined KMOX in 1945 as account executive. On Oct. 1, 1948, he was appointed local sales manager and continued in this post until his promotion last week to general sales manager.



Mr. Anderson

MARY PICKFORD

NBC Programs Are Set

MARY PICKFORD last week signed an exclusive contract for a daytime and nighttime series of programs over NBC. The network is to have not only exclusive rights to her radio performances but also to her television appearances. The veteran motion picture actress may star in a video series next fall.

Her two radio programs will be transcribed before Feb. 15. The daytime show, 15 minutes, will feature her as a commentator. The evening show, titled *Mary Pickford's Theatre of Valor*, will be a 30-minute presentation weekly in cooperation with official government agencies and will relate stories of heroism principally centered about American servicemen in World War II.

At the contract signing, she was represented by her manager Mal Boyd. Both programs will be packaged by P. R. B. Inc., the firm jointly owned by Miss Pickford, Buddy Rogers and Mr. Boyd.

Zorbaugh Named

GERALDINE B. ZORBAUGH, ABC assistant secretary and member of the network's legal department since 1943, has been appointed assistant general attorney of the company, Joseph A. McDonald, ABC vice president and general attorney, announced last Tuesday. She is a graduate of New York U. and NYU School of Law.



Mrs. Zorbaugh

Upcoming

Jan. 18-19: RMA Industrial Relations Committee conference, Statler Hotel, New York.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
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1340 KC 250 Watts
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104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.



NAB RADIO Committee members attending last week's meeting (l to r): Front row—Ralph W. Hardy, NAB Radio Division director; Kenyon Brown, KWFT Wichita Falls, Tex.; Simon R. Goldman, WJTN Jamestown, N. Y., chairman; William B. Quarton, WMT Cedar Rapids, Iowa; Robert T. Mason, WMRN Marion, Ohio; Walter W. Wagstaff, KIDO Boise, Ida.; back row—Lester W. Lindow, WFDF Flint, Mich.; Owen F. Uridge, WQAM Miami; Armand Hunter, WFIL Philadelphia; Lawrence W. McDowell, KFOX Long Beach, Calif.



NAB TELEVISION Committee members at Washington meeting (l to r): Front row—Ewell K. Jett, WMAR-TV Baltimore; John M. Outler Jr., WSB-TV Atlanta; Eugene S. Thomas, WOIC(TV) Washington, chairman; Robert D. Swezey, WDSU-TV New Orleans; Dwight Martin, WLWT(TV) Cincinnati; B. J. Rowan, WRGB(TV) Schenectady; back row—George M. Burbach, KSD-TV St. Louis; J. Gorman Walsh, WDEL-TV Wilmington, Del.; G. Emerson Markham, NAB Television Division director; Roger W. Clipp, WFIL-TV Philadelphia; C. E. Arney Jr., NAB secretary-treasurer.



NAB BROADCAST Advertising Committee members at last week's session (l to r): Gordon Gray, WIP Phildelphia; Maurice B. Mitchell, Broadcast Advertising Bureau; William B. Ryan, KFI Los Angeles, chairman; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL Arlington, Va.; F. C. Sowell, WLAC Nashville.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Simon House

I MUST HAVE DONE SOMETHING WONDERFUL

On Records: Dennis Day—Vic. 20-3596; Alvy West—Dec. 24799; Margaret Whiting — Cap.,* David Rose — MGM,* Artie Wayne—Mer.* (*soon to be released).

On Transcription: Sunset Trio—Capitol.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

NAB Revamping Upset

(Continued from page 15)

sales job without political or minority pressures.

While BAB was getting a vote of confidence, it also suffered a sideswipe for its aggressive selling against newspapers. This took the form of a statement by A. H. Chapman, president of WGBA-AM-FM Columbus, Ga., and of the *Columbus Ledger, Columbus Enquirer* and *Sunday Ledger-Enquirer.*

Mr. Chapman announced that his stations were resigning from NAB because of BAB's "anti-newspaper campaign." A flurry of similar resignations occurred in mid-1949 for similar reasons but quickly subsided. Last week WQXR New York, owned by the *New York Times*, resigned from NAB on the ground that the service it received did not justify the "substantial membership fees involved." WNEW New York has resigned because it felt it could spend its $7,000 dues more constructively on new programming [CLOSED CIRCUIT, Jan. 9.]

Charging that BAB has adopted the "tearing down of the newspaper advertising medium" as radio's chief selling point, Mr. Chapman said he had written NAB President Justin Miller more than six months ago, after Maurice B. Mitchell, BAB director, had made a talk in Columbus. Judge Miller acknowledged the letter "and the seriousness of the problem, promising to reply in length after the NAB board meeting which was then imminent," Mr. Chapman said.

"Two NAB board meetings have transpired since that time," Mr. Chapman added and he is still waiting for a reply from Judge Miller.

He termed the BAB tactics "embarrassing" to NAB members with newspaper affiliation making "completely unusable these expensive sales tools prepared by BAB, the funds for which are provided through the NAB dues which are paid by all station members, whether newspaper-affiliated or not."

Suggests Clinic

Walter M. Windsor, manager of WGBA, observed that NAB and BAB had "enthusiastically received" his suggestion that BAB sponsor sales training clinics but that nearly a year had passed without any action in that direction.

The WGBA resignation called attention to one of BAB's most serious problems—a problem involving high board policy. The fact that newspaper stations would resent the aggressive radio selling demanded by large segments of NAB's membership was anticipated when BAB was created by the board at its Chicago meeting last April. To meet the problem the board decreed a spot outside NAB itself for the sales-promotion job, leaving BAB free to enter the media battle with its fists flying.

Last July the board decided BAB, while operating within the sphere of the president's office, should be separately incorporated and not be subject to the two new Radio and TV Divisions. Then it reversed this action last November by ruling that BAB remain within the association structure with a status similar to other NAB departments.

When the board failed to define the duties of the Radio and TV Division directors at its November meeting, it decreed that the tri-committee meeting be held to recommend the relationship of BAB and the divisions.

The three committees brought together the experience of a half-dozen board members of diversified broadcast and television interests plus the viewpoints of a score of committeemen representing all types of stations.

They talked and drew charts for two days. The talking was unhampered by any keeper of the minutes. Various phases of the NAB administrative setup were criticized at times, with frequent references to individual members of the headquarters organization.

Favors Separation

The Broadcast Advertising Committee, headed by William B. Ryan, KFI Los Angeles, took a strong position in favor of separate bureau status for BAB, feeling it should report directly to the president and not through any subordinate division or individual.

The Radio Committee, with Simon R. Goldman, WJTN Jamestown, N. Y., as chairman, covered in great detail the operation of the Radio Division and other association functions. Considerable feeling was apparent that the division should not rate structurally above BAB.

The Television Committee, headed by Eugene S. Thomas, WOIC (TV) Washington, is understood to have favored retention of the divisions whereas many members of the other two committees questioned the need of a Radio Division though conceding a Television Division might serve a useful purpose in view of the visual industry's relative youth.

Eventually the three committees reached an agreement and adjourned late Tuesday afternoon. The Television Committee held a special meeting after adjournment to discuss special NAB projects for TV members.

In some of the informal discussion, committeemen observed that C. E. Arney Jr., present secretary-treasurer, was operating with sharply curtailed powers as compared to past years when the sec-

1950 **January 16** 1950

Call Frazier & Peter re: Increasing profits

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NAB ELECTION

18 Directors Involved

EIGHTEEN NAB directorships will be voted on by the membership after the nomination process, started last week, is completed Jan. 25. Exactly two-thirds of the 27 board members are affected.

Final ballots for the eight directorships in even-numbered districts and 10 directors-at-large will be mailed Feb. 4 to member stations in the respective districts and at-large classifications. Results of the balloting will be announced Feb. 28, with those elected taking office for two-year terms starting at the annual convention April 17-18.

Persons receiving five or more valid nominations are eligible to places on the final ballots.

Seven of the 18 board members whose terms expire next April are ineligible to run for election under interpretation of a new by-law limiting service to two consecutive terms. Directors-at-large will serve two-year terms instead of one year, starting in April.

NAB last week had not issued an interpretation of the status of Robert Enoch, District 12 director, who has resigned as general manager of KTOK Oklahoma City [BROADCASTING, Jan. 9].

---

secretary-treasurer also served as a general manager.

Though discussion centered on job definition rather than personalities, Mr. Arney was mentioned frequently for the secretary-field director post. Among names discussed for the treasurer-general post, presumably the No. 2 spot under the president, was that of Ralph Hardy, director of the Radio Division.

Another informal suggestion entered on the theory that the two similar positions need not be separated in view of Mr. Arney's decade of NAB experience.

A number of committeemen felt that full authority to keep all association functions running during the president's absence should be vested in a top staff executive. This function formerly rested in the executive vice president, a post that was abolished by the board last July.

Many of the committeemen felt the two-day meeting had clarified the thinking about NAB's reorganization. Their ideas, representing substantial industry interests, will be taken up by the board Structure and Finance Committees next week.

These committees, in turn, will report to the board at its Feb. 8-10 meeting at Chandler, Ariz. Final decision is up to the board.

After the three-ply meeting, Judge Miller commented that he thought the plan might work but this was construed as a dubious endorsement.

Members Present

All members of the three committees were present (see photos) except Glenn Shaw, KLX Oakland, Calif., and Hugh B. Terry, KLZ Denver (alternate) of the Radio Committee, both NAB directors; Robert Enoch, formerly of KTOK Oklahoma City, a director and alternate member of the Broadcast Advertising Committee, and Donn Tatum, KTSL (TV) Los Angeles, of the Television Committee.

Scheduled to meet Monday and Tuesday of next week, the board's Structure Committee consists of Clair R. McCollough, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, WASH (FM) Washington; Paul W. Morency, WTIC Hartford, Conn.; Henry W. Slavick, WMC Memphis.

On the Finance Committee are John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston; Clyde W. Rembert, KRLD Dallas; William B. Quarton, WMT Cedar Rapids, Iowa; Harry R. Spence, KXRO Aberdeen, Wash.

Gag Rule

(Continued from page 17)

on reporting of crime news, but Justice Felix Frankfurter issued a written opinion in which he said it was impractical for the court to explain why it had denied a hearing.

The court's denial, he said, "simply means that fewer than four members of the court deemed it desirable to review a decision of the lower court as a matter 'of sound judicial discretion'."

Justice Frankfurter said the court is too busy to give reasons for refusal to review cases, adding that the Baltimore refusal carries with it "no implication whatever regarding the court's views on the merits of a case which it has declined to review." He declared the action "does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. The issues canvassed in the opinions of the court, and which the State of Maryland has asked us to review, are of a nature which very readily lend themselves to misconstruction of the denial of this petition. The present instance is peculiarly one where the redundant becomes the necessary."

He went on to say that the action does not affect interpretation of previous Supreme Court decisions on contempt.

"The issues considered by the Court of Appeals bear on some of the basic problems of a democratic society," Justice Frankfurter wrote. "Freedom of the press, properly conceived, is basic to our constitutional system. Safeguards for the fair administration of criminal justice are enshrined in our Bill of Rights.

"Respect for both of these indispensable elements of our constitutional system presents some of the most difficult and delicate problems for adjudication when they are before the court for adjudication. It has taken centuries of struggle to evolve our system for bringing the guilty to book, protecting the innocent, and maintaining the interests of society consonant with our democratic professions.

"One of the demands of a democratic society is that the public should know what goes on in courts by being told by the press what happens there, to the end that the public may judge whether our system of criminal justice is fair and right.

Basis of Evidence

"On the other hand our society has set apart court and jury as the tribunal for determining guilt or innocence on the basis of evidence adduced in court, so far as it is humanly possible. It would be the grossest perversion of all that Mr. Justice Holmes represents to suggest that it is also true of the thought behind a criminal charge '. . . that the best test of truth is the power of the thought to get itself accepted in the competition of the market (Abrams v. United States, 250 U. S. 616, 630.)'

"Proceedings for the determination of guilt or innocence in open court before a jury are not in competition with any other means for establishing the charge."

Explaining that he had set forth a list of English decisions dealing with the reporting of criminal proceedings, he said: "Reference is made to this body of experience merely for the purpose of indicating the kind of questions that would have to be faced were we called upon to pass on the limits that the Fourteenth Amendment places upon the power of States to safeguard the fair administration of criminal justice by jury trial from mutilation or distortion by extraneous influences. These are issues that this court has not yet adjudicated. It is not to be supposed that by implication it means to adjudicate them by refusing to adjudicate."

Justice Frankfurter's statement was headed, "Opinion of Mr. Justice Frankfurter respecting the denial of the petition for writ of certiorari." This is an unusual heading, creating the idea that it merely was his own personal opinion.

The original proceeding that led to the chain of legal events grew out of the broadcast of news covering the confession and prior criminal record of Eugene H. James, who subsequently was hanged for the July 6, 1948, murder of an 11-year-old girl. The Baltimore city court held the three stations and Mr. Connolly in contempt for broadcasting this news after the arrest, though the news came from police officials.

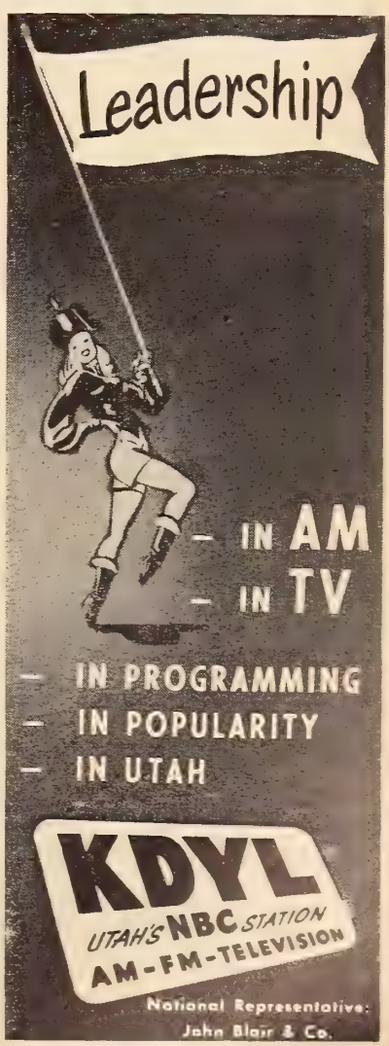
The local court acted under its Rule 904, which had imposed a gag on crime reporting. A special appellate court upheld the convictions for contempt but the Maryland Court of Appeals held Rule 904 void and it no longer is in operation.

WGAD TO ABC

Replaces Defunct WGNH

IN A MOVE to improve its radio facilities, ABC has affiliated WGAD Gadsden, Ala., a 1 kw station, replacing the 250 w WGNH, which has ceased operation.

WGAD, formerly an MBS affiliate, is owned by General Newspapers Inc., with Joel Robertson as manager. Mutual has replaced the station with the signing of WJBY Gadsden, a 250 w station owned by Gadsden Broadcasting Co., with contract effective Jan. 29.



JOS. WEED & CO.,
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5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

FCC WORKLOAD

'49 Applications Drop 19%

FCC'S ROUTINE workload in the broadcasting field is falling off.

In its 15th annual report to Congress, submitted Wednesday, the Commission noted a 19% drop in the number of broadcast applications filed during fiscal 1949 as compared to the year before (6,268 in fiscal 1949; 7,710 in fiscal 1948).

The report showed 2,156 applications pending June 30, 1949, as against 2,555 when the fiscal year opened. Those requesting new stations had dropped from 1,170 to 932. The number of hearing cases of all broadcast types had fallen from 718 to 599.

Where the number of new applications seems to be declining, however, the Commission's "policy" problems are holding their own if not gaining. The following are among those listed in the report as policy questions yet to be decided: Network representation of affiliates for the sale of spot advertising; the clear-channel proceeding; new multiple ownership rules, and proposed changes in main-studio rules.

The report sketched this history of broadcasting developments between July 1, 1948 and June 30, 1949, the Commission's 15th year:

In broadcasting matters the year was marked by such a rush for television facilities that action on applications for new TV stations was deferred pending proceedings looking toward extending TV operations into the UHF, adopting a nation-wide channel assignment plan covering commercial video broadcasting in both bands, and, at the same time, inquiring into the possibility of color television.

Even so, the year closed with 71 television stations serving 42 cities and metropolitan districts. In addition, more than 200 television stations were in experimental operation.

Though 150 additional FM stations went on the air during the year, the total number of FM authorizations decreased by 155. However, FM service was available over almost all of the eastern half of the U. S., over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. Thus, more than 100 million people were within range of one or more FM stations. Also, this was the first year of facsimile operation on a commercial basis over FM stations.

Standard (AM) broadcast authorizations climbed to nearly 2,200. However, fewer AM stations were authorized than in 1948. Greater difficulty was experienced in wedging into this now very saturated band.

The 58 noncommercial educational stations represented a gain of 12. International broadcast stations continued at 37. The 10 categories of broadcast services together had more than 4,000 stations.

Aggregate AM broadcast income for the calendar year 1948 decreased over 10% from the previous year, while that of the four major networks dropped more than 5%. Of 593 AM licensees operating FM stations, 77 reported separate revenues from their FM operation with only four of the latter showing income. Of 107 FM stations with no AM connection, all but three of the 89 reporting stations showed a loss. The four TV networks and 50 TV stations on the air during the year all reported an operating loss.

A tabulation of AM, FM, and TV authorizations showed that Texas had more such grants collectively than any other state, closely followed by California, then Pennsylvania, New York, and North Carolina, in that order. However, Pennsylvania had the most FM authorizations, while New York led the TV list. Chicago had more broadcast grants than any other city. New York and Los Angeles headed the FM and TV lists, respectively.

In June the Commission affirmed the right of broadcast licensees to editorialize as part of their presentation of public issues, but reiterated that such views may not be used to achieve a partisan or one-sided objective.

The report pointed out that other "policy" questions decided during the year included adoption of anti-giveaway rules (they were subsequently suspended pending court tests); repeal of the Avco Rule on station transfers; and adoption of special rules relating to station sales in which broadcast rights are reserved by the seller.

HOOPER

Urges Research Standards

IN A hard-hitting speech that many of his listeners construed as the opening gun in a new broadcast ratings war, C. E. Hooper, head of C. E. Hooper Inc., last Monday challenged the Radio & Television Research Council of New York to set new and higher standards for audience research measurements and to educate newcomers to the field in the basic principles of sound research technique.

As he castigated the unknown acceptance of some of the techniques now being used, veteran researchers recalled similar speeches in the early '40's when the Hooper-CAB (Cooperative Analysis of Broadcasting) struggle raged most fiercely and wondered if the war for a single standard rating must be fought all over again less than 10 years later.

Addressing a luncheon meeting of the council at the Hotel Lexington, New York, Mr. Hooper deplored the ignorance of post war entrants into the field concerning "the three foundation stones of audience research—adequacy of sample, representativeness of sample and validity of data." Before the war, he said, the "clinical data in this new field—audience research"—were examined with a critical eye. "Principles were getting ready to emerge. Industry decisions were beginning to be made about samples and methods, some with an air of finality."

But since the war's end, he noted, many of the pre-war experts have moved into other fields, with newcomers taking their places. These newcomers, he added, "have been so busy getting caught up that . . . they have had neither time nor opportunity to acquire the knowledge gained during the five years of clarification which preceded the war. Everything that happens now looks new to them."

Mr. Hooper concluded by declaring that "standards of audience measurement are set and reset each day by what this and kindred groups consider to be acceptable practice. You have responsibility," he told the research council members, "you should examine current practices. You should insist on corrective measures. You should set new, higher performance standards for the second half-century."

Questioned by BROADCASTING after the meeting, Mr. Hooper admitted that the speech was the beginning of a campaign to be conducted at the station level designed to free the industry of invalid research methods. Rosters and unadjusted diaries will be his particular targets, he stated.

Hooper Sale Denied

C. E. HOOPER last week denied a report that he was planning to sell his audience research organization to A. C. Nielsen, head of a company which also measures radio and TV audience. Nielsen firm uses the "Audimeter," mechanical device attached to a receiver in such a way as to record all dial tunings. Mr. Hooper declined to amplify his flat denial of an impending sale of C. E. Hooper Inc.

Gates Sales Meet

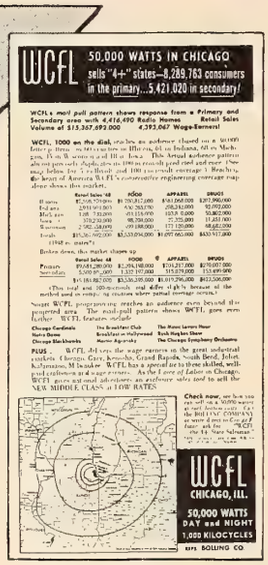
OVER a dozen new products for the broadcasting communications industry were introduced to sales personnel of Gates Radio Co., attending the equipment firm's annual sales meeting at Quincy, Ill. Jan. 5-6. Two-day national conference included a tour of the Gates factory and demonstrations of machinery additions made the past several weeks.

Service-Ads go to client meetings with Radio Director

"STANDARD RATE's Radio Section is always with me," says the R. D. of one large agency. "Even when I go to talk with clients I put it in my briefcase. It gives me all—and I mean *all*—the basic quantitative information I need on any station, except coverage. And I welcome ads in it that tell me something that the station listings don't tell, such as coverage information. Such ads are useful."

You, too, have probably noticed that many stations are supplementing their SRDS listings with Service-Ads* that give additional buying information, like WCFL's Service-Ad shown here.

Note to Station Managers: The SPOT RADIO PROMOTION HANDBOOK reports the sort of station information time buyers say they want. It's full of promotion ideas. Copies are available from us at a dollar each.



For your convenience WCFL runs such Service-Ads* as this near their listing in SRDS Radio Section.



*SERVICE-ADS are ads that supplement and expand SRDS listings with useful information that helps buyers buy.

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Murray Hill 2-8755

JANUARY 16, 1950

TELECASTING

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ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....**with some good markets still open.**

RATINGS: Oct.-Nov. Hooper for Los Angeles—27.4 average weekly Telerating, with 60.2% average share-of-TV-audience. Rated far above all other shows as **TV Program liked most by Los Angeles children** in Woodbury College's November 1949 TV Survey. Voted "Top Children's Show"—both Hollywood and Coast-to-Coast — in 1949 **Tele-Views** Program Popularity Poll.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children's variety and others...at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

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A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | JANUARY 16, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

COLOR'S PUBLIC DEBUT

CBS Opens Demonstrations in D. C.

By DAVID W. BERLYN

CBS COLOR was shown to the general public for the first time Thursday. Reaction to its public debut in Washington was as varied as the number of opinions heard at FCC's color hearings.

The half-hour showings, twice-daily, 11 a.m. and 1 p.m., Mon.-Sat., will continue through the end of this month. Using studio facilities of WTOP Washington, CBS AM affiliate, the telecasts are transmitted over WOIC (TV). Tickets for the showings, held in the Walker Bldg.'s lobby in downtown Washington, are complimentary.

According to CBS, a total of 10,000 people are expected to have witnessed the telecasts by the demonstrations' close. Some 300 people jammed the building lobby Thursday where eight 12½-inch receivers were installed.

Among the viewers interviewed by TELECASTING was Mitchell Wolfson, president of WTVJ (TV) Miami. He said the demonstration was impressive and the picture quality good. Floridians, Mr. Wolfson commented, would be interested in getting color quickly but urged that any accepted system be compatible because "we can't afford to waste TV sets now in use; we must be able to do the job." He said color TV would be "acceptable now to 999 out of 1,000 people."

Viewers' Opinions

Others interviewed at random chorused delight at seeing color for the first time. Most of them owned black-and-white sets. Every one interviewed, who was familiar with adapters, said such modifications would not be acceptable.

Miriam Dickey, secretary-treasurer of the Midnight Sun Broadcasting Co., owner and operator of KFAR Fairbanks and KENI Anchorage, visited the demonstration while in Washington on official business. She said she was surprised that color TV's development "is as good as it is." She compared it to movie technicolor as against Hollywood's regular black-and-white.

The Thursday telecast featured Patty Painter, CBS' "Miss Color Television," and her fashion show, color patterns and shots of Van Gogh paintings. Miss Painter was introduced to the audience by a puppet show entitled, *Alice in Colorland.*

Other comments from viewers ranged from "color has arrived" by a housewife, to a Pittsburgh radio dealer who thought the presentation was carefully staged according to color contrast, and noted lack of action. The dealer wondered how regular pick-ups of varied shows or sporting events would appear over the home set or at his store for customer demonstration. His conjecture was that "this fashion type" of programming would prove successful for the woman viewing TV in the daytime but he reserved judgment on its effectiveness for nighttime programming.

A Dept. of Agriculture employe said the program was enjoyable and that he would be inclined to purchase a set which would receive both color and monochrome transmissions. A churchman said "the difference between black-and-white and color is like between day and night," and concluded he would not buy a set until color could be received. An attorney thought from the national advertiser and retailer's point of view that "color has what black-and-white will never have—realism." One woman viewer said "color is better on the eyes" but another housewife said she thought some of the colors were "too bright and needed to be toned down."

CBS late Thursday released preliminary survey results from questionnaires distributed at the day's showings. According to the CBS check: Some 89.9% found color much more enjoyable than black-and-white; 85.5% said overall quality of color TV pictures was excellent, very good or good; 57.6% thought brightness "just about right" while 39.4% felt pictures

(Continued on Telecasting 14)



VIEWING both CBS' Washington color TV demonstrations and public reaction to them are these CBS executives (l to r): Joseph Ream, executive vice president; Eric Sevareid, Washington correspondent; Adrian Murphy, vice president and general executive, and Earl Gammons, vice president in charge of the Washington office.

THEATRE SERVICE

FCC Orders Hearings

AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and proposed common carrier facilities could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No date has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than two dozen petitions resulted from the Commission's request of last summer for information from the movie industry on its needs for such a national theatre TV service and for data on developments to date which would be involved in such operations [TELELCASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 50 mc channels in the 6,000 mc area for distribution of high definition monochrome or color programs, with up to 60 such channels required in large cities [TELECASTING, Sept. 5, 1949].

In calling the fact-finding hearing, the Commission indicated it was not satisfied with information already on hand that the service proposed could not be handled satisfactorily by use of common carrier facilities or by coaxial cable and wire rather than radio relay. Pending this hearing, the Commission extended to April 3 the several outstanding temporary authorities of Paramount Television Productions and 20th Century-Fox Film Corp. for experimental TV relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre equipment has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitions, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.

Petitions were filed by:

SMPE; American Theatres Corp.; Neighborhood Theatres Inc.; Theatre Owners of America; Motion Picture

(Continued on Telecasting 15)

IN THIS TELECASTING . . .

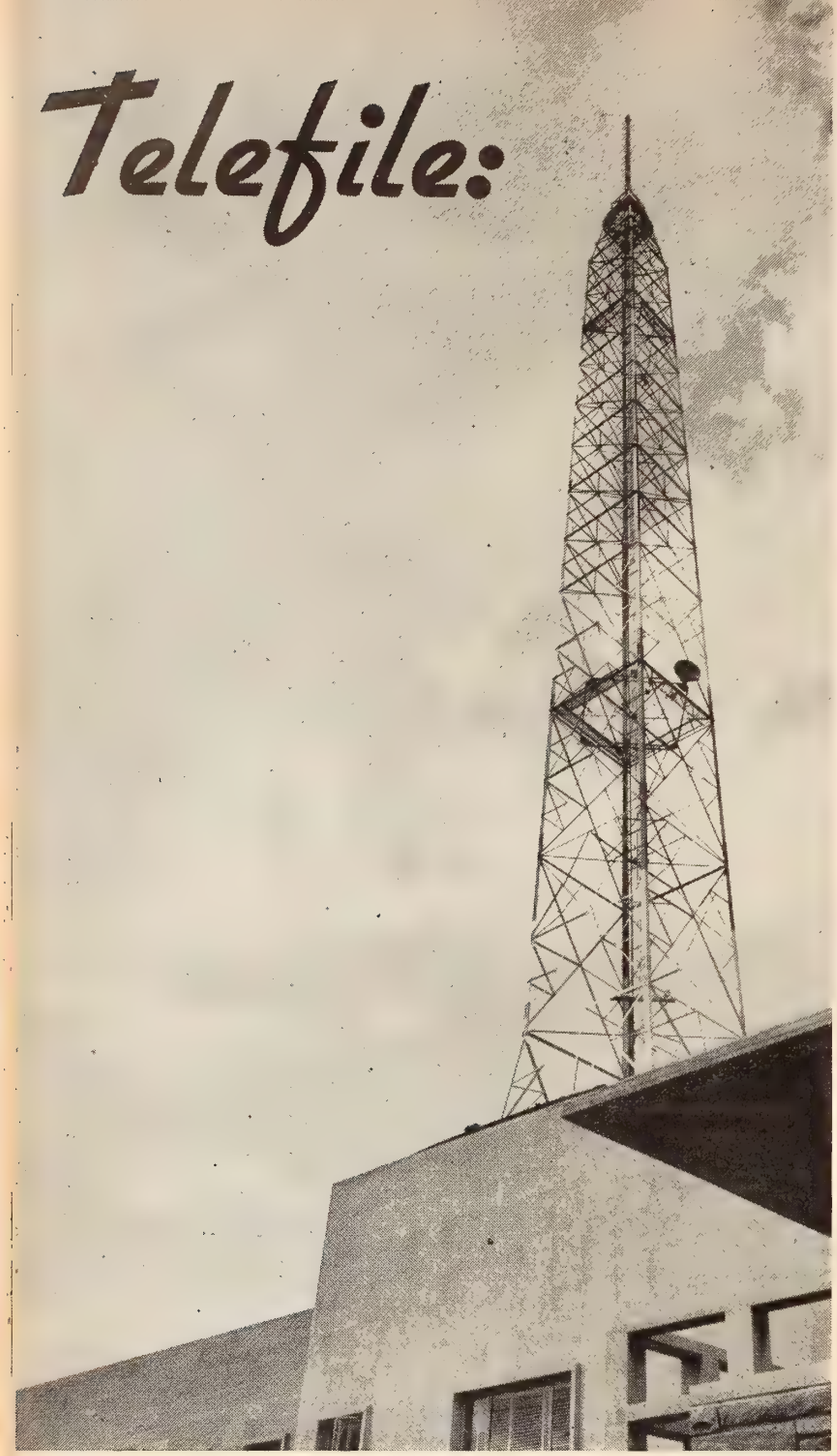
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Telefile:

WOIC (TV) OBSERVES ANNIVERSARY OF SERVICE IN THE CAPITAL



HIGHEST point in District of Columbia is TV antenna atop this tower at WOIC's $800,000 plant.

* * *

SHORTLY after the World War II shooting had stopped, Bamberger Broadcasting Corp. went to work on its plans to develop television properties in New York and Washington.

Familiar with the rigors of electronic enterprises through more than a decade-and-a-half experience with its WOR New York, Bamberger didn't know what real shooting was like until it picked out a nice tower site on a high Washington hill.

At that point forces were set in motion—forces that utilized all the devices of official Washington—as residents of the adjacent area objected to the encroachment of a television tower.

Final result was a victory for the residents, forcing Bamberger to hunt another high spot. As often happens, defeat was turned into victory when a still higher site was found nearby. When another violent series of residential maneuvers had been duly disposed of in Bamberger's favor, the applicant was the delighted owner of what is called absolutely the highest non-government owned spot in the District of Columbia—410 feet above sea level.

The final result was WOIC (TV), a hustling and vital segment of the Washington economy that promises to break into the black before 1950 becomes history.

Bamberger has just changed its radio name to General Teleradio Inc. because the original title was of Newark department store derivation. General Teleradio is owned by Macy's Department Store, New York.

The Washington television segment of Macy's radio-TV operation is proud of its appropriate WOIC call letters, a video symbol whose promotional value has been thoroughly exploited in the highly competitive four-station market. This week the station is celebrating its first anniversary on the air.

Last of the four Washington TV outlets to take the air, WOIC started off with a cornerstone laying Oct. 15, 1948. FCC Commissioner Wayne Coy took part in the ceremonies as official Washington gathered at the 40th & Brandywine St. site in Northwest Washington. Just three months later—Jan. 16, 1949—WOIC officially began telecasting.

* * *

THE modern WOIC building, representing an $800,000 investment, is located a few feet from a fast-growing uptown business area and almost adjacent to a large Sears Roebuck store. The 300-foot tower looks down on the saucer-like downtown area and out over the rolling residental sections with their million-plus population and near-100,000 television sets.

Washington is a good television city, and its four-station competition offers a challenge to station management. WOIC is aggressively serving the market under the general managership of Eugene S. Thomas, a broadcaster and telecaster of extensive experience and nationwide fame. One of that rare species, a native Washingtonian, Mr. Thomas is quite at ease in the highly competitive market as a result of a decade at WOR.

Mr. Thomas was sales manager at WOR, a post certain to equip its occupant with a full fund of information and contacts around the national and local advertising marts as well as with the niceties of time selling.

President of General Teleradio is Theodore Streibert, Mr. Thomas' boss at WOR and chairman of the MBS board. Vice president is Jack R. Poppele, 25-year radio veteran, a nationally known engineer and president of Television Broadcasters Assn.

This board of strategy has a No. 1 policy specifying that WOIC be an "able" station—a station transmitting pictures that can be well received by all sets within the coverage area.

WOIC strives to be a "helpful" station by providing coverage of events especially interesting to youth, and also supplementing the work of grade and high schools throughout the District of Columbia and surrounding counties. It desires to be a "friendly" station, pledged to support community drives and causes in behalf of the public service organizations operating in Washington.

Finally, WOIC endeavors to be an "entertainment" station, carrying CBS network programs, local sports events and remote programs from theatres and other public places.

When the MBS Television Network gets into operation as such, WOIC will carry its programs. Occasionally the station has taken a program from DuMont's TV network.

By means of careful and aggressive management in the well-televised Washington air, WOIC has steadily increased its income. Actually, the cash-register curve has moved upward on a line paralleling the fast-rising trend line for set ownership. In the past 12 months the number of TV sets in the market has tripled, and WOIC's income has more than tripled in the same period.

The number of operating hours also has gone up, and the expansion to a 40-hour weekly schedule brings out an example of sound management. In its one-year career every additional hour of programming placed on the schedule has been covered from a cost standpoint, excepting, of course, public service features.

Local business has exceeded the fondest hopes of WOIC's executives. In charge of WOIC sales is William D. Murdock, for many years at WTOP and WOL Washington. He has been sales manager from the beginning. Robin D. Compton, an engineer of national reputation, is technical manager.

WOIC was the fourth TV station he had put on the air, WCAU-TV Philadelphia having been the project immediately preceding. And when WOR-TV emerged from the drafting boards last year, Robin Compton's experience in delivering infant TV stations again came in handy.

* * *

JAMES S. McMurray, program manager, had been production manager of WBAL-TV Baltimore. WOIC's special events, publicity and promotion director, John F. Hardesty, was acquired from WOL Washington and had previously been at WTOP. Lawrence Richardson, auditor, serves with the above group on the WOIC executive committee. William K. Treynor, director of sales service, is another WOL graduate.

Of the executives Messrs. Murdock, Treynor, Richardson and Hardesty join Mr. Thomas in the select category of native Washingtonians.

In its year-long career WOIC has built up a long list of program achievements. Among commercial successes is *Sketch-A-Quiz*, participation strip show in which the artist draws a progressive sketch, carrying over from program to pro-



WOIC Top Command: Theodore Streibert (left), president, and Eugene S. Thomas, general manager.

* * *

gram, until three members of the TV home audience have identified the picture. Response is said to run into thousands weekly. Among *Sketch-A-Quiz* sponsors have been such national advertisers as Pall Mall, Schick razor and Admiral (through local outlet).

The Quality Playhouse, weekly 90-minute film feature, is sponsored by Pledged Quality Laundries of Washington. The laundry group describes audience response as "excellent."

Inter-high school football games telecasts were sponsored last fall by Norge and local dealers, including the championship playoff. The local Budweiser distributor sponsored the annual New York-Washington firemen's baseball game. Bulova sponsors a schedule of time signals.

* * *

ONE of Washington's interesting TV experiments was conducted by The Hecht Co., largest of the city's department stores. Everything from portable barbecues to bathing suits was demonstrated and sold on a five-weekly quarter-hour series and Hecht officials expressed themselves as pleased with results.

The live programming lineup of WOIC includes such offerings as *A Current Affair,* weekly half-hour discussion covering civic life and welfare; nightly sports roundup; *The Hobby Corner,* weekly quarter-hour devoted to hobby research and avocational endeavors; *Capitol Cloakroom,* weekly half-hour CBS origination of questions put to national personalities by Washington newsmen; *I. C. With Elinor Lee,* weekly half-hour for the housewife.

A mobile unit is used for a weekly amateur program, sports events, school programs and numerous CBS originations. Effort is made to accommodate legitimate public service organizations furnishing the station with motion picture films.

The list of achievements in WOIC's one-year career includes some events that will occupy prominent niches in world history. Some of the events: Signing of the Atlantic Pact, with pickup fed to all four TV networks; participation in television coverage of 1949 Presidential Inauguration only four days after going on the air; telecasting of 1948 Christmas Tree lighting ceremony from White House 23 days before station went into operation, with program fed to CBS and NBC TV networks; active role in CBS color television experiments, starting last September; telecasting of District of Columbia high school competitive drill for first time; Easter sunrise service from Arlington Amphitheatre for first time, fed to CBS TV network.

The WOIC plant, housing studios and transmitter, is RCA equipped. Studio facilities include a three-camera setup with combination lighting of cold cathode (Slim-Line) and Kleig and incandescent spots and broads. Mobile unit has three camera chains along with two-way mobile telephones and two complete microwave units.

Film facilities include two 16-mm projectors and one 35mm automatic film projector for transparencies and a 3x4 inch Baloptiicon for transparent or opaque program material. There are four turntables and facilities for tape recording and playback. A complete machine shop and facilities for making slides and 16mm film strips are included.

WOIC can feed the network and at the same time originate studio, field or film programs for local consumption. Complete auxiliary equipment is available. On the drawing board are plans for an audience participation auditorium studio and smaller dramatic studio. With completion of these facilities a number of new local programs will be added.

The total WOIC staff comprises 36, with 17 in engineering, 10 in programming, six in general and three in sales. The station believes this efficient group is the smallest staff of any station doing a comparable job and not affiliated with an aural station in the same town.

WOIC's Rate Card No. 3, effective Jan. 1, includes the following charges for Class A time: 1 minute, $70; 5 minutes, $90; 10 minutes, $140; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $360; 1 hour, $450. These scale down to Class C charges of $35 for 1 minute and $225 for 1 hour.

The station operates on Channel 9 with 27,300 w video and 14,400 w aural power.

National representative is WOR Sales, with Frank Shakespeare of that organization as national sales service representative assigned to WOIC.

* * *

WGN-TV BASEBALL

Cubs Home Games Set

CHICAGO CUBS home games will be telecast for the third consecutive year by WGN-TV Chicago, it was announced last week by General Manager Frank P. Schreiber and Cubs Manager James T. Gallagher. Rights to 77 home games are reported to have been sold to the station for $30,000.

Game schedule begins April 21, with the Cubs playing the St. Louis Cardinals, but the station will telecast exhibition contests from Wrigley Field in Chicago on April 14 and 16. The National League Cubs will compete with the Chicago White Sox, the American League squad.

Jack Brickhouse, sports service manager of WGN-TV, will handle the commentary, assisted by Harry Creighton and Vince Lloyd. Don Cook, sports and special events director, and Dick Liesendahl, his assistant, will direct the remotes. Three cameras will be used.

GATE BATTLE

Pro-TV Sportsmen Rally

A ST. PAUL sports promoter, Eddie Williams of St. Paul Sports Attractions Inc., labels television as a gate-builder for wrestling bouts, according to KSTP-TV St. Paul-Minneapolis, which telecasts St. Paul Armory bouts every Friday.

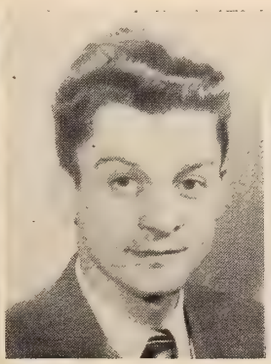
Mr. Williams' statement directly contradicts anti-TV stands delivered a fortnight ago [TELECASTING, Jan. 9] by Heinie Miller, executive secretary of the National Boxing Assn., and the U. of Washington on Coast Conference basketball.

"I wouldn't have attempted weekly wrestling bouts in St. Paul *without* television . . ." Mr. Williams said. The promoter, who has staged sports events for many years in the Twin Cities, cited KSTP pick-ups as having increased gate receipts some 210% since the first wrestling bout was staged last November. The Jan. 6 card played to standing room only.

KSTP follows up the statement by Mr. Williams pointing out that the Minneapolis Millers baseball team is "exceedingly happy about KSTP telecasting its third straight season of games," and "Max Winter of the Minneapolis Lakers [basketball] definitely attributed his big gates, at least in part, to TV."



Mr. McMURRAY



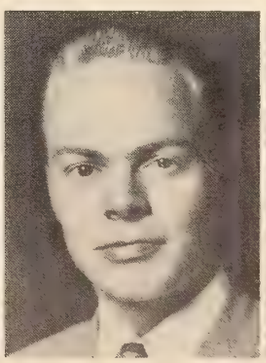
Mr. TREYNOR



Mr. RICHARDSON



Mr. MURDOCK



Mr. HARDESTY



Mr. COMPTON

'GILBERTEST'

To Measure TV Impact

GILBERT Youth Research Organization, New York market research firm which has heretofore specialized in studying the preferences, use and buying habits of young people, has organized Gilbert Television Research.

The new firm will measure the impact of TV commercials by a "Gilbertest" rating process developed by the company, utilizing the "videometer," portable sound film projector also developed by the research firm.

Although the "Gilbertest" is still in the pretesting stage, seven advertising agencies have already become subscribers, George Goldberg, in charge of TV research and sales, told BROADCASTING last week.

These subscribers include Biow Co., using the service for five products advertised on television, and Foote, Cone & Belding, using it for two video-advertised products.

Development of the "Gilbertest" began about nine months ago, Eugene Gilbert, president of the research firm, explained. A request by Pepsi-Cola Co. for a check of reactions to its TV commercials, he said, led him to investigate checking methods then in use and to the discovery that there were none which he considered adequate.

He decided that the only practical way to measure the impact of video commercials required a means of reproducing them as broadcast, through use of a sight-and-sound projector. As he prefers to work with individuals, interviewed at home, he needed a projector that included both projector and screen, as well as its own power supply. Again he found nothing suitable on the market. "The smallest projector I found was about the size of a three-suiter suitcase and weighed about 50 pounds," he said. "So we went ahead and developed our own, which we named the 'Videometer.'"

This is a compact unit, contained in a leather case 6 by 8 by 17 inches and weighing 14 pounds. The unit, which is battery-powered and may be used anywhere, contains its own screen on which the pictures are rear-projected and its own speaker. Sound and pictures can be reproduced singly as well as in unison and the films can be shown in sequence and then replayed without rewinding.

Following tests with a hand-built model 'Videometer,' the company is now having 20 improved models made for use in the planned continuing study of TV commercial ratings. "In this machine," Mr. Gilbert stated, "we think we have the keystone of all video research."

The "Gilbertest" begins, he explained, with questions as to brand use and preference of the person interviewed for products in the field of the one whose commercials are to be checked. Then the interviewer asks what the respondent thinks about the product and whether he remembers seeing any of its TV advertising. If he says he does remember TV ads of the product, he is further questioned as to the salient points he remembers of each commercial. Then he is shown the picture without sound and asked to recall what he can of the talk that accompanied the picture, when it was telecast. Finally, the commercials are shown again, this time with the sound also reproduced.

Gilbert TV has just completed a pretest of three commercials for a leading brand of cigarettes (names not released for publication), conducting tests among 100 family units in the New York metropolitan area. The unaided recall ratings were as follows:

Commercial A	10%
Commercial B	13%
Commercial C	7%
Commercial A & B	1%
Commercial A & C	2%
Commercial B & C	1%
Commercial A, B, & C	4%

Seven and eight-tenths percent could not identify any specific commercial. (This is 24% of those who said that they remembered brand advertising.)

When the commercials were shown with sound shut off, the ratings were:

Commercial A	36%
Commercial B	29%
Commercial C	32%

The final showing, with both

Te-Ve



Drawn for TELECASTING by John Zeigler

BEN DUFFY

Discusses TV's Future

ADVERTISERS to come into television will be those who have used radio and others who haven't fully taken advantage of radio, Ben Duffy, president of BBDO, New York, predicted to members of the New York Radio Executives Club at a luncheon last Thursday.



Mr. Duffy

He explained that automobile firms never fully appreciated the impact of radio, but he felt that they who are so sensitive to color and style would take full advantage of television. Other advertisers, such as cosmetic manufacturers, would also be likely to use television much more than radio.

Potency Surveyed

As for the potency of TV, Mr. Duffy revealed that his agency made a recent survey for a client in two cities where newspapers, magazines and radio were used and in two other cities where the above three plus television were used. In the television cities product identification was 58.6% of 43% of respondents who saw the advertisers' message on television. In the cities where only the three media were used, 47.1% identified the product. In both groups of cities, 40% knew of the magazine campaign but the advertiser had used magazines since the inception of its business. Television, Mr. Duffy said, in a short period obviously showed a high percentage of identification.

"Television can exist and so can others," Mr. Duffy said, answering his own question of "Will TV kill radio and other media?" "It is not a question of this media or that but this media and the other."

As for talent in TV programs, Mr. Duffy is of the opinion that programs should be "live." He feels it is "a mistake to go on kinescope." When the cable across the country is installed, he said, Hollywood talent will increase the level of TV shows, but until that time the Bennys and the Hopes "would kill themselves on kinescope" and are wise to wait.

TV STALEMATE

Evans Urges Advisory Group for FCC

POINTING out that "the importance of the decisions of the FCC can hardly be underestimated, nor the complexities of the problems they face," Walter Evans, president of Westinghouse Radio Stations Inc., last week urged creation of an advisory board to help break the current television stalemate.

The board, Mr. Evans explained, would present impartially to the FCC the experience of outstanding and highly qualified individuals in research, engineering, law, education, business and public relations. "Such an advisory board to be of greatest help to the FCC," he stated, "should be comprised of the high type of individuals with a proper diversity of ability and background so they would be competent to help on any of the major questions confronting the Commission."

Speaking before a special meeting of the Pittsburgh Radio and Television Club, Mr. Evans said it was vital to the public, the industry and the Commission itself that "the most complete and accurate information be made available from the leading authorities in their respective fields" if the current difficulties in television are to be solved now and similar situations avoided in the future.

He stated that the series of television standards and allocations decisions made by the FCC in 1941 and 1945, which eventually led to the "freezing" or postponing of action on new applications for television stations, were made, necessarily at times, without complete information. The proposed board would not only provide this information, he stated, but would do it conveniently and economically.

"These men would be in a position to draw upon the vast reservoir of engineering and research, of law, of business and education not presently conveniently available to the Commission," Mr. Evans said.

Discussing the board's makeup, he said "eligibility would be confined to representatives unaffected in private or business life by decisions of the Commission. For example, several names could be proposed by the American Bar Assn. for the legal representatives, from the Institute of Radio Engineers for one or more technical members, and likewise from the ranking organization in the field of education, in business administration and in public relations. Once a list of candidates has been nominated, the Commissioners themselves would select the board members. The board would serve without remuneration in the same manner that the dollar-a-year man has served during two wars.

Advantages Cited

"Such an advisory board," Mr. Evans pointed out, "would in no way detract from the statutory responsibilities of the Commission. As the name implies, its function would be advisory but the major policy decisions of the Commission, if supported by such a group, would be less vulnerable to criticism from the public, the bench, the industry, or even Capitol Hill."

Mr. Evans spoke at the inauguration of a "History of Radio" collection for an exhibition room at Carnegie Museum in Pittsburgh. Joseph E. Baudino, manager of KDKA Pittsburgh, presented to Wallace Richards, museum director, a replica of the original KDKA transmitter from which the first scheduled radio broadcast was transmitted at Pittsburgh Nov. 2, 1920.

sight and sound, produced the following ratings, which Mr. Goldberg said "show recognition as complete as it can possibly be:"

Commercial A	40%
Commercial B	35%
Commercial C	38%
Commercial A & B	22%
Commercial A & C	33%
Commercial B & C	19%
Commercial A, B & C	10%

When these ratings are combined on an individual commercial basis, the following trend is shown:

Commercial	A	B	C
Unaided recall	10%	13%	7%
Recall, sight without sound	36%	29%	32%
Total recall	40%	35%	38%

"These results" Mr. Goldberg commented, "indicate that total recall measured with the 'Videometer' measures from 2½ to 5½ times the ratings measured by unaided recall. This indicates the inequities that may result from using the unaided recall method alone. Out of mind recall of television commercials is inadequate alone for measuring impact."

He added that the data on product use and preference and opinions concerning the brand of cigarettes whose commercials were tested in the study were not being reported as he felt them inadequate.

TBA CLINIC

To Study TV Programming

TELEVISION's program problems at both the national and the local level will be discussed from a variety of viewpoints in eight sessions scheduled for the annual video clinic of the Television Broadcasters Assn., to be held Feb. 8 at the Waldorf-Astoria Hotel, New York.



Mr. Barry

Charles Barry, ABC vice president and chairman of the TBA clinic, announced the following topic sessions for the one-day clinic, running from 11 a.m. through the afternoon.

(1) Programming, network production problems, local station production problems; (2) Buying and selling, station and agency viewpoints; (3) Interconnected versus non-interconnected stations; (4) Low-budget TV operations; (5) Local TV packages; (6) Jurisdictional problems in television; (7) The future of spots in TV; (8) A round table discussion—Midwest-West.

The annual meeting of TBA, open only to official representatives, will convene at 10 a.m., and the reorganization meeting of the TBA board will be held in the afternoon. J. R. Poppele, vice president of General Teleradio Corp. (WOR - AM - FM - TV New York, WOIC (TV) Washington) and TBA president, will preside at the luncheon session.

LOCAL PROGRAMMING

Lamb's Formula

By EDWARD LAMB

WHILE other television station operators have felt that they must engage in considerable network operation to be successful, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, have taken a different tack. These two stations have engaged in local programming to the extent that it has paved the way to profitable operation . . . and made many loyal friends for the outlets.

Our contention is that public service programming is the best possible promotion. On my television stations we began, several weeks before going on the air, an intensive campaign to bring the local community to a realization that the television project belonged to every resident of the area. At Erie we conducted more than 30,000 people through the new Television Center and attempted to familiarize each guest with as much of the actual workings of the station as possible. In Columbus we took more than 4,000 folks through WTVN in one day of an open house, and of course these programs are conducted continuously.

Local Interest

It is elementary that in newspaper publishing, broadcasting operations, or in other activities that local news and local names must have top interest priority. I emphasize that any time a person goes through a station and meets the personnel and appreciates the workings of this remarkable new medium, the station has a staunch friend and booster. This feeling of friendship is greatly increased if, instead of a mere visit, the guest actually appears before the television camera.

I would like to point out the extent to which we carry on local programming. We have days at Erie's WICU when we actually put more than 500 people before the television camera! For instance, Dec. 16 we had a moppet show called *Tots 'N' Teens* where more than 200 youngsters were guests of the local sponsor at a Christmas party. We then presented the *Erie Dispatch Quiz Down* between various parochial and public schools, and this program took another 100 children and teachers before the camera. We had local interview programs, local choruses, variety shows, sports commentaries (including a demonstration by hunters who had just brought in two deer as to the method of skinning and packing the venison meat) and numerous other local shows. At 11:15 p.m. we began the *Erie Dispatch Good Cheer Fund Show*, which brought together ten professional and amateur night club acts. This latter program was for a charitable fund which the *Erie Dispatch* maintains, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

Friends Important

Although we have the four networks at Erie, and we are affiliated with DuMont and ABC at Columbus, we find always that people are most interested in their friends and neighbors. Just as we are anxious to have local people take pride in this local project, we have discovered that certain economic factors emphasize the superior importance of local programming.

The networks pay the station only one-third of their rate cards at best. At least one network seeks to have the local stations "donate" approximately 30 hours of commercial broadcast time to the networks. All networks charge for sustaining programs and we have found that we can generally produce a local sustaining show at a much less rate than we are charged by a network for such service.

Of greater importance is the fact that the local merchant can tell immediately whether television has the terrific selling impact which is claimed for it. If he advertises merchandise, be it appliances or foodstuffs, he can tell the following day the results of his TV venture. . . . Because of our ability to visually demonstrate a product in use, we have had success stories at both WTVN and WICU which are nothing short of fantastic.

Viewers' Interest

I have said that in my opinion any television station in the United States can be put into the black by a proper combination of public service and local programming. I don't believe that the people who are watching programs are particularly interested in hearing of the terrific losses suffered by some telecasters. They are only interested in what appears on the screen.

Nor should successful operation of a television station be solely dependent upon the competition, or lack of it, in any market. We are in competition in Columbus with two other television stations. I have no affiliated property in Columbus—newspaper, radio, or any other business—which is available to support television losses. However, because of our constant emphasis on local programming, I am happy to realize that we have been in the black in Columbus from almost the very first day we opened.

EDWARD LAMB, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, and president of *The Erie Dispatch*, has been in the television business for over nine months. In that short time he has found the formula to make a television station pay. The key to such success, according to Mr. Lamb, is local programming. Not only does this local programming build loyal friends for the station, it also builds sales for the sponsor's product or service. Details on the manner in which the stations have engaged in local programming and the way it has led to profitable operations are outlined here by Mr. Lamb. The article was written in reply to a query for more information from FCC Comr. George Sterling who had read about the stations' success.

TV IN SCHOOLS

Cincinnati To Study Effect

FOURTEEN Metropolitan Cincinnati high schools plan to conduct a study to determine whether the television set can become as familiar in schoolrooms as the book and the blackboard—and how soon.

Designed to reveal the interest and attitudes of the educators in television, study will be conducted under a fellowship established at the U. of Cincinnati early last year and made possible through financial support of WLW Cincinnati and Crosley Broadcasting Corp.

Administrators and teachers of all 14 schools are cooperating in the study, according to Russell Helmick, Northern Kentucky educator and winner of the fellowship. If results of a preliminary questionnaire establish video as an educational aid, TV sets will be installed in some of the schools and specially-designed programs for in-school viewing will be scheduled to further test TV's effectiveness.

TRUMAN ADDRESSES

Democrats' Film on ABC-TV

DOCUMENTARY film interpretation of President Truman's State of the Union address was prepared by the Democratic National Committee and telecast on ABC-TV from New York Jan. 4, 8:30-9 p.m.

The program—titled *Our Common Destiny, the State of the Union at Mid-Century* — utilized background film scenes, charts and graphs, a commentary, and recordings of the President's voice as he addressed Congress earlier that day. George Putnam took part in the program.

Before airing the program, which raked old and new GOP personalities over dying political embers, ABC notified the Republican National Committee it would air the show and offered the party equal time for a similar program—if it wanted it. GOP accepted and the committee's Washington officials presently are working on a comparable "30-minute commercial," with format, time, and participants still undetermined.

TELEVISION'S power as a selling medium is indicated in response to a survey of 2,000 New York video viewers, with 47.9% of the 1,164 respondents to the study reporting that TV commercials or demonstrations had influenced them to buy a product they had not previously purchased.

Survey, results of which were announced last week, was conducted last November by American Management Counsel for "Look Hear," television advertising column appearing weekly in the *New York Herald-Tribune* and the *New York Daily News*. Comprehensive three-page questionnaires were mailed to 2,000 members of the "TV Critics Club" organized by Maxine Cooper, writer of the column, to serve as a gauge of viewer reaction to video programs and commercials.

First finding of the survey is pretty definite proof that viewers jump at the chance to become critics, as the questionnaires were returned completely filled out by 58.2% of those receiving them. Over half of the respondents (51.6%) wrote in additional comments on video programs and ads. Other highlights of the survey:

Asked whether they prefer radio or TV commercials, 90.5% of those answering the questionnaire named TV, with only 3.6% putting radio commercials first; 2.2% said they like both, 1.3% neither and 2.4% did not answer this question.

The TV audience is selective in what it views. In both Sunday and Tuesday evening program schedules, viewers named preferences that called for dial changes every half-hour or hour.

Length of set ownership was divided into three almost equal parts: 35.2% said they had owned sets less than six months, 33.9% less than a year, 27.9% more than a year. Occupations of respondents indicated TV set ownership at all income levels.

* * *

Audio vs. Visual Commercials

A CONCLUSION that "television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned" is indicated by results of "A Study of the Effects on the Recall of Advertising Material when the Medium of Sight Is Added to a Given Sound Commercial." The study was conducted last year as part of a senior thesis at Princeton U. by William D. Hocker, now with United Videogram, New York.

Using as subjects 109 men enrolled in a course in industrial psychology at Princeton and 29 girls taking advertising courses at Armore School, New York, Mr. Hocker presented both auditory (by recordings) and visual-auditory (by synchronized films and recordings) commercials for a soap, a dentrifice, a perfume and a cigarette. All products were given fictitious names. Each commercial contained 10 facts about the product, spoken on the record and portrayed on the film. Tests of the recall type, covering these facts, were given either immediately following the presentation or one week later.

"The answer to the question, whether or not the recall of advertising material presented auditorially can be increased by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned," Mr. Hocker said. "In no case was an auditory presentation significantly superior to the corresponding visual-auditory presentation in every case where there was a significant difference in the scores for the two methods of presentation.

"Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials.

"The extent to which the results of this experiment can be directly compared with radio and television advertising could be accurately determined only by a real life presentation of the commercials. Every attempt was made to make the presentations as much like the life situation as possible, and the author believes that the presentations in this experiment were as close to the life situation as the presentations in any previous experiment of this nature."

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: "In so far as this experiment is concerned," and "in so far as the presentations in this experiment are similar to the life situation."

He then states: "The results would seem to indicate that television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned.

"If the results of the rating scales can be considered valid, television commercials can be made more appealing than radio commercials. It was evident during the presentations that the visual-auditory commercials received better attention than the auditory commercials.

"The results would seem to indicate that mentioning the brand name of a product only three times is insufficient to effect retention of the name for any length of time.

"The fact that several subjects drew a picture of the bar of soap (although none was requested) indicates the vivid kind of imagery that can be produced by television commercials. This factor would doubtless have had a strong effect on the results had recognition testing taken place."

* * *

'Depth of Penetration' Is Surveyed

PHILADELPHIA leads all other television cities in the country in the number of TV sets per 1,000 families, according to the latest "Depth of Penetration" tabulation just released by WTMJ-TV Milwaukee.

On Dec. 1, 1949, Philadelphia had 266 TV receivers per 1,000 families, according to WTMJ-TV. New York, which had been in first place on Nov. 1, 1949, was in second place with 264. Lancaster, Pa., Los Angeles and Chicago retained third, fourth and fifth place, respectively. Milwaukee came from seventh to

(Continued on Telecasting 11)

Weekly Television Summary

Based on Jan. 16, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	250,000	Stations
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	60,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	4,232	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	14,125	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	12,503	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	2,854	Station
San Diego	KFMB-TV	20,100	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,863,817

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

HOOPER proves WHIO AM-TV

FIRST in the DAYTON, OHIO MARKET

FIRST in AM

On the average, when sets are tuned to Dayton AM Stations, 3 are tuned to WHIO for every 2 tuned to all other Dayton stations.

Time	Homes Using Sets	WHIO	Station		WHIO	Stations B & C
			B	C		
Total Rated Time Periods	24.3	31.1	12.7	8.5	31.1	21.2

Hooper Station Audience Index October-November, 1949

FIRST in TV

WHIO-TV has a bigger share of the TV audience than any other TV station in the Dayton, O., market (32,000 TV sets in this market according to distributor's estimates, January 1, 1950. By the time you read this, there should be considerably more).

Night	B'cast Aud.	Radio Aud.	TV Aud.	Share of TV Audience (Base: TV Homes)		Share of Broadcast Audience (Base: Random Homes)	
				WHIO-TV	Sta. B	WHIO-TV	TV Station B
Average Sun. thru Sat.	35.7	28.6	7.1	50.2	39.2	10.0	7.8

Hooper TV Station Audience Index Evening 6:00-10:00 PM October-November, 1949

For maximum results at minimum cost—for sustained listener loyalty—for faster sales and increased profits, join those in the know—buy WHIO-AM and TV.

THOSE IN THE KNOW BUY

WHIO
DAYTON, OHIO
AM ★ FM ★ TV

Affiliated with
The Dayton Daily News
and the Journal-Herald

WHIO-AM Represented nationally by G. P. Hollingbery Company
WHIO-TV Represented nationally by the Katz Agency, Inc.

TO EXPAND TV

United Paramount Plans

PLANS for increased television activity were announced last week by United Paramount Theatres Inc., New York, new theatre-operating company formed under the reorganization of Paramount Pictures Inc. ordered by court anti-trust decree [BROADCASTING, Jan. 2].

Leonard H. Goldenson, president of United Paramount, revealed that in addition to its current theatre television operations in New York and Chicago, the firm plans to install large-screen TV facilities in its theatres in Detroit, Boston, San Francisco and Minneapolis. The firm is applicant for new commercial video outlets at Detroit and Boston.

Mr. Goldenson also announced that Robert H. O'Brien, secretary-treasurer, will head all television activities for the firm.

Separation of Paramount Pictures' theatre-operating functions from its movie-producing and distributing activities were involved in the ruling of the U. S. District Court for the Southern District of New York. Under the reorganization, United Paramount Theatres assumes theatre operation while New Pictures Corp. takes over production and distribution.

Applications Pending

Applications are pending at FCC for consent to transfer control of Paramount's television and broadcast station interests to the two new firms. WBKB (TV) Chicago and a 50% holding in WSMB-AM-FM New Orleans is to be switched to United Paramount Theatres while KTLA (TV) Hollywood is to be transferred to New Pictures Corp. [BROADCASTING, Jan. 9]. New Pictures Corp. also is expected to acquire Paramount's 29% holding in Allen B. DuMont Labs., operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and TV applicant in Cincinnati.

Mr. O'Brien was secretary of Paramount Pictures before the reorganization, which was to have been consummated in early January. Prior to joining Paramount he had been commissioner with the Securities and Exchange Commission.

With Mr. O'Brien

Associated with Mr. O'Brien will be Robert Weitman, managing director of Paramount Theatres in New York and Brooklyn, and consultant on theatre matters of United Paramount's southern theatres, who will act as talent and programming consultant. Jason Rabinovitz, formerly with the Chase National Bank, will be Mr. O'Brien's special assistant on television matters.

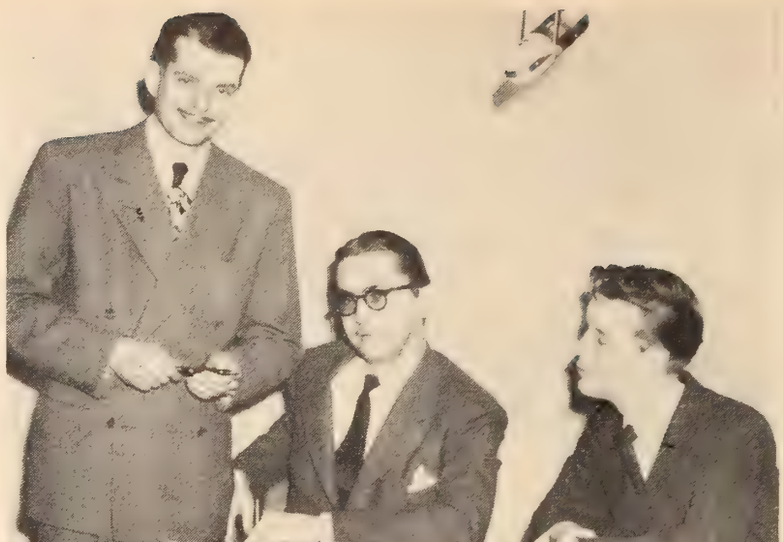
The company's policy of decentralized theatre operations will be continued in the television field, with each operation under local management and Mr. O'Brien's office handling policy matters and coordinating operations.

Pointing out his belief that theater television will contribute to a balanced and wholesome national system of television, Mr. O'Brien declared that motion picture industry members, through Motion Picture Assn., Theatre Operators Assn., and other specialized groups, have filled requests with FCC for hearings on whether the Commission should allocate special channels for theatre television (see TELECASTING 3). The theatre groups will attempt to show that the allocations would be in the public interest.

'Shot in the Arm'

Mr. O'Brien felt that theatre television would offer the same "shot in the arm" to the motion picture industry that the introduction of sound afforded in the '20s.

Assuming FCC granted special channels, he could foresee a network of theatre television operators, with selective programming for theatre presentation and not available to home viewers, but requiring the "disciplined audiences" of the theatre.



USING pictures from Acme Telephoto's national and international correspondents, KMTV (TV) Omaha gave its first Telephoto telecast Dec. 28. Discussing the presentation are (l to r) Owen Saddler, KMTV general manager; Jim Herman of Acme Telephoto; Hugh Bader, KMTV newscaster.

TV-Air-Check Service

A NEW checking service to provide still photos or sound-on-film motion pictures of TV shows and commercials exactly as the public sees them has been announced by the Joseph W. Hicks Organization, Chicago public relations firm. Called TV-Air-Check, the new service supplies either black-and-white still pictures or sound-on-film movies photographed directly from video receivers. Films or stills can be delivered within 24 hours after telecast and are accompanied by certified statement of time, station, and conditions of telecast and reception.

U. S. TV SHOW

Set For Foreign Experts

A DEMONSTRATION of U. S. television for TV experts of other countries is slated March 27 to April 7 and may include a showing of television under the standards of other nations.

A part of the program of the television committee of the International Radio Consultative Committee (CCIR), the demonstration probably will be held in New York or Philadelphia.

France, the Netherlands and the United Kingdom will follow with demonstrations of their respective systems in their own countries. The French and Netherlands showings are slated April 20-25 at Paris and Eindhoven, respectively, and the British demonstration at London April 27 to May 4. The committee will then convene in London May 5-13 for a discussion of standards.

The U. S. demonstration will be presented under State Dept. auspices. A government-industry committee will be named to act as host. Insofar as possible without foreign equipment, authorities hope to demonstrate British, French and Dutch TV standards alongside those of the U. S.

U. S. delegation to the European demonstrations has not been named, but may be headed by William H. J. McIntyre, State Dept. telecommunications attache at London, who was chairman of the U. S. delegation at the first CCIR television committee meeting in Zurich last year.

Other delegates to the Zurich sessions were: A. Prose Walker, FCC's chief of allocations branch, television broadcast engineering, who was delegation vice chairman; Cornelius G. Mayer, with RCA in London; William Q. Crichlow, Bureau of Standards; Donald Fink, editor of *Electronics;* and Charles J. Villavazo of RCA International Division.

ACME TELEPHOTO

Two Add TV News Service

TO bring spot pictures of each day's news events to their audiences, two more TV stations—WOC-TV Davenport and KMTV (TV) Omaha—have added direct wire Acme Telephoto service. Both stations have installed Acme Telephoto Trans-receivers and other equipment for receiving and telecasting newspictures transmitted from all over the U. S. and foreign points, with a coordinated news script.

The pictures are received in 3"x4" size ready for telecasting on the Multiscope which projects pictures directly into the screen pattern. WOC-TV and KMTV also use Acme's Direct Positive Reducing Camera to reduce local pictures and sponsor's messages to 3"x4" for Multiscope projection.

It takes about an hour to send a complete 24-picture show and news script from Acme's Chicago bubueau to Davenport or Omaha, it was reported. Other stations taking Acme's Telephoto news programs include WNBK (TV) Cleveland, WBKB (TV) Chicago, WNAC-TV Boston, WXYZ-TV Detroit, WPIX (TV) New York, KFI-TV and KTLA (TV) Los Angeles, KRLD-TV Dallas, WCPO-TV Cincinnati and WJAR-TV Providence.

OPERACASTS

NBC-TV Schedules Four

FOUR OPERAS to be presented at four-week intervals started Saturday, Jan. 14 on NBC-TV, Samuel Chotzinoff, general music director of the network, has announced. Dr. Peter Herman Adler is music and artistic director of the series. Charles Polacheck is staging the operas.

Designed especially for television and sung in English, the operas will include: "Down in the Valley," by Kurt Weill, American composer; "Madame Butterfly," "Tales of Hoffman" and "The Bat." Final opera will be telecast 10-10:30 p.m. Others will be done in one hour. Effort is being made to accomplish realism not possible on the operatic stage.

WCAU-TV Signs

N. SNELLENBURG & Co., Philadelphia, Jan. 30 begins daily Monday through Friday, full-hour *Snellenburg's TV Jamboree* on WCAU-TV there. To be aired remote 2-3 p.m. from auditorium of the Snellenburg store, program will feature audience-participation, variety format with prizes for all contestants. It is largest locally sponsored contract in Philadelphia TV history according to Arthur Block, Snellenburg president, and Philadelphia office of Robert J. Enders Advertising, agency which handled contract.

Telestatus

(Continued from Telecasting 8)

sixth place in December with 185 sets per 1,000 families.

The WTMJ-TV calculations are based on the Dec. 1, 1949, Television Data Chart of NBC. "Depth of Penetration" figures for 58 markets follow:

Area	No. Receivers per 1,000 Families	Position Dec. 1, 1949	Position Nov. 1, 1949
Philadelphia	266	1	2
New York	264	2	1
Lancaster	224	3	3
Los Angeles	220	4	4
Chicago	217	5	5
Milwaukee	185	6	7
Boston	181	7	8
Cleveland	171	8*	10
Schenectady	171	8*	9
Buffalo	165	9*	11*
Detroit	165	9*	6
Baltimore	155	10	11*
Minneapolis-St. Paul	150	11	14
Richmond	143	12*	12
St. Louis	143	12*	15
Erie	136	13	13
San Diego	134	14	17
Cincinnati	130	15	16
Washington	114	16	20
Columbus	112	17*	23
Toledo	112	17*	18
Miami	110	18	19
Wilmington	106	19	21
New Haven	105	20	22
Oklahoma City	103	21	24
Syracuse	96	22	27
Louisville	88	23	29
Atlanta	86	24	26
Salt Lake City	84	25	28
Omaha	78	26	31*
Dayton	77	27	30*
Rochester	76	28	33*
Kansas City	74	29*	31*
Pittsburgh	74	29*	33*
Memphis	69	30	32
Albuquerque	67	31	30*
Phoenix	61	32	52*
Charlotte	54	33	34
Seattle	51	34	36*
Indianapolis	50	35	36*
Grand Rapids	49	36*	39*
Tulsa	49	36*	48
Fort Worth-Dallas	48	37	39*
Houston	46	38*	35
New Orleans	46	38*	37
Jacksonville	45	39	40
Greensboro	44	40	38
Birmingham	40	41	43
Johnstown	39	42	41
Utica	35	43	44
Davenport	29	44	45*
San Francisco	24	45	45*
Providence	23	46	47
Huntington	20	47	49
Binghamton	18	48	51
Bloomington	10	49	51
San Antonio	9	50	52*
Norfolk	5	51	—

* Tie

* * *

Sports Programs Lead New York Fare

SPORTS programs accounted for more TV time in New York during the last half of 1949 than any other form of video fare, according to an analysis just released by The Pulse Inc.

The report shows 18.9% of all New York telecasting time was devoted to sportcasts in the July-December period. This compares with 15.2% given over to sports in the January-June half of 1949 and to 23.4% of the July-December 1948 period.

Westerns, quiz and audience participation shows, dramas and mysteries also got larger shares of New York's total TV time in the final half of 1949. Less time proportionately was given to juvenile entertainment, feature films, news, comedy-variety and interview programs.

Comedy-variety shows continued as the most popular type of video fare, with drama and mystery ranking second. This is true of all three six-month periods.



On Hobby Parade *(l to r): Val Lauder, Chicago* Daily News *teenage editor and guest; Phil Lewis, m. c., and Dinny Burns, hostess.*

HOBBY STORE

Uses TV To Build Sales

ITS advertising ear to the ground, the Burgess Battery Co., owner of the Burgess Handicraft Store, Chicago, now places all faith—and business—in one media, television, according to C. C. Fogarty Co., Chicago, Burgess agency. Reason for the enthusiasm is the sudden surge upward from a slumping 1949 sales curve.

The curve began its dip mid-way in 1949 reaching a low last September, a month of general decline in downtown Chicago stores, the Fogarty Co. reports. Last Tuesday of that month, Burgess began an experimental half-hour show, *The Burgess Hobby Parade*, over WBKB (TV) Chicago featuring local celebrities and other well-known personalities who have unusual hobbies. Tied-in with the program (8-8:30 p.m.) was the natural merchandising plug for Burgess' hobbyland.

Chart, tracing week-to-week store sales, showed George Bell, Burgess Battery Co. vice president, that the sales curve was keeping pace with the listening power of his new TV show. The program also drew letters and postcards by the thousands, reports Fogarty, some 1,080 in a single week. The decision to concentrate Burgess' budget in television followed the experimental line set down by Mr. Bell —newspaper concentration in 1947, in radio in 1948, and now video. While the store sales in October dropped below the year before by 15% the first two weeks, 19% the third week and 3% the last week, they moved up 47% over the previous month.

Brazil Plans TV

TELEVISION station will be constructed in Sao Paulo, Brazil, by Emissoras Associadas, Brazilian radio network, it has been announced. Meade Brunet, vice president of RCA and managing director of RCA International Division, said RCA would supply all equipment for the new station, which is expected to go on the air next summer.

hallen's NEW

professional



Synchronous Magnetic Recorder

★ Low Flutter in the tropics or the Arctic with Hallen Dynamic Tension. No clutches, belts, pads, or springs to give trouble.

★ Fully professional.*

★ Conforms to Academy Standards.

★ Two channel mixer and dialogue equalizer.

★ Simultaneous playback permitting monitoring 1/12 of a second from the recorded track.

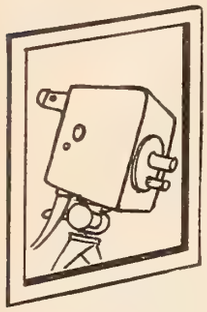
★ Amplifier is contained in a removable unit, permitting space between the amplifiers and the power supply with monitor speaker. This eliminates microphonic feedbacks usually present when a loud speaker and high gain stages are placed in close proximity.

$1850 f.o.b

Write for further information

hallen CORPORATION

3503 WEST OLIVE AVENUE
BURBANK • CALIFORNIA



Reel Takes

WALTER LOWENDAHL

IN Hollywood where precocity often is so pandemic as to go unnoticed, Walter Lowendahl nevertheless was considered something of a boy wonder back in 1940.

At the time, he was 20 and had produced not just an artistic picture—which any boy genius could do—but one with box office. For eight weeks his "Adventures in Music," featuring Jose Iturbi and other concert stars, ran in one New York theatre.

That mixture of the artistic and the commercial is perhaps the distinguishing characteristic of Transfilm Inc., of which Mr. Lowendahl at the age of 29 is now executive vice president. Transfilm has produced about 200 television commercials in the past year, a volume which, when all the figures are in, may be a record.

They are commercials which in some instances have overshadowed adjacent programs in entertainment value. The Camel commercials for R. J. Reynolds and the Piel's Beer animations are notable examples.

Transfilm itself has a roster of television clients which reads like an industrial "400" book. Ford, Pontiac, Gulf Oil, Bromo Seltzer, Fort Pitt Beer, Colgate, Consolidated Edison, Duff-Mott, *Life*, Hotel New Yorker, Disney Hats, Swirl dresses, *Look* magazine, Benrus, Wildroot Hair Tonic — these are but some of Transfilm's video clients.

* * *

It is no accident that Transfilm commercials have won plaudits for high quality. Its production is based on a Lowendahl philosophy that corner-cutting doesn't pay.

"Good films can not be turned out on non-existent budgets," he says, "nor can quality be obtained cheaply."

That, he believes, is the stern lesson an advertiser must learn. And any advertiser who hopes to build a TV commercial on the budgetary scale used for radio spots is less than realistic, he says.

Prices for one-minute, live-action commercials are leveling off at about $1,500 to $2,500, he believes. Many commercials, with elaborate scenic or casting problems, may cost more. Savings, however, often are available to the client who gangs his work, ordering several spots done on one shooting day with the same set.



Mr. LOWENDAHL

Mr. Lowendahl's film background is a solid one. It began at the age of 16—only two years after he came to this country from Berlin. He went to work in Hollywood as an assistant for Lewis Lewyn Productions, which did "Pete Smith Specialties" and other shorts for MGM. There he lost his German accent completely, and gained a thorough grounding in almost every phase of film production.

In 1940 he helped form Artists Films, an independent outfit which produced, among others, "Adventures in Music." From there, in 1941, he went to New York to join Functional Films, predecessor of Transfilm Inc. Six months later he became vice president of Transfilm.

* * *

In 1942, Mr. Lowendahl was tall (6′ 2″), dark and 1-A—there was an olive-drab suit awaiting to match his olive skin. He joined a select group of soldiers who produced training films for the Army Ordnance Department at Aberdeen, Md., Proving Ground. He served as writer and project supervisor.

When he was mustered out in 1945, he resumed his vice presidency at Transfilm, an organization which rapidly mushroomed, winning prizes for quality of its work as it expanded.

Transfilm now owns its own 13-story building—the former Pathe Bldg.—at 35 W. 45th St., New York. Its 70-odd employes occupy four floors and it has facilities to do almost any film production task. It also is the neighbor of other distinguished names in films, for among its tenants are Louis de Rochemont; Famous Pictures, the Paramount subsidiary producing the Popeye animations; and the NBC television film exchange.

In such a substantial setting, it is not surprising to find that Mr. Lowendahl believes New York is the preferable headquarters for industrial and commercial film-making. In that city, he points out, are the advertising agencies and clients who must be consulted during progress of many productions.

Such consultations are only part of the many details involved in the making of video commercials, educational films and documentaries. It is not inexcusable, therefore, if Mr. Lowendahl sometimes feels the need to retreat to his bachelor apartment in Manhattan for a change of pace. And what is his hobby there? Photography.

SRT-TV SRT-TV SRT-TV

SRT-TV

INTENSIVE PROFESSIONAL COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus "Careers in Television"

SRT

(School of Radio Technique)

TELEVISION STUDIOS

America's Oldest Broadcasting School

316 West 57 Street, New York 19, N.Y.

SRT-TV SRT-TV SRT-TV

BUYS 'CRUSADE'

Bank Sponsors on WJZ-TV

FILM SERIES, *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book, will be sponsored on WJZ-TV New York by the Bowery Savings Bank, New York, starting Sunday, Jan. 22, 7:30-7:55 p.m. Edwin Bird Wilson Inc., New York, is the bank's agency.

The series, sponsored originally on ABC-TV by *Time* and *Life* magazines, has been re-edited for sponsorship locally on the ABC-TV station on a syndication basis.

The documentary series is being sponsored by Detroit Edison Co. on WXYZ-TV Detroit; Stromberg-Carlson is presenting the program on WHAM-TV Rochester; Pilot Life Insurance Co. is presenting the series on WBTV (TV) Charlotte, N. C., and WFMY-TV Greensboro, N. C.

PHILCO CORP.

Big 1950 TV Output Planned

PLANS for wide expansion of Philco Corp's television receiver production and sales in 1950 have been announced by William Balderston, Philco president. Philco expects to manufacture and sell from 750,000 to 800,000 receivers this year, Mr. Balderston said.

"The excitement and the growth of television have exceeded even the most optimistic forecasts and predictions," Mr. Balderston stated. "The industry's production has increased from 200,000 receivers in 1947 to 1 million in 1948 to about 2,700,000 in 1949. All signs point to a further substantial increase during 1950 with a potential sales demand for more than 4 million television receivers this year."

TV ACADEMY

Van Werden Is Sec.-Treas.

BETTY VAN WERDEN, consultant on radio education for Los Angeles City Schools, has been elected secretary-treasurer of the Academy of Television Arts & Sciences. Vote was obtained from ballots mailed to the membership, after previous vote for the post at a recent meeting resulted in a tie.

Elected on the same ballot as directors at large were Harold Bock, director of television for NBC Western Division, and manager, KNBH (TV) Hollywood; Don McNamara, television director, Telefilm Inc.; Russell Furse, Cascade Pictures.

Coincident with these announcements came the appointment of Benton Paschall, owner of Western Radio Service (radio and television representative) as chairman of Awards Dinner Committee, replacing Dick Lane who resigned the position because of motion picture commitments.

Other recent academy appointments include: to Steering Committee, Syd Cassyd and H. L. Hoffman; Award Dinner Arrangements Committee, Rita La Roy, Jack O'Mara, Joyce James, Tom Armistead, Glad Hall Jones, Erskine Johnson, Isabelle Pantone, C. S. Ver Halen, William Petrillo, Lyle Fry, Russell Furse, Ted Ball, Mark Finley, Lenore Kingston, Claire Hughes.

'CAP' TO CANDY

Johnson Buys DuMont Show

DUMONT TV Network's adventure series for youngsters, *Captain Video*, has been purchased by the Walter H. Johnson Candy Co., Chicago. The program will be sponsored Monday, 7-7:30 p.m. on WABD (TV) New York, WXEL (TV) Cleveland, WCPO-TV Cincinnati, WTVN (TV) Columbus and WTTG (TV) Washington. Tuesday through Friday the program will continue sustaining.

The contract, effective Jan. 23, was placed through Franklin Bruck Advertising Agency, New York.

Canada TV Units

TWO CANADIAN branches of U. S. companies will build the first two TV transmitters in Canada. Canadian General Electric has been given an order for a TV station at Toronto by Canadian Broadcasting Corp., with the transmitter to cost $184,000. At Montreal, CBC gave the order amounting to $204,000 to RCA-Victor. Only these two companies were asked by CBC to quote prices, it was reported. Transmitters are expected to be in full operation by fall of 1951. The money is part of the $4,500,000 recently loaned the CBC by the Canadian government for the building of TV stations and studios at Montreal and Toronto.

WLWT (TV) Cincinnati announces increase of 264% in number of sponsors during past year.

TVA OFFER

Welcomes SAG as Partner

TELEVISION AUTHORITY, in an effort to seek peace in its jurisdictional tangle with Screen Actors Guild, last week sent the film union its first official offer to become a partner in bargaining for television performers.

The offer was made by TVA's board and was announced by George Heller, national executive secretary of TVA. It was predicated on agreement by TVA and the Guild on certain points, among them:

1. That there be some machinery for breaking deadlocks which may arise between the two groups.
2. That on all important actions, such as calling a strike of all video performers, members of both TVA and the Screen Guilds must meet jointly for discussion and action.
3. That film sequences, film commercial spots and kinescopes of whatever nature should be solely within the responsibility of TVA.

The TVA offer was sent by letter to the Guild and was itself an answer to a guild request that TVA inform the Guild in writing what form of television agreement the live talent unions in TVA are willing to make with the film guild.

The TVA board suggested three alternative methods for settling these unresolved points. TVA said the Guild could (1) send a committee to New York to discuss and negotiate with TVA unresolved points in the partnership discussion; (2) these points could be submitted to mediation by a mutually acceptable party or parties; (3) the whole television controversy could be submitted to mediation.

WKRC-TV EXPANDS

Bolles, Cornell to New Posts



Mr. Cornell



Mr Bolles

TWO executives of WKRC-TV Cincinnati have been promoted under the station's expansion plans announced last week by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensee.

E. Joe Bolles, program director since April last year, has been appointed sales executive. Syd Cornell, special events director and member of the production staff, has become commercial production manager. Mr. Taft said the changes would strengthen WKRC-TV during its 1950 expanded operations. The appointments are effective immediately.

Film Report

TRANSFILM Inc., New York, has produced two one-minute TV spots for **Camel** cigarettes. Spots to be seen this month feature press box interviews with big league ball players. Agency, **William Esty**, New York. . . . **Fran Harris**, television director of **Ruthrauff & Ryan**, Chicago, for past 4½ years, has resigned and established her own TV creative service, **Fran Harris Productions**, at 6533 Hollywood Blvd., Hollywood. Telephone is Hillside 9254. Among accounts being handled on a freelance basis is Ruthrauff & Ryan Inc., Hollywood.

Norman Charles Lindquist, formerly with Malcolm-Howard Agency, Chicago, as television director, has joined staff of **Atlas Film Corp.**, Oak Park, Ill., in same capacity. He will coordinate sales and creative work in TV film commercials and shows. . . . **GMY Productions**, 1512 Crossroads of the World, is new Hollywood firm producing TV programs. Principals are **Gene Gach**, independent press agent; **Joe Yokum**, announcer, and **Alan Mann**, radio and television producer.

* * *

Cinemart, 565 Fifth Ave., New York, has completed series of 20-second TV film spots for **National Board of Fire Underwriters.** Series being offered free to all TV stations willing to air spots from time to time as public service. Film features common causes of home fires and stresses simple precautions required to prevent them. **Ernest Chappell** does narration. . . . **Telefilm Inc.**, Hollywood, filming sequence of television commercials for **Pontiac** (passenger cars) at **ABC Television Center**, Hollywood. This is the first time outside organization has used facilities of network. Agency for Pontiac, **Taggart & Young**, Los Angeles. Telefilm has completed nine-minute video film, "The Sea Devil," based on hunt for giant ray off coastal waters of Central America. Film to be released on rental basis.

* * *

Inter State Bakeries, Kansas City (Butter Nut Bread), through **R. J. Potts-Calkins & Holden**, that city, has signed for production of 12 one-minute film spots by **Five Star Productions**, Hollywood. **William Brewer**, radio and TV director, is supervising production. Fully animated spots to be used over five stations in Midwest. . . . **United Productions of America**, Burbank, Calif., has been signed to do third series of television commercials for **Ford**. Agency: **J. Walter Thompson Co.**, New York.

Estimated 1½ million feet of 16mm film annually will be used by **KECA-TV Hollywood** for kinescoping, according to **Ernest Felix**, assistant treasurer of ABC Hollywood. Film will be used for making master and copy kinescopes of Hollywood-originating productions for release on other ABC-TV stations. Station recently completed construction and tests for two video recording units. . . . **Peter Paul Inc.** (Mounds candy bars) currently running spots on 40 TV stations throughout country. **George Pal Productions Inc.**, Hollywood, produced "Puppetoon" films which have musical comedy format. Candy firm plans similar campaign for Almond Joy candy. Agency **Brisacher, Wheeler & Staff**, Los Angeles.

Harvey Pergament, president of **Cavalcade Pictures Inc.**, 959 Seward St., Hollywood, has announced establishment of New York sales offices and entering of audio-visual education field. Production will take place at West Coast offices. Negotiations are underway with several lecturer photographers to adapt their films with narration of factual information for release. **Frederic and Sylvia Christians** were first to be signed. Audio-visual series to be titled "Far Away People and Far Away Places." Theatre and TV series to be called "A Dream of a Holiday." Firm's first film in cutting and editing stage is "The Earth Speaks."

* * *

Formation of national distributing division, for sale of several KTTV (TV) Los Angeles television programs, has been announced by Norman Chandler, president of station. New operation, to be known as **Television Recording Ltd.**, to be supervised by Frank G. King, KTTV sales manager, assisted by **Ralph Tuchman**, sales service coordinator. Programs being offered for sale at this time includes *Pantomime Quiz*, now being shown in Los Angeles area and on WCBS-TV New York, sponsored by **Metropolitan Chevrolet** dealers; *Buster Keaton Show*, sponsored by **L. A. Studebaker** dealers and sustaining *Mystery Is My Hobby*.

Jerry Fairbanks Productions, Hollywood, currently producing six one-minute film commercials and one five-minute color short for TV for **Oldsmobile.** Agency, **D. P. Brother & Co. Inc.**, Detroit. Firm recently copyrighted name of its new multi-camera technique as **Multicam Process.** New process can film long, medium and closeup shots simultaneously, reportedly cutting production costs by 500%.

SYLVANIA Television is recommending that all its dealers and distributors use maps showing television reception in their areas as a means of selling more sets. Maps illustrate how unusual topography influences set performance and how expert installation can provide the best possible reception.

Auricon

16mm Sound-On-Film

RECORDING EQUIPMENT

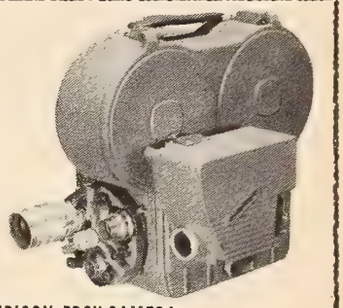
for

TELEVISION FILM PRODUCTION



AURICON "Cine-Voice" CAMERA

100 FT. 16mm Sound-on-Film $695.00



"AURICON-PRO" CAMERA

200 FT. 16mm Sound-on-Film $1191.00



"AURICON 1200" CAMERA for 33 minutes of Continuous Sound and Picture

1200 FT. 16mm Sound-on-Film $2860.00

AURICON Cameras provide ideal working tools for Television Films of all kinds, from Spot News and Sidewalk Interviews to Major Studio Productions. Sold on a 30 day money-back guarantee. Write for free Catalog.

GUARANTEED ONE YEAR • RCA LICENSED

Auricon Hollywood

BERNDT-BACH, Inc.

7365 Beverly Blvd., Los Angeles 36, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

Color's Debut

(Continued from Telecasting 3)

were "a little too bright"; 86.6% rated clearness of detail excellent or very good, 10.5% only good and 95% rated "trueness-to-life of colors" as excellent, very good or good.

Color sets also were installed in the homes of the FCC Commissioners to enable them to view programs telecast this month. Other test operations, of a technical nature, are being conducted in New York and Philadelphia [TELECASTING, Dec. 26, 1949]. Data obtained from the three-city operation, including the public reaction, will be furnished FCC for use in the color hearings.

Other special color features were shown in Washington prior to Thursday's public debut, beginning with a "sneak preview" New Year's night. On Jan. 8, CBS telecast a half-hour drama, *Sorry, Wrong Number.*

COLOR ADAPTOR

CBS to Study FCC Unit

PERMISSION was granted by FCC last week for CBS to duplicate for study, the automatic adaptor, invented by Edwin W. Chapin and Willmar K. Roberts of the Commission's laboratory division, which permits monochrome reception of either the RCA or CBS color systems as well as standard black-and-white TV [TELECASTING, Nov. 28, 1949].

Authority also was given CBS to distribute copies of the circuit diagram for the automatic adaptor which has been patented by the inventors and assigned to the government and FCC. CBS, in making its request, had told the Commission it wished to study and test the adaptor and possibly construct suitable models.

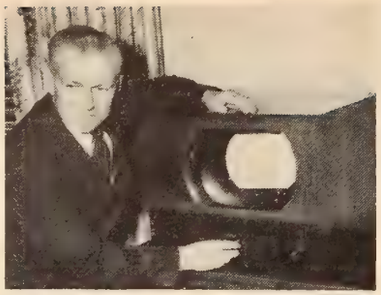
The adaptor was described during the color television hearing in late November as being a one-tube unit constructed at a "minor" cost and capable of automatically following the transmitter from 525 lines and 60 fields to 405 lines and 144 fields.

The authority to CBS was granted on the following conditions:

(a) The authority granted herein is non-exclusive and shall expire six months from the date of this letter. (b) No construction and testing of the above invention shall be carried on for commercial purposes. (c) Payment of royalties to the Government of the United States for the authority granted herein is waived. (d) CBS shall present testimony upon the resumption of the hearing in Docket Nos. 8736 et al. [color TV], as to the results of its construction and testing under this authorization.

New NBC-TV Affiliate

NBC-TV has signed WSYR-TV Syracuse as the network's 27th interconnected member. The station, which will begin operations about Feb. 15, becomes the 57th television station to affiliate with NBC-TV. WSYR-TV has no other network affiliation.



FCC COMR. Rosel H. Hyde with CBS color TV set in his home.

CTI SYSTEM

Begins S. F. Color Tests

COLOR Television Inc., of San Francisco, participant with RCA and CBS in FCC's color TV hearings, staged a demonstration of its color system in San Francisco last week.

Success of the tests was widely acclaimed in local news reports on basis of color reproduction and clarity of picture.

CTI is microwaving its color signal from its 30 Sterling St. laboratories approximately one mile to the KPIX (TV) transmitter atop the Mark Hopkins Hotel. KPIX then retransmits the signal over its assigned Channel 5.

The color transmission tests are being conducted for one hour each Wednesday through Saturday for reception by black-and-white receivers in the area and by CTI's color receivers. FCC staff representatives have planned to visit San Francisco to witness the tests before CTI demonstrates its system before the Commission in Washington on Feb. 20.

TV 'THROTTLED'

Webster Criticizes FCC

TELEVISION is a "multi-billion dollar industry being throttled by a government bureau unable to make up its mind," Glenn E. Webster of Webster Engineering Co., Cedar Rapids, asserted last week in a letter to Sen. Bourke B. Hickenlooper (R-Iowa).

He contended the freeze should be lifted "at once," and said "if and when color television is ready it will be absorbed by the industry as new improvements are incorporated in the motor car field." He claimed color is not ready, and expressed hope that "something can be done to break up these long hearings."

Mr. Webster said he considered the situation "so serious as to need some congressional attention." He felt that "if more of us would write our Senators and Representatives we might force some action out of this stagnant Commission."

He wrote:

Every segment of society would be served from the steel maker to the manufacturer and the public by a quick decision on the part of the Commission.

. . . (The) freeze has been in effect for nearly two years now and the end is not in sight. During this time they have held two stupendous hearings upon the subject and finally have bogged down in their own immensity. Great pressure has been brought upon the Commission to decide what type of color television is to be given the green light. The actual facts are that none of the proposed color systems are now ready for commercial use and the whole television industry is being held up. . . .

These drawn-out hearings have become stalls for time while the Commission casts about for some solution. Regardless of what decision is made there will be wailing, and putting it off will not ease the sting. . . .

The TV freeze has been in effect since Sept. 30, 1948.

TV CONFERENCE

Asks Folsom To Keynote March 6-9 Meet

FRANK M. FOLSOM, president of RCA, has been asked by the Chicago Television Council to keynote the opening session of its second annual National Television Conference March 6. He will explain how and why "TV comes of age." More than 30 TV executives will address an expected 400 registrants during the three-day session. About half have accepted invitations, according to Council President George W. Harvey, who will give the welcome address.

Three men—talking from the viewpoints "I Sell TV," "I Buy TV" and "I Pay for TV"—will headline a two-hour panel that afternoon. Entertainment at the "Gridiron Dinner" Monday evening will satirize TV. Midwest video stars are slated to perform, and the event may be telecast locally on WENR-TV.

Tuesday morning, March 7, discussionists of "New Slants on Creating, Writing and Directing" will include Beulah Zachary, producer of *Kukla, Fran & Ollie;* Ted Mills, program manager, WNBQ (NBC) Chicago; Louis G. Cowan, president of the package firm bearing his name, and Fred Bolton, art director, J. Walter Thompson Co., Chicago.

Sales and Management

Concurrently, four station executives will outline their "1950 Approach in Station Sales and Station Management." The lineup, still incomplete, will represent single and multiple station operations, off-the-cable station and a new, small outlet. NBC AM and TV commentator, Clifton Utley, will moderate a discussion of "Color Now or Color Later" at the Tuesday luncheon. Men from CBS and DuMont have been invited to talk on the topic.

Holman Faust of Schwimmer & Scott Agency, Chicago, will moderate a panel on "TV Pays Off" Tuesday afternoon. He will introduce Larry Sizer, advertising manager, Marshall Field & Co., and Phil Creedon, advertising manager, Edward Hines Lumber Co., both Chicago TV sponsors, who will speak on children's and service shows respectively. Representatives of other sponsors, Kelvinator and O'Cedar Mop, will explain their use of participations and spots.

Oscar Katz, CBS research chief, has been invited to lead discussion of "What Research Can Contribute to Television in 1950" on the closing day, March 8. Prof. Charles L. Allen, research director, Medill School of Journalism, Northwestern U., is expected to give results of an independent survey on Chicago TV successes which he is conducting for the council. TV research firms—C. E. Hooper, A. C. Nielsen, Pulse and Jay & Graham—will probably be represented also.

Theatre TV

A threatre TV panel will be followed by a Phonevision seminar. H. C. Bonfig, advertising manager of Zenith, which developed the pay-as-you-see TV system, has agreed to speak.

"TV Versus AM" will be debated at luncheon by a TV and an AM expert, after which they will answer questions from the floor. The closing session, "Stations, Agencies Solve Program Problems," will feature Monte Fassnacht, ABC-TV; Fred Freeland, TV director, Ruthrauff & Ryan; Don Cook, WGN-TV, and Norman Lindquist, TV director, Atlas Film Corp., all Chicago. Joseph Betzer of Sarra Inc. will describe fundamentals of TV film commercials.

MIXED VHF-UHF

FCC Denies CML Request

FCC DENIED last week a request that it withdraw the mixed VHF-UHF television plan that it proposed last July [TELECASTING, July 18, 1949].

The request had been advanced by Communications Measurements Labs., New York, which opposed adoption of a "hybrid VHF-UHF" television system [TELECASTING, Dec. 26, 1949].

Other requests submitted by CML were accepted by the Commission for consideration by participants in forthcoming UHF television hearings. These included proposals that FCC:

1. Establish a municipal or small-town station classification with a maximum power of 1 kw effective radiated power and a maximum height of 150 feet;

2. Reduce the minimum antenna height of the community type station to 250 feet;

3. Abolish channel assignments to metropolitan, community or municipal stations exclusively;

4. Establish new interference ratios;

5. Amend the television engineering standards to provide that the directivity of receiving antennas be integrated into the "inter area interference calculations."

Cross-Plugging Policy

WITH the exception of sign-off time on television where such periods come before the regular radio sign-off, KSTP and KSTP-TV Minneapolis, effective Jan. 1, eliminated all cross-plugging of air features, a general practice in organizations with both AM and TV outlets. Explaining the order, Miller C. Robertson, vice president in charge of sales, said: "Elimination of cross-plugs is being done because in the Minneapolis-St. Paul market television has come of age. It is no longer fair to advertisers on either facility to do any cross-plugging which might direct their attention to the other." Only at the TV sign-off time stated does KSTP-TV refer viewers to the KSTP-AM frequency and plug the program currently on the air.

Theatre Service

(Continued from Telecasting 3)

Assn. of America Inc.; Twentieth Century-Fox Film Corp.; Fabian Enterprises Inc.; Motion Picture Theatre Owners of West Virginia; Walter Reade Theatres Inc.; Sidney Lust Theatres; Theatre Owners of Oklahoma Inc.; Paramount Television Productions Inc.; Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois; Kansas-Missouri Theatre Assn.; Tri-States Theatre Corp.; Greater Huntington Theatre Corp., Oak Ridge Theatres and Capitol and Ferguson Theatres; Everett Enterprises Inc.; Martin Theatres of Florida Inc.; Martin Theatres of Alabama Inc., and Martin Theatres of Georgia Inc.; Independent Theatre Owners of Arkansas; United Detroit Theatres Corp.; Essaness Theatres Corp., Lockwood & Gordon Enterprises Inc.; Balaban & Katz Corp.; Motion Picture Theatre Owners of Metropolitan D. C.; New Mexico Theatre Assn. and New England Theatres Inc.

The hearing will be held upon the following issues:

(a) To determine whether the existing and proposed transmission requirements for theatre television can be satisfied by existing and proposed common carrier wire facilities or by existing and proposed common carrier fixed station facilities operated in bands of frequencies now allocated to such stations.

(b) To determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theatre television service.

(c) To obtain full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres or elsewhere.

(d) To obtain full information concerning existing or proposed methods or systems for transmitting or relaying television programs from the point of pickup to the exhibiting theatre, by use of radio frequencies, coaxial cable, wire, or other means, including intra-city and inter-city transmission.

(e) To obtain full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available.

(f) To obtain full information concerning any non-technical data obtained in experimental operations conducted in the theatre television field, or otherwise available, including public need or demand for the proposed service, public need or desires in theatre television programs, approximate uses for the service, and commercial feasibility of the service.

(g) To obtain full information concerning plans or proposals looking toward the establishment of theatre television on a commercial or non-commercial basis.

(h) To determine whether persons engaged in furnishing theatre television services would be engaged as common carriers for hire in interstate communications by wire or radio, within the meaning of Section 3(h) of the Communications Act of 1934, as amended.

(i) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the conditions under which such service would be made available.

(j) In the light of the evidence adduced under the foregoing issues, to determine whether or not the public interest would be served by the issuance of a proposal for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and engineering standards governing such a service.

TEST PATTERNS
Would Ease FCC Policy

NUMBER of telecasters last week told FCC the proposed "liberalization" of its prohibition of separate aural and visual operations was commendable, but many desired some additional modification [BROADCASTING, Dec. 12, 1949]. Most want some test pattern-with-music operation for sales demonstration, installation and pre-program warmup purposes.

The Commission proposes to continue the policy announced earlier to allow test patterns to be accompanied only by a single tone or series of varied tones. Separate operation of the aural transmitter would be allowed only for test or experimental purposes, or for emergency fills upon failure of visual equipment.

NAB suggested stations be allowed to use test pattern-music format for 15 minutes for receiver warmup before the regular program schedule. Similar view was expressed by KTTV (TV) Los Angeles, KSL-TV Salt Lake City, WBTV (TV) Charlotte, N. C., and WKRC-TV Cincinnati. KTTV noted if this were not allowed, stations would have difficulty getting sponsorship for the first program.

Authority Asked

WBTV and WKRC-TV further asked for test pattern-music format authority at other times during the day to aid sales demonstrations and installation of receivers and antennas. This position also was taken by ABC, NBC, KPIX (TV) San Francisco and Fort Industry Co., operator of WSPD-TV Toledo, WAGA-TV Atlanta and WJBK-TV Detroit.

RCA Service Co. stressed need for music as an aid in adjusting sets upon installation and servicing as well as in teaching set owners how to operate them. Firm, which has 3,000 technicians in field, reported many service call-backs now necessary under restriction.

Television Broadcasters Assn. asked FCC to hold informal conference with TV operators to consider practical problems involved.

KTLA (TV) Hollywood suggested music with still picture be allowed to introduce and set the mood for a forthcoming program. Paramount's outlet also asked that news and music be allowed to retain audience during periods of visual trouble.



DISCUSSION group at recent Telefilm Inc., Hollywood, spot commercial clinic in San Francisco includes (l to r) Helen Innis, Biow Co.; Milton Wise, Long Adv. Service; Charles Trieschmann, Foote, Cone & Belding; George Voigt, BROADCASTING'S San Francisco correspondent; David H. Sandeberg, Pacific Coast mgr., Avery-Knodel; Don McNamara (back to camera), Telefilm.

SCRIPT of the new Phillips Soup sponsored, Ziv produced, *Easy Aces*, TV program on 15 DuMont stations (Wednesday at 7:45 p.m.), is given a final check by (l to r): Seated—Goodman Ace, star of show; Theodore Phillips, Phillips Soups; standing—John Sinn, pres., Ziv Television Programs; Paul Phillips, Aitken-Kynett Adv. Agency, Philadelphia.



VICTOR MOORE, star of Guild Wine's one-minute spots, looks into his crystal ball in a scene from one of the dramatized presentations released over stations in San Francisco, New York and Los Angeles. With him are Ted Krough (l) and Bill Honig of Honig-Cooper Co.

PLAQUE from Niles Trammell, NBC board chairman, goes to George Wasserman (l), George's Radio & TV Co. head, as first advertiser on first licensed Washington, D. C., TV station —WNBW. With him (l to r): Philip G. Keller, George's mgr.; WNBW Coml. Mgr. Mahlon Glascock; Robert J. Enders, Enders Agency.



FLANKED by Proprietor Willie Thall (l) of WLWT (TV) Cincinnati's *General Store*, and his helper, Elmer, George Baker, manager of the Cincinnati division of Hughes-Peters Inc., distributor of Emerson radio and TV sets, okays the franchise making the pair sole dealers of Emerson sets in the imaginary town of Broken Tooth, "somewhere near Cincinnati."



16th in a distinguished series...



1950
The Broadcasting Yearbook and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns —who handles the account?

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these **exclusive** features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook



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Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

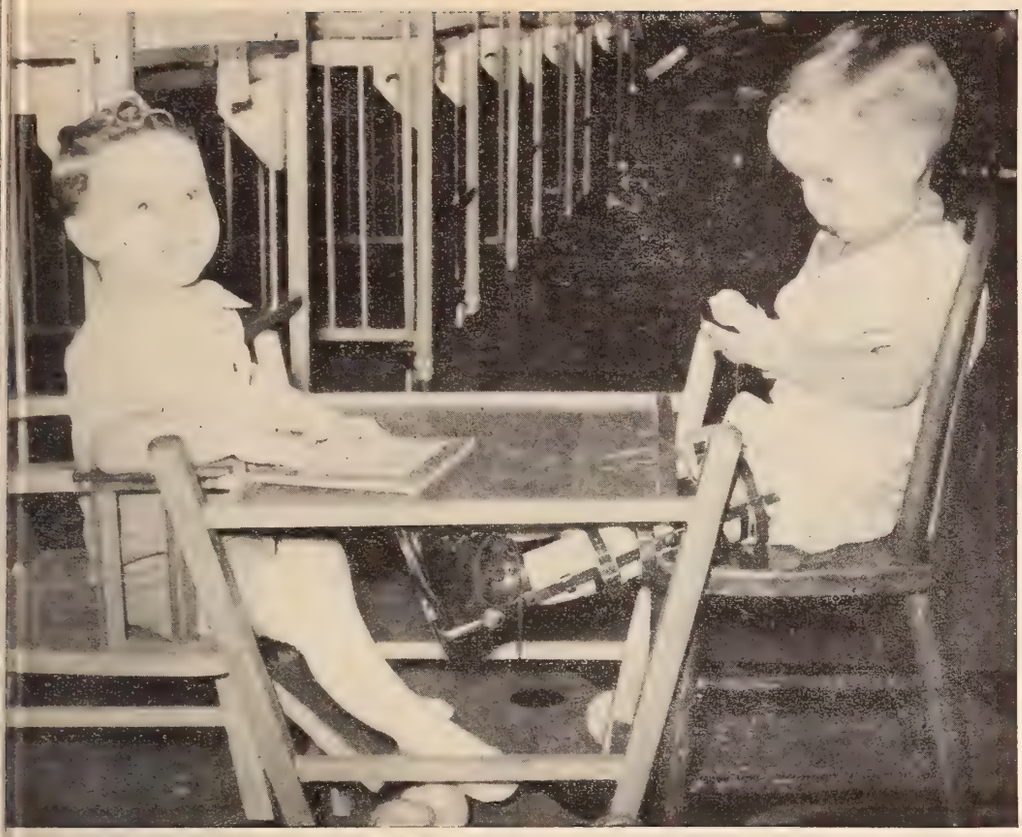
☐ I enclose $7.00 ☐ Please bill me

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Company _____

Street _____

City _____ Zone _____ State _____



We Need Your Help More Than Ever Before

NATIONAL RADIO-TELEVISION DIVISION COMMITTEE

1950 · MARCH OF DIMES · 1950

Chairman: JUSTIN MILLER, President, National Association of Broadcasters

Co-Chairmen: JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS
WILLIAM H. FINESHRIBER, Vice-President, MBS; CHARLES C. BARRY, Vice-President, ABC

PRESENTS

The Following All-Star Programs *In The Fight Against Infantile Paralysis*

RADIO SHOWS · *Electrical Transcriptions*

FRANKIE LAINE with Ernie Hecksher and his Orchestra; **CARMEN CAVALLERO** and his Piano and Orchestra; **HOWARD BARLOW** and his 50-piece Symphony Orchestra; **EDDY ARNOLD,** the Tennessee Plowboy; **ELLIOT LAWRENCE** and his Orchestra; **DORIS DAY-LES BROWN** and Orchestra; **FREDDY MARTIN** and the Martin Men; **HELEN HAYES; BASIL O'CONNOR; DISCS FOR DIMES and SPOTS.**

TELEVISION PROGRAMS · *16mm. Sound Film*

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; **RUBE SAMUELSON,** Sports Writer; **NANCY CHAFFEE,** Tennis Star, in a Sports Quiz Program with Pantomime; **HOAGY CARMICHAEL** and his Piano; **SANDY DREAMS,** headlining an All-Kid Quiz Show; **GISELLE & SZONY,** Famous Dance Team; **LARRY STEVENS,** former singer on Jack Benny Program; **JACK SMITH; MIKE STOKEY'S PANTOMIME QUIZ** with **SANDRA SPENCE, VINCENT PRICE** and **CHILI WILLIAMS.**

Please Use As Often As Good Programming Permits—January 16-31—Thanks

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder
HOWARD J. LONDON, Director—Radio, Television and Motion Pictures **BEekman 3-0500**

Mr. Jim Brown
Batten, Barton, Durstine, & Osborne
New York City
Dear Jim:

Congratulashuns on yer new job! I reckon th' boys at WCHS'll be hearin' from ya from time ter time, an' this seems like a good opper-tunity ter remind ya thet WCHS is West Virginny's number one station. Heerd good proof o' thet t'other nite. All th' sportsmen o' th' intare state was gethered t'gether fer th' big awards dinner. Lots o' big names wuz there includin' His Excellency th' Guv'ner. Well sir, when th' Guv'ner got up ter say a few words he took as his text th' slogan uv our sports-caster Ernie Saunders, "Win or Lose, Be a Good Sport!" He sed he lis-sened ter th' man what says thet, an' thet he liked hit! Then when th' toastmaster got up he carried th' idee right along and th' WCHS Sport Page uv th' Air became th' real theem o' th' meetin'! Jest goes ter show, Jim, thet when folks round Charleston thinks o' radio, they think o' WCHS! Fellers like you orta keep thet in mind.



Yrs.
Algy.

WCHS
Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

Recent Department of Commerce statistics show MISSISSIPPI'S retail sales up 463% in the past decade. Other indicators show further proof of MISSISSIPPI'S growth and expansion. When you buy WJDX —WJDX-FM, you buy 20 years of successful radio salesmanship in this big 1950 market ... at rates unchanged since 1939.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Programs

BASED on success of Thanksgiving-to-Christmas series of nightly readings from Bible, WCAU Philadelphia and Philadelphia Council of Churches will inaugurate new series during Lent. Programs will begin Ash Wednesday and continue through Easter Sunday, from 11:25-11:30 p.m. Object of series is to encourage laymen to read Bible by hearing readings by prominent laymen in every walk of life. Bookmarks listing suggested Bible passages for every day of 1950, published by American Bible Society, are available by writing to WCAU.

On-the-Spot Donation

ESTABLISHMENT of Omaha Regional Blood Center in Council Chambers of Omaha City Hall was occasion for special program aired by News Commentator Ray Clark of WOW there. During five-minute show, Mr. Clark interviewed May Schluter, chief Red Cross nurse, concerning continuous need for donors and other information about giving of blood and operation of blood bank. While discussion was going on, Mr. Clark donated pint of his blood, giving listeners encouraging example of simplicity of process.

'Politics 1950'

JOINT political forum conducted over KEX Portland, Ore., features Republicans and Democrats discussing viewpoints on current state issues in eight-week series. Show is titled *Politics 1950*, and each broadcast includes seven-minute, interrupted presentation by two representatives of each party, outlining viewpoint on appointed topic. Subject is then thrown open for discussion, questions and comments by four speakers. Bob Thomas, news editor for KEX, is moderator. Subject for following week is announced at end of each show and questions from listeners, directed to either party, are solicited.

WAVE-TV's 'Spring Training'

NEW series, titled *Spring Training*, aired on WAVE-TV Louisville, features major league players demonstrating their "specialties" to video audience. Players who make their homes in Louisville cooperate in demonstrations with Bernie Bracher, TV sports announcer, and Dick Jackson, show's director. Series will wind up with films direct from big league spring training camps.

British Transcriptions

EXCLUSIVE Central New England radio rights to *World Theatre*, series of stage-length transcriptions of dramas featuring stars of Old Vic Theatre, stage company, granted to WTAG-AM-FM Worcester, Mass. Plays run about three hours in length and will be heard Saturday, between 3 and 6 p.m. Majority of plays are Shakespearean. Series is under local supervision of Gladys Tomajan, WTAG special program assistant.

Hat Designing

NEW fashion show, *Frankly Feminine*, on KGO-TV San Francisco, makes interesting viewing of 15-minutes of almost total commercial. Program features Bobby Lyons, advertising and fashion consultant, who demonstrates how to create hats at home from basic pieces available at The Millinery Bazaar, local hat shop and one of show's sponsors. Completed hats are modeled by girls wearing furs from another of program's sponsors. Feminine guest from foreign country is interviewed about fashions and news of feminine interest in her homeland each week. Show is created and packaged by William Winter.

Custom-Made Stories

YOUNG listeners can order custom-made stories from Paul Boles, writer and narrator of children's series, *My Own Story*, on WKBZ Muskegon, Mich. Children are requested to write to station and suggest ideas for stories they would like to hear. For example, a boy or girl might ask for story about dog, passenger train and snow man. Around such ingredients, Mr. Boles weaves his broadcast.

TV Goes Latin

FLOOR show of Pan American Casino Club in Baltimore has been incorporated into local live program over WAAM (TV) Baltimore, Saturday, 7-7:30 p.m. Show is titled *Pan American Casino* and produced from WAAM's studios. Background for singing and dancing talent is provided by Producer Dennis Kane and Art Director Barry Mansfield. Show is participating.

Long-Distance Cooperation

MERE 1,000 miles was no obstacle to WHIT New Bern, N. C., when it aired game by its local midget football squad in Miami recently. Broadcast originated in Orange Bowl and was piped over special lines to New Bern. WKAT Miami furnished sportscaster, announcer and remote engineer to WHIT for broadcast. Team's trip and game airing were sponsored by New Bern Recreation Dept.

Good-will Stressed

BI-LINGUAL good-will program, *Inter-American Voice of the Air*, began originating in Washington fortnight ago. Conducted by Mr. Francisco C. Banda, show emanates from WQQW-AM-FM and is heard Monday, Wednesday, Friday and Sunday. Latin-American music, news, commentaries, and interviews with distinguished personalities in international field are featured. Dr. Banda is well-known figure in Washington diplomatic world and is recognized authority on Inter-American affairs.

The Prisoners Speak

INMATES of penal or reformatory institutions in Massachusetts currently heard on series of weekly half-hour broadcasts over WMEX Boston. Called *The Prisoners Speak*, each program has panel of four inmates and is presented by United Prison Assn. of Massachusetts. Association also presents expert in penology or inmate activity. Series has been planned by UPA in cooperation with Massachusetts Dept. of Correction and inmates of Norfolk State Prison Colony and Men's Reformatory at Concord. *The Prisoners Speak* is produced by George W. Slade, former educational director for New England Westinghouse stations WBZ Boston, WBZA Springfield.

FIRE AWARDS

Radio To Share in Gold Medal

RADIO again this year will share in the annual Gold Medal Awards of the National Board of Fire Underwriters in recognition of outstanding public service in fire prevention. A gold medal or $500 in cash will be awarded to the station which has contributed the most to improving the fire safety of its community. Other stations will receive honorable mention citations for campaigns of unusual merit.

Last year's top radio award went to WOWO Fort Wayne, Ind.

Deadline for nominations for the Gold Medal Awards is Feb. 28. The nominations may be made by fire chiefs, city officials, officers or local business or civic organizations, fire safety councils, or other individuals or groups.

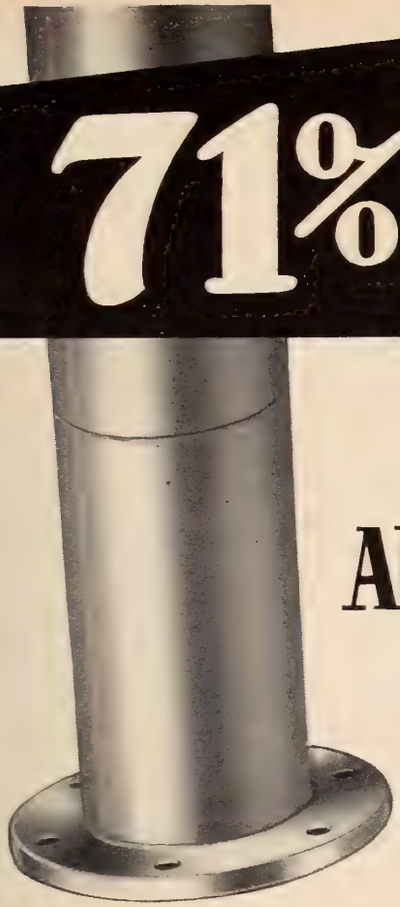
Nominations, accompanied by exhibits or brochures indicating the success of the respective campaign should be sent to the NBFU, 85 John St., New York 7, N. Y.

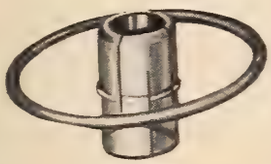
The Gold Medal Awards were established in 1941 to give recognition to stations and daily newspapers for outstanding public service.

TRANSCRIPTION by Betsy King, nine-year-old disc jockey for WCOP Boston, on behalf of Children's Hospital Fund drive, distributed to 40 stations in Massachusetts.



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ACTIONS OF THE FCC

JANUARY 6 to JANUARY 14

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 6 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hyde

Zenith Radio Corp., Chicago—Commission continued indefinitely hearing scheduled on Jan. 16, re petition for authority to conduct "Phonevision" tests on limited commercial basis, pending action on petition for reconsideration and grant without hearing of W9XZV.

By Examiner Fanney N. Litvin

WCTT Corbin, Ky.—Granted leave to amend application so as to change maximum expected operating values shown in eng. data attached to application toward CHLO St. Thomas, Ont. to 270 mv/m in horizontal plane and to 256 mv/m at pertinent vertical angle, and toward WMPS Memphis, Tenn. to 70 mv/m in the horizontal plane and to 92 mv/m at pertinent critical angle; and so as to show increased expenditures for studio equipment, cost of land, cost of buildings, and total cost of installation.

WCTT Corbin, Ky.—Granted dismissal as moot of petition filed Sept. 26, 1949, to sever application from consolidated proceedings and for removal from hearing docket.

By Examiner Hugh B. Hutchison

WCMB Lemoyne, Pa.—Granted leave to amend application for purpose of submitting revised information in Sec. III thereof concerning applicant's financial qualifications; revised information in Sec. IV to show program analyses for the 1949 composite week, proposed operation on basis of 163 hours each week, proposed staff, and supplemental information concerning network affiliation plans; and revised information in Sec. V to show direc. daytime operation.

January 6 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

KVOL Lafayette, La.—CP to change from 1340 kc 250 w unl. to 1480 kc 5 kw-D 1 kw-N AMENDED to request 1330 kc 1 kw unl. DA-N.

AM—1410 kc

WGRD Grand Rapids, Mich.—CP to change from 1410 kc 1 kw-D to 1410 kc 1 kw unl. DA-N AMENDED to request 1410 kc 5 kw unl. DA-DN.

AM—1330 kc

WWHG Hornell, N. Y.—CP to change from 1590 kc 1 kw-D to 1420 kc 1 kw-D 500 w-N AMENDED to request 1330 kc 1 kw-D 500 w-N DA-N.

AM—1230 kc

Coast Bcstrs. Inc., Astoria, Ore.—CP new station on 1230 kc 250 w unl. AMENDED to request change to Deal O. Wilkins and Howard Marks d/b as Coast Bcstrs.

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension of SSA to operate on 770 kc 50 kw-D 25 kw-N for period beginning March 1, 1950.

Modification of CP

Mod. CP new FM stations for extension of completion dates: WFOR-FM Hattiesburg, Miss.; WELD Columbus, Ohio; WIZZ Wilkes-Barre, Pa.

License Renewal

WMBD Peoria, Ill.—Request for renewal of license FM station.

CP to Replace CP

WHHM-FM Memphis, Tenn.—CP to replace expired CP new FM station.

Modification of CP

KMTV Omaha, Neb.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—830 kc

WNYC New York—Request for extension of SSA to operate between hours of 6 a.m. EST at New York and sunset Minneapolis, Minn., and 10 p.m. EST using DA designed therefor, for period of six mos. beginning March 2, 1950.

January 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCBM Baltimore—Mod. CP change frequency etc. for extension of completion date.

WHLD Niagara Falls, N. Y.—Same.

KATL Houston, Tex.—Mod. CP increase power etc. for extension of completion date.

KOTV(TV) Tulsa, Okla.—Mod. CP new TV station for extension of completion date to 7-26-50.

KEYL(TV) San Antonio—Same to 4-7-50.

WSM-TV Nashville—Mod. CP specify site AMENDED to change trans. site and change ERP from vis. 14.4 kw, aur. 7.2 kw to vis. 23.7 kw, aur. 11.85 kw.

License Renewal

WNHC New Haven, Conn.—License renewal AM station.

TENDERED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. license change N power from 1 kw to 5 kw (1170 kc).

APPLICATIONS RETURNED

KSUB Cedar City, Utah—RETURNED Jan. 4 application for license renewal.

The Kettle-Moraine Bcstg. Co., Hartford, Wis.—RETURNED Jan. 4 application for CP new AM station 1550 kc 500 w D.

January 10 Decisions . . .

BY THE SECRETARY

WWCA Gary, Ind.—Granted license for new station 1270 kc 1 kw DA-2 unl.

KSTN Stockton, Calif.—Granted license for new station 1420 kc 1 kw DA unl.

KXGN Glendive, Mont.—Granted license for new station 1400 kc 250 w unl., and to specify studio location.

Central Bcstg. Co., Davenport, Iowa—Granted license for new exp. TV relay KAA-99.

KAMQ Amarillo, Tex.—Granted license change power, hours etc.

KTSA-FM San Antonio, Tex.—Granted assignment of CP from Express Pub. Co. to Sunshine Bcstg. Co., wholly owned subsidiary of present permitee.

The WGAR Bcstg. Co., Area, Cleveland, Ohio—Granted CP to make changes in existing remote pickup KA-3407, to change power to 15 w and type trans.

WJR, The Goodwill Station, Detroit, Mich.—Granted CP to make changes in existing remote pickup KQA-755, to change frequencies to 153.05, 153.11 & 152.91 mc, power to 50 w, and type trans. to composite. Also granted mod. license of remote pickup KA-4608 to change freqs. to 26.15, 26.25 and 26.3 mc.

WCMI Ashland, Ky—Granted CP install new trans.

WRAD Nr. Radford, Va.—Grante mod. CP for approval ant., trans. an studio locations.

Following were granted mod. CP for extension of completion dates shown: WEBS Oak Park, Ill., to 7-14-5 WIZZ Wilkes-Barre, Pa., to 5-29-5 WFOR-FM Hattiesburg, Miss., to 4-4-5 WRGA-FM Rome, Ga., to 4-15-5 KEYL San Antonio, to 4-7-50; KMT Omaha, to 8-1-50; KAST Astoria, Ore to 2-10-50; WMVA Martinsville, Va., t 1-27-50; KNOB Long Beach, Calif., t 4-22-50; WBBB-FM Burlington, N. C to 6-30-50; WLAV-FM Grand Rapid to 7-12-50; WCOR Lauderdale, Fla., t 4-11-50; WAPO-FM Chattanooga, t 7-21-50; WTRT Toledo, to 4-1-50; KIS San Antonio, to 8-1-50; WEPM Martins burg, W. Va., to 6-21-50; KOH Ren Nev., to 5-30-50; KTOE Mankato, Minn to 6 mo. after final action on BMP-477

KYBS Dallas, Tex.—Granted licens for new FM station 107.9 mc, 86 kw 770 ft.

WJR, The Goodwill Station, Inc Area of Detroit, Mich.—Granted mo licenses of remote pickups KA-4606 to change freq. to 26.15, 26.25 and 26.3 mc.

Radio Santa Cruz, Area of San Cruz, Calif.—Granted CP for new re mote pickup KA-5364.

Carl E. Haymond, Area, Yakim Wash.—Same for KA-5365.

Following were granted CPs for ne remote pickups: WWA-200, America Colonial Bcstg. Corp., San Juan; KA 2254, Jose Ramon Quinones, San Jua KA-3520 Portsmouth Radio Corp., Port mouth, Va.; KA-5341, KA-5340, KMA 868, KA-5339, KA-5338, National Bcst Co., Hollywood, Calif.; KA-5355, Tw State Bcstrs. Inc., St. Johnsbury, Vt KA-5354, Meroco Bcstg. Co., Greele Col.; KA-5353, Roderick Bcstg. Corp El Paso, Tex.; KA-5352, Defiance Brya Paulding Bcstg. Co., Defiance, Ohi KA-5351, Jose E. Del Valle, Santurc P. R.; KA-5350, Ishpeming Bcstg. Co Ishpeming, Mich.; KAA-930, Nonpari Bcstg. Co., Council Bluffs, Iowa; KA 5318, Madrazo & Diaz, Fajardo, P. R KA-5317, The Northern Colorado Bcst Co., Ft. Collins, Col.; KA-5316, Chest County Bcstg. Co., Coatesville, P Following were granted CPs and l censes for new remote pickups: KA 4776, Textile Bcstg. Co., Greenvill S. C.; KA-3301, The Greenville New Piedmont Co., Greenville, S. C.; KA 2775, The WGAR Bcstg. Co., Clevelan KA-2970, Stuart Bcstg. Co., Knoxvill WWA-201, American Colonial Bcst Corp., Arecibo, P. R.; KA-3519, Port mouth Radio Corp., Portsmouth, Va KA-3842, KKC-318, KA-3841, KA-53 KKC-317, WDSU Bcstg. Services, Ne Orleans.

WGWR-FM Asheboro, N. C.—Grant license for new FM station 92.3 mc, kw, 650 ft.

WDHN New Brunswick, N. J.—Gran ed license for new FM station 93.5 m 1 kw, 80 ft.

KSO-FM Des Moines, Iowa—San 97.3 mc, 15.5 kw, 500 ft.

WBML-FM Macon, Ga.—Same 10 mc, 15 kw, 290 ft.

KVOB-FM Alexandria, La.—San 99.7 mc, 4.7 kw, 215 ft.

WRFS-FM Alexander City, Ala. Same 106.1 mc, 3 kw, 243 ft.

WFDR New York—Same 104.3 m 17 kw, 540 ft.

KIMV Grant Township, Kan.—San 94.5 mc, 40 kw, 530 ft.

WMRI Marion, Ind.—Same 106.9 m 34 kw, 300 ft.

(Continued on page 71)

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Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesmen

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Wanted, aggressive salesman for independent station in Florida. Must have car. Permanent men only. Box 716D, BROADCASTING.

Salesman wanted. Must have car. If you are wide awake and can produce you will find this market very lucrative. East coast. Box 770D, BROADCASTING.

5000 watt Mutual midwest 500,000 area market station has opening for aggressive, experienced salesman. Adequate draw against commission. Box 779D, BROADCASTING.

Experienced young time salesman with references. Will offer salary, salary and commission deal for right man. Chance for advancement. 1000 watt station; also, 250 watt station. Replies confidential. Box 780D, BROADCASTING.

Salesman experienced in small town radio for successful California network station. Opportunity to become sales manager after proof of ability. No floaters or high pressure artists. References required. Box 782D, BROADCASTING.

Experienced radio salesman as commercial manager. Progressive small station on east coast. Future opportunity for right man. Write full details in confidence to Box 797D, BROADCASTING.

Established New England network station seeks steady, sober, industrious man. No high pressurer; no dreamer. Apply Box 806D, BROADCASTING.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Help Wanted (Cont'd)

Announcers

Woman broadcaster who can also sell and write copy. No hurry, must be efficient. Central southern county seat, 12,000, network affiliate. Box 685D, BROADCASTING.

Experienced announcer-engineer. Accent on announcing. Must be good on news and have car. Permanent men only. Location Florida. Box 717D, BROADCASTING.

Experienced morning man with plenty "zip." Also capable doing play-by-play sports. Mention salary in first letter. Box 741D, BROADCASTING.

Announcer, at least 2 years experience, interview-ability, console operation. References, photo. Midwest or easterner preferred. Midwest station. Box 766D, BROADCASTING.

Announcer, excellent opportunity open for experienced young announcer who wants to step up to 1000 watt network affiliate operation. Graduated wage scale, talent—at leading station in market. Send audition disc, photo and letter of qualifications to WFDF, Flint, Michigan.

Wanted, combination announcer-engineer. Radio Station WKEU, Griffin, Georgia.

Technical

Experienced combination operator, willing worker. Virginia station. Emphasis announcing. $240 month start. Include phone number with reply. Box 727D, BROADCASTING.

Wanted, chief engineer for small station in south. Write Box 759D, BROADCASTING.

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted, combination engineer-announcer, emphasis on announcing. Experience preferred but will consider beginner good qualifications. Send picture, disc and qualifications. KAVR, Havre, Montana.

Instructor in radio communications. Must have 3 years station experience. Good starting salary. Give full information. Address National Radio School, 60 S. 4th St., Minneapolis, Minnesota.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Newsman to write, deliver long-established local news broadcasts over large eastern Penna. station. Six day week. Attractive salary, no talent. Besides good voice needs ability to prepare radio copy either from notes or from newspaper stories. Send data sheet (no letters of reference, names only), photo, disc, radio adaptations of two current newspaper stories with original clippings. Box 689D, BROADCASTING.

Program director-announcer independent Florida station. Must be good copywriter and have a car. Location Florida. Permanent job to good man. Box 718D, BROADCASTING.

Free lance writers to turn out gags and material for disc jockeys. Box 760D, BROADCASTING.

Help Wanted (Cont'd)

Program director-announcer wanted. Must be thoroughly experienced, have snappy ideas, wide awake. Good market. East coast. No floaters. Box 769D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Successful manager, capable full responsibility, wants greater opportunity. Best references. Box 673D, BROADCASTING.

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Southern stations—Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watts. Would like to invest if possible. Box 704D, BROADCASTING.

Manager-commercial manager. I have been a successful salesman, commercial manager and manager in both small and metropolitan markets for independent and network stations. Married, middle aged and reliable. Interested only in well established station. Best references. Box 710D, BROADCASTING.

Offer young man-wife combination station manager and commercial manager. Thorough knowledge and efficient operation with double-barreled sales impact! 4 years operation of present highly competitive small market station. Man-manager, Chief eng., salesman. Wife-commercial manager with terrific "sales appeal"! Want permanency in small southern market. Write or wire Box 753D, BROADCASTING.

Young family man now managing 250 watt station desires immediate change. Have made 10% profit on big investment in first 6 months. Well experienced, sober, hard worker. Salary secondary. Will consider buying or building station. Prefer south. Best references. Write or wire Box 758D, BROADCASTING.

Station manager or commercial manager seeks permanent connection with Texas station. 9 years experience all phases (8 years one station.) Handled play-by-play football, basketball, boxing. Thorough knowledge accounting, programming and sales. Have enviable radio management and civic record. As many references as desired. Now on staff of NBC affiliate in Texas metropolitan city. Age 33, married. May I give you complete details? Box 768D, BROADCASTING.

Manager. Are you interested in 25 years topflight experience in engineering, programming, sales and management for your station? Then contact me. Box 771D, BROADCASTING.

Manager. Want the best available? Make me prove it. Not cheap but good. Further details Box 772D, BROADCASTING.

Manager. Especially familiar with Florida markets. Aggressive. Good background and references. Write Box 776D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. Now managing successful net affiliate. Good record with accent on sales. Family man. Write Box 777D, BROADCASTING.

Commercial manager who is manager in fact, but not in title or compensation, has many successful ideas meaning "banked dollars," given the opportunity. Seventeen years experience, ten in radio without a pink slip, tells the story. Also lady traffic manager, years of experience, the knowhow to keep traffic unsnarled. We can be employed as a team or otherwise. If you have difficulties, let us know. Costs nothing to inquire. Get full details. Box 802D, BROADCASTING.

Capable station manager—Good business executive . . . strong on results and smooth, economical operation. Can give you the productive kind of radio that builds listeners and increases billings. Fine background in sales, advertising and radio. Mature, with plenty experience and the common sense management that makes a station profitable . . . net or independent. Available January first. Write or wire, P. O. Box 1244, Greenville, South Carolina.

Situations Wanted (Cont'd)

Salesmen

Midwest stations please note. Youn experienced salesman wants opportu nity with good station in good marke Box 642D, BROADCASTING.

Thoroughly experienced producer, ha worker, good record, wants better op portunity. Box 674D, BROADCASTIN

Salesman—I am resigning as manag of a 250 watt station and would like sell for a well established station a good market. Married, 43 years o with sales and sales manager exper ence in major markets. Top reference Box 709D, BROADCASTING.

Former announcer desires position salesman with progressive station. Sal experience non-radio, but willing learn. Sober, reliable. References. Bo 731D, BROADCASTING.

Sales manager-salesman, 32, marrie Excellent record, high earnings. Exp rienced mike, copy, programmin Good offer gets good man. Box 744 BROADCASTING.

Mr. Station Manager with sales hea aches, bring a fresh but trained viev point. Young, aggressive, advertisi salesman, single, 4 years overse veteran, personality plus, backgrou of radio station market research ar merchandising, plus successful publ cation and advertising sales exper ence, seeks mutually profitable associ tion with station needing an injectio of trained sales enthusiasm in its sal organization. Or as sales manage Now in middle west but will go an where. Box 783D, BROADCASTING.

Looking for position with compatib firm offering opportunity for experien and advancement. Experienced in tin sales, broadcast equipment sales, fo eign, Latin American and domesti consulting engineering. Box 784 BROADCASTING.

Salesman-announcer top caliber, sobe dependable family man, eastern state Box 799D, BROADCASTING.

TV and AM salesmanager. One ye 5000 w. One year 50,000 w. Thr years advertising and promotion. Co lege graduate. Young. Good sales re ord. References. Box 801D, BROA CASTING.

Top salesman desires to represe transcription company. Have wide e perience. P. O. Box 2904, Hollywood 2 Calif.

Announcers

Young woman, continuity writer, a nouncer. 2 years experience. Origin ideas, continuity samples and auditi disc available. Box 648D, BROADCAS ING.

Announcer-engineer. Recent gradua SRT Chicago. Have first phone licens Thoroughly trained all phases. Desir position as combination man with sm station to gain program experienc Good voice, single, 27, reliable, sobe ambitious. Work for reasonable sa ary. Go anywhere. Audition disc ava able. Box 662D, BROADCASTING.

Announcer, disc jockey, 29, rece graduate SRT Chicago. Thorough trained all phases. Desires positi small station to gain experience. Ma ried. Sober and reliable. Auditi disc available. Box 664D, BROA CASTING.

Yes, I'm experienced. Mainly a co mercial man who can handle news a staff work. AM or TV desired. B 677D, BROADCASTING.

Announcer. 2 years experience, sing 28. Commercial, news, record man wi console experience. Desire progressi station. Available immediately. B 700D, BROADCASTING.

Tough news competition? Let networ caliber newscaster with "on-the-scen voice, delivery, make yours top ne station. No prima donna. Now ma aging small independent, but interest news editor progressive station, pr ferably southwest. Box 701D, BROA CASTING.

Experienced staff and feature a nouncer. Complete details upon r quest. Box 702D, BROADCASTING

Announcer, experienced, good morni or night man. Operate board, progra music. 2 years college, married, G Bill if necessary. Box 714D, BROA CASTING.

Situations Wanted (Cont'd)

ewscaster-announcer-writer for AM TV network and small station backound, mailpulling delivery, want job at requires hard, aggressive work and turns decent salary, looking for large arket that can utilize my capabilities, years in radio, college grad, Army litor, positive personality and appearnce, looking for permanent spot. Box 7D, BROADCASTING.

xperienced young announcer, versaile, board, ad-lib, excellent writer. terview remotes: Kenton, Barron, onroe. Currently 5000 w morning, forerly metropolitan night diskery. Pre- east, consider all. Box 711D, ROADCASTING.

competent, irrelevant, incomprehenible. Announcer-copywriter, 2 years experience. Voice like corpus delecti. usterless personality. Drab ideas, Unghtly references. Single, 25, unenged. Box 715D, BROADCASTING.

ependable experienced hillbilly DJ. 3 ears at present station, now ready for etter deal. Box 720D, BROADCASTNG.

nnouncer, 22, single, veteran, 2 years f college. Graduate of radio school. ome experience. Excellent sports ackground. Will travel. Box 724D, ROADCASTING.

nnouncer, vet, graduate oldest broadasting school in country. Produced, ang, emceed amateur shows in Chiago nite clubs. Two years college. ormer staff, 5000 watt NBC affiliate. onsider all offers. Box 726D, BROADASTING.

nnouncer, 23, single, 1½ years experince, know board, copy and accounts, ant and need more experience. Will avel. Box 730D, BROADCASTING.

xperienced announcer with 2 years rofessional musical background. Bosn University, NBC announcing school. amily man, all-round experience, specially morning man. Box 734D, ROADCASTING.

ew England stations! Need top mornng man, announcer, disc jockey, news ditor or program director? Sober, reable young man, presently employed, as wide experience in all phases. Want chance to settle down. Age 30, arried, no children. All offers conidered. Box 738D, BROADCASTING.

xperienced announcer. I shall pass hrough this magazine but once. Any ood therefore that I can do for your tation, let me do it now. I shall not ass this way again! Box 746D, BROADASTING.

ombination announcer-board operaor. Thoroughly trained all phases. Deires position small station to gain exerience. Married, no children, 27. ober, reliable and willing to work ard for reasonable salary. Go anyhere. Disc and photo. Box 747D, ROADCASTING.

nnouncer, graduate of radio school. Will go anywhere in east or midwest. now control board. Young, no glamur boy. Versatile. Prefer a Mutual ffiliate station. Night turn welcomed. alary no object. Box 748D, BROADASTING.

esire announcing job. 13 months exerience all phases. Graduate of leadng radio school. Prefer middlewest. isc, photo available. Box 750D, ROADCASTING.

esire news work. 250 kilowatt experince. B Sc Degree in radio, journalism. ingle, 25, disc, photo available. Box 51D, BROADCASTING.

nnouncer. Good staff man, 2 years xperience, college background music ajor. Speech and dramatics at Coumbia University. Presently employed New York station which anticipates utting staff. Disc jockey, authoritive news reporting, straight commerial announcing. Excellent references. ge 29, married, one child. Disc on reuest. Box 756D, BROADCASTING.

oung man, trained announcer, former iolinist major symphony orchestra esires position newscasting, music epartment. Disc on request. Box 61D, BROADCASTING.

portscaster-announcer-engineer combines network caliber announcing with mong country's finest basketball, footall, baseball play-by-play 1st class icket. Box 763D BROADCASTING.

Situations Wanted (Cont'd)

January journalism grad from Notre Dame wants announcing, news writing start. Married, will travel. Disc on request. Particulars, write Box 765D, BROADCASTING.

Morning man, 8 year success. Witty, friendly, dependable. Ticket, combination. Married, employed. $80. Box 774D, BROADCASTING.

Announcer-engineer, experience, 20 months, married. Have car, available immediately. Midwest and west only. Box 778D, BROADCASTING.

Announcer, vet, experienced, news, disc jockeying, console operating and ad-lib. College, speech major, strong on sports. Disc and photo available. Box 786D, BROADCASTING.

If you need an all-round announcer who can write what you want, call on me at Box 788D, BROADCASTING.

Have the background. Can you furnish opportunity? Am ambitious and sober. Box 789D, BROADCASTING.

What is your problem? If a young ambitious announcer will solve it—try me and see. Box 792D, BROADCASTING.

Announcer, P.D., no genius or hotshot, but competent. Single, 23, experienced. Either position. References. Box 793D, BROADCASTING.

Announcer, single. College graduate. Will travel. Prefer New England states. Box 794D, BROADCASTING.

Announcer, 26, married, excellent radio background. College, Ohio State U. including one year law. Neat, good appearance and personality. Highest references. Versatile work, including commercial writing. Will accept first reasonable offer from progressive station. Position before salary. Box 795D, BROADCASTING.

Announcer experienced all phases. Former sports and music director. Married, 26. Box 796D, BROADCASTING.

Experienced announcer. Two years Mutual affiliate and FM. All-round staff including sports. Also, two years teaching radio classes; actor-director of theatre group. Married, family. Box 803D, BROADCASTING.

Sportscaster—Early morning man looking for advancement. Five years experience in all-round announcing and sports; have called Bowl game and major league games. Excellent references. Married, sober and dependable. Box 804D, BROADCASTING.

Improved audience reaction, synonymous with me. Play-by-play baseball, football, basketball. 5 years top experience. Also general announcing, highest references, married. Box 805D, BROADCASTING.

Recent graduate of radio broadcasting school anxious to get started in radio. Nine years mike experience. Single, free to travel, 29 years of age. Able to work board, affable personality, work well with others. Money secondary to opportunity, photo and disc on request. Reply John Chester, 18 South Center St., Windsor Locks, Conn.

3½ years experience as staff announcer, salesman, copywriter, promotion director, commercial manager and program director of 250 AM station—33,000 FM station. Satisfactory in all respects as station manager will attest. Presently employed as PD. Would like to change to announcing and production work on larger station. 30, single, will travel. Disc and references on request. Address replies H. J. Davis, WTRC, Elkhart, Ind.

Announcer, two years staff experience. Also writer-director sustaining dramatic series. Disc, photo, references etc on request. R. W. Dowling, 2036 20th St., Astoria, L. I., N. Y.

Staff announcer, 24, single, versatile. College B.A. in Speech. 2½ years network and independent experience. Looking for opportunity. Will travel. Jack Edwards, 11402 Superior Ave., Cleveland, Ohio.

Experienced announcer — commercial and production continuity. 23, 7 months experience as DJ, general staff, console operation. Available immediately anywhere. Disc, photo, excellent references available. Robert Rauch, 724 South Grand Avenue, Fort Thomas, Ky.

Announcer, disc jockey. Warm friendly style, go anywhere. $60 minimum. J. Schumann, 304 West 14th St., N. Y. C. Disc on request.

Announcer, 2 years experience, excellent references, married, 28. Tom Zeigler, 2720 N. McVickers Ave., Chicago, 39.

Situations Wanted (Cont'd)

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer in northeastern state. Available on two weeks notice. Box 652D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Control operator, 3 years clear channel experience. E. E. Degree, married. Prefer midwest area. Box 675D, BROADCASTING.

Engineer, first phone. 1½ years experience, remotes, control room, xmtr. 24 years old, married, have car. Prefer central New York state or southern New England, permanent position. References, including present employer. Box 706D, BROADCASTING.

Engineer, 16 years experience AM, FM. 5 years chief. 3 years ten kw AM. Transmitter, studio, remotes, tape and disc recording. Experienced construction. Married. Will travel. Best references. Box 721D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Engineer, 1st phone, inexperienced, single, age 22, willing to travel. Box 732D, BROADCASTING.

Experienced engineer all phases AM and FM. Ambitious, energetic, looking for permanent position. Box 736D, BROADCASTING.

Engineer, first class ticket, experience, available immediately. Will travel, references. Box 705D, BROADCASTING.

Able, conscientious, experienced chief engineer now employed that capacity seeking station with larger opportunities. A-1 technical background. Capable excellent combination work, if necessary. Age 32, married, radio experience since 1932. Box 773D, BROADCASTING.

Experienced, engineer-announcer, chief engineer, sportscaster or what-have-you. Excellent references. Automobile. Available immediately. Box 775D, BROADCASTING.

Engineer, vet, married, experienced 5 kw. Desires position midwest or west. Box 781D, BROADCASTING.

First phone, one year experience, all phases AM (DA) FM operation and maintenance, remotes, recording. Single, 23, within 250 miles N. Y. C. Box 787D, BROADCASTING.

Engineer, first phone, married, willing to travel, inexperienced but willing. Box 790D, BROADCASTING.

Engineer, first phone, married, 150 mile, N. Y., no experience, hard worker. Box 791D, BROADCASTING.

RCA Institutes grad with first phone and 3 months AM varied engineering experience desires position in A-3 or TV. T. Bonn, PO Box 1905, Williamson, W. Va.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Engineer, 15 years experience transmitter and control room, combination announcer, copywriter, experienced construction chief AM and FM, low and high power. Prefer Gulf Coast. Available short notice. Write Engineer, 305 N. 6th St., Temple, Texas.

Engineer. First class telephone telegraph ham. Communications experience. Young, ambitious, will travel. Prefer New England. Louis Maggi, 110 Lonsdale Street, Dorchester, Mass.

Situations Wanted (Cont'd)

Engineer, radio-television. Graduate Capitol Radio Engineering Institute, first phone. AM-FM experience in Army. 26. Single, will travel. Available immediately. Any offer considered. Keith L. Martin, 25 Orchard St., Keyser, W. Va.

Combination engineer-announcer, 11 months experience in all phases of small market operation. Disc jockey, newscasting, color on football and basketball and all types remotes. Veteran, car, free to travel. Graduate of radio and television school. Available the first of Feb. Phone 799 or write Robert Pegg or Donald Morris, 502 Belleview, LaJunta, Colo.

Available immediately. Engineer 1st phone. 4½ years experience AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Charles Poticka, 851 Westgate, St. Louis, Missouri.

Engineer first phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Engineer desires steady position with radio station. Midwest preferred. Married. Age 22. Available immediately. Best of references. Write, wire or call Sam Seldon, Radio Station KWPM, West Plains, Missouri. Telephone 700.

Transmitter operator. Available immediately. 3 months experience as vacation relief operator in 5 kw station. Willing and dependable. References available. Stanley Thatcher, 647 Elm, Lawrence, Kansas.

Equipment and operating engineer. Design, install, operate all but most complex plants. Age 40, 25 years, progressive experience, 1st class license, excellent references. Family man, sober and reliable, good health. Contacts with consultants and attorneys. Can prosecute your application in Washington. Available anywhere U.S. long or short assignment due retrenchment research firm. Prompt detailed response all inquiries. H. R. Walter, 1-B Research, Greenbelt, Md. Phone 6642.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Experienced dramatic script and commercial continuity writer. Resume and samples upon request. Box 703D, BROADCASTING.

Wanted. Program directorship of small eastern station. 7 years experience, all phases of small station operation. Box 708D, BROADCASTING.

I am extremely interested in direction and production. Six months experience as announcer, continuity writer. 2 years professional training in production and direction. Willing to start at bottom. Available immediately anywhere. Box 712D, BROADCASTING.

Experienced program director. Excellent background. Successful supervisor, producer, organizer. Merchandisable personality. Box 719D, BROADCASTING.

Writer-producer, col. grad., 28. Experienced dramatic, news, commercial. 5 kw or above. Scripts, transcriptions available. Box 722D, BROADCASTING.

Woman's program director, excellent voice, know continuity, traffic. College training plus experience. Age 22, single, free to travel, disc available. Box 723D, BROADCASTING.

Newsman, experienced collecting, writing, broadcasting news. Capable setting up and running news dept. College grad. (Phi Beta Kappa). Box 725D, BROADCASTING.

Woman copywriter, announcer writes copy that sells. B.A. in radio. Experience, initiative. Westerner wants job in far west. Box 733D, BROADCASTING.

(Continued on page 70)

Situations Wanted (Cont'd)

Cont. director, wide experience all forms of news, dramatic and sales writing, programming, etc., for large market station. Prefer small market station, but interested only in permanent location. Box 737D, BROADCASTING.

Woman's program director, 4½ years experience in educational, commercial radio, desires advancement. Prefer east or southeast. Box 743D, BROADCASTING.

Program director and continuity director presently employed, looking for station with ideas and knows radio. Years of experience both radio and agency. We can make your departments pay for themselves. Both married, non-drifters, ready to settle. Let someone experienced do your departmental worrying for you. We're able, ready and willing. Allow time for answering. Box 752D, BROADCASTING.

He's unlovely! He's single! He's not engaged! But he's willing—to assist in your radio department. NYC or vicinity. Well-versed from small station to agency. Direction and production knowhow. Promotion, publicity, sales, script, copy, programming. Dictation, rapid typist. Here is your man Friday—who doesn't care about the day or the pay, but only what you have to say! Box 767D, BROADCASTING.

Young lady, fully experienced in continuity, traffic and program departments desires responsible position. Box 785D, BROADCASTING.

Available at once, experienced copywriter, woman commentator. College graduate, single, 24, excellent references from present employer. Box 798D, BROADCASTING.

Wanted—Station seeking alert news talent—by ambitious, experienced news director with radio-newspaper background. Age 26, single. B.A. Degree. Good references. Box 800D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Program-production director, excellent record, past six years WTAG. Wants position where he can plant roots and become part of community. Preferably New England. Married, family. Henry A. Felix, 22 Kalmar St., Worcester 6, Mass.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. $150,000, principals only. Box 762D, BROADCASTING.

Equipment, etc.

For sale. Two RCA 70-C2 turntables complete with BA2C preamps. Each $360. One RCA (GR) distortion and noise meter WM-71-A brand new $475. Box 728D, BROADCASTING.

WE 106B transmitter, 1 kw, 2 sets tubes. Complete cooling system, spare pump, motor. 1 700 C oscillator 4HP 250 V Generators, 24 V generator, 8 HP motor, two 2000 V generators, also high voltage rectifier. Best offer buys all or part. Box 729D, BROADCASTING.

One practically new Presto dual recording and amplifier console model "F", complete; used very little. Cost $1,490. What am I offered? Guaranteed new condition; cut less than box of blanks. Box 739D, BROADCASTING.

For sale, Raytheon RF1000 1 kw FM transmitter. Used 2½ years on 103.9 mc. Excellent condition. Best offer. Box 742D, BROADCASTING.

For sale, 1 Federal field intensity meter, model 101-C. Excellent condition. Offered at substantial saving. Box 745D, BROADCASTING.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

RCA 250K transmitter, Ideco 400-ft guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230kc; Johnson 1 kw antenna tuner; 3 Standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

For Sale (Cont'd)

For sale. Blaw-Knox tower complete with exception of lights and insulators. (Tower stored in Washington, D. C.) Perfect condition. Also Shunt tuning unit D-99418. Best offer accepted. Write WAVZ, New Haven, Conn.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

170' self-supporting TV-FM Lehigh tower; 250 w RCA FM transmitter; REL frequency-modulation monitor. All or part, make offer. G. J. Morey, WNLC, New London, Conn.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Radio executive interested buying small independent daytime station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted to buy—3 kw, FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation monitor and about 400 feet of 1⅝" transmission line. Box 688D, BROADCASTING.

Wanted—RCA MI-4887 recording head. Advise condition and price. WCOS, Columbia, S. C.

Help Wanted

Salesmen

SALES MANAGER

Independent 1 kw station in inland middle-Atlantic state is looking for a sales manager with the courage and ability to tackle a tough problem for a healthy reward. Maturity, not age, important. Experience essential. Write, giving background, education, age, family data, etc. Enclose photograph if available. State salary requirement.

BOX, 735D, BROADCASTING

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

Situations Wanted

Managerial

Attention West Coast Station Managers

Hard hitting aggressive sales manager available. Outstanding record in national and local AM and TV sales.

Good administrator, but no rocking chair executive.

Best references from leading time buyers.

BOX 807D, BROADCASTING

Situations Wanted (Cont'd)

Now available with background 19 years in radio including all phases. 9 years general manager of a leading southwest market network affiliate. Know small station or large station operation. Excellent industry contacts and reputation. Age 42, married, three sons. Will discuss any sound proposition in broadcasting, TV, network or agency fields. Address Robert D. Enoch, 2125 N. W. 17th St., Oklahoma City, Okla.

For Sale

Stations

FOR SALE

Radio Station and equipment
WMMJ—Peoria, Illinois—
1020 KC—1000 Watts

Gates equipment, excellent coverage, rich industrial and farm market subject to Court and FCC approval. Write, wire or phone 4-4164 Julian B. Venezky, Receiver in Bankruptcy, Mid-State Broadcasting Co., First National Bank Building, Peoria, Illinois.

Equipment, etc.

What do you offer for:

Brand new Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, insulators, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE BY-2-B 4 bay FM antenna. Cost $3,000.

To be sold FOB, Warren.

WHHH, 2nd Nat'l Bank,
Warren, Ohio

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Employment Service

OPENINGS AT ONCE
8 announcer-deejays
13 copywriter—male and female (type & announce)
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3 copy directors (some production)
AVAILABLE NOW!
Mgr.-engineer (can construct, announce, sell, etc.)
Chief engineer (construction & maintenance pref.)
Topnotch prog. dir. (all-round man)
RRR RADIO TV EMPLOYMENT BUREAU
P.O. Box 413, Philadelphia 5, Pa.
FREE—to employers—Screened applicants.

Allied Arts



NEAL L. MOYLAN, production manager of New York State Radio Bureau, Dept. of Commerce, for past two years, transfers to N. Y. State Dept. of Health as director of production in Office of Public Health Education. He will supervise production of radio, motion pictures, publications and exhibits. He is former staff member of WFBL Syracuse, N. Y.

TOM GREEN resigns as vice president and a director of National Retail Radio Spots Inc., Hollywood transcription firm, having sold his interests to **JACK ROSS** and **PHIL SINGER.** Mr. Green will organize new firm with offices at 6253 Hollywood Blvd.

CHFA Edmonton, and **CKVM** Ville Marie, Que., receiving **Press News** service daily, bringing to 89 number of Canadian stations receiving this service of the radio subsidiary of Canadian Press.

CARDINAL Co., Hollywood radio-television program packager, has started cutting new five-weekly, quarter-hour transcribed philosophical-reminiscence series titled *Jack Holt Show.*

KSD-TV St. Louis and **WNAC-TV Boston** sign for **Telenews-INS** *This Week In Sports* review.

ROBERT KENNETH JAMES Inc., Los Angeles, packaging quarter-hour show *Kids News Views* featuring Jimmy Fidler. Firm recently signed **DEE ENGELBACH,** producer-director, to produce its forthcoming half-hour radio dramatic series featuring Joan Crawford.

WORLD BROADCASTING SYSTEM announces contract renewals and extensions for its transcribed service by WCKY Cincinnati; WHLS Port Huron Mich.; KID Idaho Falls, Ida.; WGVA Geneva, N. Y.; KGY Olympia, Wash.; KFJI Klamath Falls, Ore., and KIYI Shelby, Mont.

ELLIS F. REHM, account executive with Lockwood-Shackelford Advertising, San Francisco resigns to join western sales division of Philco Corp. with offices in San Francisco.

Equipment

Dr. DAYTON ULREY, chief engineer of Lancaster, Pa., plant of RCA Tube Dept., resigns. He will be retained by RCA as a company consultant.

APPARATUS AGENCY Div. of General Electric's Industrial Div., effective Jan. 1, replaced by newly-organized Agency and Distributor Div. **GEORGE L. IRVINE,** manager of Apparatus Agency Div., appointed manager of new section, and **R. D. MOORE** manager of trade relations and special contracts of Apparatus Agency Div., named assistant manager.

NORMAN L. HARVEY, formerly head of applied research branch of physics laboratory of Sylvania Electric Products Inc., appointed director of engineering of Colonial Radio Corp., wholly-owned subsidiary of Sylvania Electric.

LOURENCO Marques Radio, Johannesburg, S. Africa, begins all day programming, with stations broadcasting 16 hours on weekdays and 14 on Sunday.

HURCH & RADIO

Central Contact Urged

GGESTION that Protestant urch representatives in local mmunities unite in groups to act a body of central contact with l stations was made last week the Rev. Everett C. Parker, testant Radio Commission di- tor.

)r. Parker spoke last Thursday a luncheon at New York's Na- al Arts Club, held in connection h a week-long religious radio kshop at which ministers and gious educators met for study broadcast techniques.

)r. Parker pointed out that such tralized action removes from tions the responsibility for fair cation of time to various Prot- ant causes.

At a panel on discussion pro- ms, held Wednesday at the lical Theological Seminary, ducers of religious programs e urged to present fairly all es of controversial issues. Par- pating in the panel were Doris with, NBC director of talks l religious broadcasts; George thers, CBS director of religious adcasts, and Dorothy Kemble, S director of religious and ational programs.

N. WILLIAMS

To Commerce Committee

N. JOHN J. WILLIAMS (R- .) will replace the late Sen. de Reed (R-Kan.) on the Senate erstate & Foreign Commerce mmittee, the Republican Policy mmittee announced last week. Sen. Williams, who has been a mber of the Senate Finance mmittee, is serving his first nate term, which expires Jan. 3, 53. He was born in Sussex unty May 17, 1904, and for- rly was associated with the in business. Sen. Reed died at home in Parsons, Kan., last v. 8.

harles G. Roberts Jr.

ARLES GREENWOOD ROB- TS Jr., product manager for dio and television broadcast uipment in General Electric's mmercial equipment division at racuse, N. Y., died on Jan. 7 Syracuse Memorial Hospital er brief illness. A native of Oil y, Pa., Mr. Roberts joined GE 1928, served with RCA Interna- nal Div. from 1930 until rejoin- GE in 1942. He leaves his wife, rbara; two sons, Charles Jr. and than; and his mother, Mrs. son L. Roberts of Blaisdell, N. Y.

WBAL
means business
in Baltimore

FCC Actions

(Continued from page 66)

Decisions Cont.:

WFIL-FM Philadelphia—Granted license covering changes in existing FM station 102.1 mc, 10 kw, 650 ft.

WUOA Tuscaloosa, Ala.—Granted license for new noncommercial educational FM station 91.7 mc, 4.8 kw, 80 ft.

WUOM Ann Arbor, Mich.—Granted license covering changes in noncommercial educational FM station to show power of 44 kw.

White Rose Bcstg. Co., Area York, Pa.—Granted CP and license for remote pickup KA-5319.

ACTION ON MOTIONS

(By Commissioner Hyde)

FCC General Counsel—Granted petition for extension of time to Feb. 6 to file exceptions to initial decision issued in proceeding re application of KPPC Pasadena, Calif.

WKBO Harrisburg, Pa.—Granted petition requesting dismissal without prejudice of application.

Capital Bcstg. Corp., Harrisburg, Pa.—Granted petition requesting dismissal without prejudice of application.

WGLN Glens Falls, N. Y., and WEIM Fitchburg, Mass.—Granted petition of WGLN requesting dismissal without prejudice of its application for mod. license and on Commission's own motion application of WEIM is removed from hearing docket.

Booth Radio Stations Inc., Flint, Mich.—Granted petition for leave to amend its TV application to change name of applicant to Booth Radio and Television Stations Inc.

WCUM Cumberland, Md.—Granted petition for extension of time to Jan. 16 to file reply to exceptions to initial decision issued in proceeding.

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition for leave to amend TV application to specify Ch. 3 in lieu Ch. 10 and to make appropriate changes in ant.

WLOW Norfolk, Va.—Granted petition for leave to amend application to specify new trans. site and for removal of application, as amended, from hearing docket.

(By Examiner Jack P. Blume)

Radio Reading, Reading, Pa.—Granted petition for continuance of hearing from Jan. 9 to March 9.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for leave to amend application to change applicant's corporate name to Booth Radio and Television Stations Inc.

WKNX Saginaw, Mich.—Granted motion to take depositions in re Doc. 9360.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition requesting that record in proceedings in Doc. 9348 et al. be corrected in various particulars.

(By Examiner Elizabeth C. Smith)

Tul'e Bcstg. Co., Tulia, Tex.—Granted petition for leave to amend application presently scheduled for consolidated hearing to show change in frequency requested from 1150 kc to 900 kc, and for removal of application, as amended, from hearing docket.

Long Beach Bcstrs., Long Beach, Calif.—Granted petition for leave to amend application to specify trans. site and studio location.

(By Examiner Fanney N. Litvin)

WCTT Corbin, Ky.—Granted motion for leave to amend application to change maximum expected operating value toward CHLO St. Thomas, Ont., to 267 mv/m in horizontal plane and to 253 mv/m at pertinent vertical angle of 15.5 degrees.

WXKW Albany, N. Y.—Granted petition requesting that hearing date be advanced from Feb. 9 to Feb. 1.

(By Examiner J. D. Cunningham)

Angelus Bcstg. Co., Temple City, Calif.—Granted petition for leave to file late appearance.

WSNY — Western Gateway Bcstg. Corp., Benjamin L. Dubb, et al (transferors) and Winslow P. Leighton, et al (transferees), public Service Bcstg. Corp., Schenectady, N. Y.—Granted petition for extension of time from Jan. 10 to March 1 to file proposed findings herein; and request of Public Service Corp. for similar relief.

January 10 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

The Southeastern Bcstg. System, Waycross, Ga.—CP new AM station 660 kc 1 kw D AMENDED to request 790 kc.

AM—1280 kc

WEIM Fitchburg, Mass.—CP change from 1340 kc 250 w unl. to 1280 kc 5 kw-D 1 kw-N unl. DA-DN AMENDED to request 1 kw unl. and make changes in DA-D.

CP to Reinstate

WHNC-FM Henderson, N.C—CP to reinstate CP new FM station.

License for CP

KTED Laguna Beach, Calif.—License to cover CP new AM station.

Modification of License

WJLB Detroit—Mod. license change name of licensee from Booth Radio Stations Inc. to Booth Radio and Television Stations Inc.

WBBC Flint, Mich.—Same.

KLAS Las Vegas, Nev.—Mod. license change studio location.

Modification of CP

WSGW Saginaw, Mich.—Mod. CP new AM station change name of permittee from Booth Radio Stations Inc. to Booth Radio and Television Stations Inc.

WGAL-TV Lancaster, Pa.—Mod. CP new TV station for extension of completion date to 7-8-50.

KUHF(FM) Houston, Tex.—Mod. CP new noncommercial, educational FM station for extension of completion date.

Following FM stations filed applications for mod. CP for extension of completion date: WRBL-FM Columbus, Ga.; WOAK Oak Park, Ill.; KRMD-FM Shreveport, La.; WBCC-FM Bethesda, Md.; WGTR Paxton, Mass.; WHLD-FM Niagara Falls, N. Y.; WLYC Williamsport, Pa.; WSVA-FM Harrisonburg, Va.; KISW Seattle, Wash.

TENDERED FOR FILING

Modification of CP

WIVI Charlotte Amalie, St. Thomas, Virgin Islands—Mod. CP new AM station to change site to Christiansted (Contingent on WKVM Arecibo, P. R., changing facilities).

January 11 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Hyde)

New Bedford Bcstg. Corp., New Bedford, Mass.—Denied petition requesting dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Feb. 13, 1950 to file exceptions to initial decision in proceeding re application of The LaGrange Bcstg. Co., LaGrange, Ill.

Treasure State Bcstg. Co. Inc., Butte, Mont.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Jan. 30, 1950 to file exceptions to initial decision in proceeding re application of Tribune Bldg. Co., KLX Oakland, Calif.

WKLO Louisville, Ky.—Granted extension of time to Jan. 9, to reply to petition to reopen record and hold further hearing, filed by Kentucky Bcstg. Corp. Inc., WINN Louisville, Ky., on Dec. 20, 1949.

(By Examiner James D. Cunningham)

Newport Harbor Bcstg. Co., Newport Beach, Calif.—Granted postponement of hearing from Feb. 2 to March 1.

January 11 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

KPAS Banning, Calif.—CP to change from 1380 kc 1 kw-D 500 w-N DA to 1320 kc 1 kw D AMENDED to request 1320 kc 1 kw unl.

Modification of License

KSFE Needles, Calif.—Mod. license to specify 1340 kc 250 w SH in lieu of 1340 kc 250 unl.

AM—1550 kc

KRES St. Joseph, Mo.—CP to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N.

AM—1460 kc

WCMB Lemoyne, Pa.—CP to change from 960 kc 1 kw D to 1460 kc 5 kw unl. DA-N AMENDED to request 1460 kc 1 kw unl. DA-DN.

License for CP

License for CP to change hours of operation and install DA, increase power etc. of AM stations: WKNK Muskegon, Mich.; KWAT Watertown, S. D.

License to cover CP new AM stations: WFCB Dunkirk, N. Y.; KRMG Tulsa, Okla.

Modification of CP

KENE Belen, N. M.—Mod. CP new AM station to change studio location.

WIVI Charlotte Amalie, St. Thomas, V. I.—Mod. CP new AM station to change trans. and studio locations from Charlotte Amalie to Christiansted, contingent on change of facilities WKVM.

Mod. CP new FM station for extension of completion dates: KSDO-FM San Diego, Calif.; KWFM San Diego; WCIL-FM Carbondale, Ill.; WBEN-FM Buffalo, N. Y.

License for CP

WLET-FM Toccoa, Ga.—License to cover CP for changes in existing station.

WFPL Louisville, Ky.—License to cover CP new noncommercial educational FM station.

License Renewals

Request for license renewals FM stations: KSNI Salinas, Calif.; WTIC-FM Hartford, Conn.; WTOP-FM Washington, D. C.; WHOO-FM Orlando, Fla.; WFLA-FM Tampa, Fla.; WBBM-FM Chicago; WVJS Owensboro, Ky.; KALB-FM Alexandria, La.; WCOU-FM Lewiston, Me.; WBZA-FM Springfield, Mass.; WAAT-FM Newark, N. J.; WFLY(FM) Troy, N. Y.; WIBX-FM Utica, N. Y.; WFMY(FM) Greensboro, N. C.; KSPI-FM Stillwater, Okla.; WGPA-FM Bethlehem, Pa.; WEEU-FM Reading, Pa.; WTMA-FM Charleston, S. C.; WROL-FM Knoxville, Tenn.; WFAA-FM Dallas, Tex.; KRLD-FM Dallas, Tex.; KWFT-FM Wichita Falls, Tex.; WTAR-FM Norfolk; WSAP-FM Portsmouth, Va.; WDBJ-FM Roanoke, Va.; WWCF-FM Greenfield, Wis.

January 12 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WMOH-FM Hamilton, Ohio—Granted renewal of license for regular period.

Petition Denied

Communications Measurements Lab., New York—Denied petition insofar as it requests Commission to "withdraw the allocation plan proposed on July 11, 1949." In other respects said petition is accepted for filing as amendment to petitioner's comments filed herein on July 27, 1949.

Hearing Designated

KCNY San Marcos, Tex.—Designated for hearing March 21 in Washington,

(Continued on page 72)

Major Market Independent

Excellent facility located in one of the midwest's important markets.

$125,000.00

Midwest Network Station

Well established property in a very desirable market. Impressive profits.

$100,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 71)

application for mod. license to increase hours KCNY from D only to unl., using 100 w night. Make KRBC Abilene, Tex. party to proceeding.

January 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KWWL Waterloo, Ia.—License for CP new AM station to change frequency, hours of operation, increase power etc.

WPAT Paterson, N. J.—License for CP new AM station to change hours operation, increase power etc.

SSA—830 kc

WNYC New York—Request for extension of SSA to operate additional time between 6:00 a.m. EST and sunrise New York and between hours of sunset at Minneapolis, Minn. and 10 p.m. EST using directional. For period beginning March 2, 1950.

AM—1150 kc

Jack Cecil, Midland, Tex.—CP new AM station on 650 kc 250 w-D AMENDED to request 1150 kc 1 kw-D.

License Renewal

WHED Washington, N. C.—Request for license renewal AM station.

Request for license renewals FM stations: KMYC-FM Marysville, Calif.; KFSD-FM San Diego; KJBS-FM San Francisco; WRC-FM Washington, D. C.; WGAA-FM Cedartown, Ga.; WGBA-FM Columbus, Ga.; WOKZ-FM Alton, Ill.; WEBQ-FM Harrisburg, Ill.; WCSI Columbus, Ind.; WOWO-FM Fort Wayne, Ind.; WFAM Lafayette, Ind.; WGUY-FM Bangor, Me.; WBOC-FM Salisbury, Md.; WFMR New Bedford, Mass.; WLLH-FM Lowell, Mass.; WMAS-FM Springfield, Mass.; WTAG-FM Worcester, Mass.; WWJ-FM Detroit; KWNO-FM Winona, Minn.; WNBC-FM New York; WEQR Goldsboro, N. C.; WHPE-FM High Point, N. C.; KPFM Portland, Ore.; WJAC-FM Johnstown, Pa.; WLTN Lewistown, Pa.; WKOK-FM Sunbury, Pa.; WCSC-FM Charleston, S. C.; WESC-FM Greenville, S. C.; WCRS-FM Greenwood, S. C.; KMHB Belton, Tex.; WBTM-FM Danville, Va.; WGH-FM Newport News, Va.; WOSH Oshkosh, Wis.

License for CP

WRC-FM Washington, D. C.—License to cover changes in existing FM station.

KOIN-FM Portland, Ore.—License to cover CP new FM station.

WTTG Washington, D. C.—License to cover CP new commercial TV station to indicate trans. as 5217 19th Road, Arlington, in lieu of 19th Road & Harrison St. Arlington, Va. (Not a move).

Modification of CP

WOC-TV Davenport, Ia.—Mod. CP new commercial TV station for extension of completion date to 5-2-50.

APPLICATION DISMISSED

John Neil Fisher, Delano, Calif.—DISMISSED Jan. 12 application for new AM station 1190 kc 500 w unl. DA-N.

CANADA RATINGS

U. S. Programs Top List

NINE of first 10 evening programs heard in Canada during December originated in the United States, according to national ratings for December released Jan. 10 at Toronto by Elliott-Haynes Ltd. Leading in popularity of 39 evening network programs were *Charlie McCarthy* with a rating of 33.3, followed by *Radio Theatre* 33.3, *Fibber McGee & Molly* 33, *Amos 'n' Andy* 30.4, *Bob Hope* 27.6, *Our Miss Brooks* 27.3, *My Friend Irma* 21.9, *Twenty Questions* 20.5, *Aldrich Family* 20.1, and NHL Hockey (Canadian program) 20.

First five daytime programs out of 14 were *Happy Gang* (Canadian program) 15.7, *Ma Perkins* 15.6, *Big Sister* 15.2, *Pepper Young's Family* 14.8, and *Road of Life* 14.7.

First five evening French-language shows out of 31, were *Un Homme et Son Peche* 36.4, *Radio Carabin* 33, *Metropole* 28.5, *Ralliement du Rire* 27.6, and *Ceux qu'on Aime* 25.3. First five French-language daytime programs out of 18, were *Jeunesse Doree* 27.5, *Rue Principale* 27.3, *Les Joyeux Troubadours* 23.1, *A l'Enseigne des Fins Gourmets* 22.5, and *Tante Lucie* 21.6.

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This is one of the 258 Service-Ads that supplement market listings in the 1949-1950 Edition of CM.



Consumer Markets

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FCC ROUNDUP

New Grants, Transfers Changes, Applications

Box Score

SUMMARY TO JANUARY 1

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearin
AM Stations	2,088	2,054	184		326	264
FM Stations	733	487	292	*6	47	28
TV Stations	98	31	80		353	182

* Four on the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

WFEC Miami, Fla.—Initial decision issued by Hearing Examiner J. Fred Johnson Jr. to deny application for modification of permit to change from 1220 kc, 250 w day, to 1230 kc, 250 w fulltime. Decision Jan. 6.

FINAL DECISION

Lincoln Bcstg. Co., Springfield, Ill.—Adopted order making final proposed decision to grant new AM station to Lincoln Bcstg. at Springfield on 970 kc with 1 kw day, 500 w night, fulltime, directional. Competitive bid of WMMJ for 970 kc, proposed to be denied, was granted dismissal in December 1949. Lincoln Bcstg. is partnership of Alexander Buchan, St. Louis freelance sports announcer, 33%; Gordon Sherman, KMOX St. Louis engineer, 27%; Melvin Feldman, WEW St. Louis engineer, 13%, and Robert Werner, Springfield, 13%. Decision Jan. 12.

OPINIONS AND ORDERS

WIMA Lima, Ohio, and Sky Way Bcstg. Corp., Columbus, Ohio—Adopted order designating for hearing at Lima Feb. 28 application of WIMA for license to cover permit for new station together with petition of Sky Way for reinstatement of its application for new station at Columbus and requesting revocation of permit of WIMA. Order Jan. 6.

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—In memorandum opinion and order denied motion filed Nov. 7, 1949, by G. A. Richards and licensees of KMPC, WJR and WGAR to change issues and for other relief. Ordered hearing to start March 15 at Los Angeles on renewal of licenses of these stations and on application for their transfer to Harry J. Klinger, Lawrence P. Fisher and John A. Hannah. See story this issue. Decision Jan. 12.

Non-Docket Actions . . .

AM GRANTS

KICA Clovis, N. M.—Granted change from 250 w fulltime on 1240 kc to 1 kw fulltime on 980 kc, directional night. Granted Jan. 12.

WJMK Florence, S. C.—Granted increase in hours from day only to fulltime, install directional night, operating on 970 kc with 1 kw night, 5 kw day. Granted Jan. 12.

WPWA Chester, Pa.—Granted change in hours from day to fulltime, install directional night, operating 1 kw on 1590 kc. Also granted authority to install FM antenna on southeast tower. Granted Jan. 12.

KNEW Spokane, Wash.—Granted change from 1430 kc to 790 kc, install new fulltime directional antenna with double pattern, using 5 kw fulltime. Granted Jan. 12.

TRANSFER GRANTS

WHCC Waynesville, N. C.—Granted assignment of license from Smoky Mountain Bcstrs. Inc. to WHCC Inc. for $10,000. WHCC Inc., which acquire station through liquidation of Smok Mountain Bcstrs. in deed of trust fore closure by First National Bank o Waynesville, is headed by Holt Mc Pherson, 25% owner WOHS Shelby N. C., 97.27% owner. Others includ Harry Robinson, WHCC manager Carolyn P. Phillips, office manage and Frank Wilber, engineer. WHC assigned 250 w on 1400 kc. Grante Jan. 12.

KVAK Atchison, Kan.—Granted assignment of license from S. H. Patterso for $45,000 to James M. Griffith an Paul H. Buenning d/b as Griffith Buenning Bcstg. Co. Mr. Griffith former manager of KSEK Pittsburg Kan., and Mr. Buenning is manage WBBZ Ponca City, Okla. Mr. Patterso was required to sell KVAK because o overlap with his KJAY Topeka. KVAI assigned 1 kw on 1470 kc. Granted Jan 12.

KVLC-AM-FM Little Rock, Ark.—Transfer of control of Southwester Bcstg. Co. from A. Bensky and Z Bensky jointly owning 51% for $80,29 to Southern National Insurance Co headed by Robert M. Saxon, 94.15% owner. KVLC assigned 1 kw day o 1050 kc. Granted Jan. 12.

Deletions . . .

DELETIONS of one AM and two F authorizations reported approved b FCC last week. These are first an nounced for 1950. Deletions, effectiv dates, and reasons follow:

WORM Easton, Md.—Easton Bcst Co. Inc., CP, Jan 11. Extension c completion date denied.

WLAL-FM Lakewood, Ohio—Unite Garage and Service Corp., license, Jan 6. Does not feel economic condition will improve. Has been losing abou $1,800 per month since March 1948.

WJAY-FM Mullins, S. C.—The Mu lins & Marion Bcstg. Co., CP, Jan. Not enough public interest in FM.

New Applications . . .

AM APPLICATIONS

Butler, Ala.—J. G. Stulzenmuller Jr 740 kc, 1 kw day; estimated cost $7,40 Applicant is 50% owner Rose Hi Grill, Columbus, Ga. Filed Jan. 11.

Flagstaff, Ariz.—Flagstaff Bcstg. Co 1340 kc 250 w fulltime. Firm has bi $3,000 in bankruptcy court for facilitie of KWRZ there, whose license ha been revoked by FCC. Applicant part nership includes: Eugene C. Phillipp technical director at WNBK (TV Cleveland, 50%; Alan J. Gardine electronic circuit development enginee for General Electric Co., 20%; Mar Jane Phillippi, ex-women's directo for WSRS(FM) Cleveland, 5%; Anto S. Holm, real estate salesman, 10% and Wm. A. Howard, WNBK mainten ance supervisor, 10% (proposed). File Jan. 12.

Salem, Ind.—Don H. Martin, 12 kc, 1 kw day; estimated cost $12,85 Applicant is high school teache Filed Jan. 12.

Hamilton, Ala. — Marion Count Bcstg. Co., 970 kc, 1 kw day; estimate cost $18,600. Co-partnership: Hugh Fite, insurance and bond busines Ernest B. Fite, attorney, and Ranki

Newsman. Topflight editor, reporter, newscaster, local news gathering and writing experience essential, 5000 watt midwestern network affiliation include full details and state salary expected. Confidential. *BOX 809D, BROADCASTING*

Because we SELL — We're 65% SOLD!

WGRD
GRAND RAPIDS, MICH.

e, attorney and state senator. Filed
. 12.

North Bend, Ore.—Bay Bcstg. Co.,
0 kc, 250 w fulltime; estimated cost
,850. Principals: Josephine E. Ed-
rds, owner Edwards Hardware Store,
sident 100%; Donald B. Carmichael,
retary-treasurer, and John W. Kend-
, majority owner KWWB Walla
lla, vice president. Filed Jan. 12.

Fort Bragg, Calif.—Knox La Rue,
0 kc, 250 w fulltime; estimated cost
165. Applicant is 42.5% owner KSTN
ckton, Calif., and manager of San
ancisco office of George P. Holling-
y Co. Filed Jan. 9.

Burbank, Calif.—Essie Binkley West,
0 kc, 250 w fulltime; estimated cost
535. Applicant is owner KCSB San
rnardino, Calif. Filed Jan. 6.

Libby, Mont.—Lincoln County Bcstrs.
, 1230 kc, 250 w fulltime; estimated
t $5,475. Principals: Oliver G. Co-
rn, ex-chief engineer KBYR Anchor-
, Alaska, and co-owner Coburn
ctronics, manager-chief engineer,
sh; Mary Elizabeth Coburn, co-
ner Coburn Electronics, 601 sh;
gan Jones, president-general man-
r KVOS Bellingham and president
Q Wenatchee, Wash., 1 sh; James
Wallace, vice president-general
nager KPQ, 1 sh; Radio KVOS Inc.,
sh. Filed Jan. 6.

Jackson, Mich.—WKMH Inc., 970 kc.
kw fulltime, directional; estimated
st $56,400. Applicant is operator
KMH-AM-FM Dearborn, Mich.

FM APPLICATIONS

Muncie, Ind.—Wilson Junior High
hool, noncommercial, educational
I station, Ch. 218, 91.5 mc., 10 w.
ed Jan. 10.

La Crosse County, Wis.—Wisconsin
ate Radio Council, noncommercial
ucational FM station, Ch. 212 (90.3
), power 3 kw. Transmitter to be
cated at P. O. Holmer, RFD, La
osse County. Filed Jan. 6.

TRANSFER REQUESTS

WSHB Stillwater, Minn.—Acquisition
control of St. Croix Bcstg. Co., li-
nsee, by William F. Johns Sr. through
rchase for $58,000 of 67.5% interest
ld by Victor J., Albert S. and Nich-
s Tedesco. Mr. Johns is 15% owner
OSH Oshkosh, Wis. William F.
hns Jr., WSHB manager, retains
.5% interest and James W. Hobbins
tains 10%. WSHB assigned 250 w
y on 1220 kc. Filed Jan. 11.

WFUR Grand Rapids, Mich.—Trans-
r of control of Furniture City Bcstg.
rp., licensee, for $60,300 from Simon
. and Jennie Oppenhuizer, T. F. and
L. VanderMey, and William R. and
R. VanderWerp to new group of
stockholders headed by William
iper, about one-third, and Harold
inks, trustees. WFUR assigned 1 kw
y on 1570 kc. Filed Jan. 10.

KSVC Richfield, Utah—Transfer of
ntrol of Sevier Valley Bcstg. Co. from
illiam L. Warner Sr., president and
jority owner, and to cover issuance
new stock. More than dozen new
ckholders have been added to firm.
r. Warner and four other original
ckholders retain 54.15% under new
tup. KSVC assigned 1 kw day on
0 kc. Filed Jan. 12.

WSRK(FM) Shelbyville, Ind.—Acqui-
ion of control of Shelbyville Radio
c., licensee, by Emma S. DePrez, who
th nephew, John C. DePrez each
eady hold 37.5% interest. Marion T.
ers is 25% owner. Mrs. DePrez also
chief owner of Shelbyville News-
pers Inc. and Daniel DePrez Mfg. Co.,
lders of preferred stock in WSRK.
eferred stockholders acquire equal
ting interest when dividends are not
id. Filed Jan. 12.

KXXX Colby, Kan.—Transfer control
Western Plains Bcstg. Co. Inc.,
ensee, from John B. Hughes and
sociates through sale of all stock for
3,500 to KMMJ Inc., licensee KMMJ
and Island, Neb. Mr. Hughes, chief
ner KXXX, holds 350 sh. There are
other stockholders with holdings
nging from 5 sh. to 50 sh. KXXX is
signed 5 kw day on 790 kc. Filed
n 6.

WYVE Wytheville, Va.—Assignment
license from Dr. A. M. Gates and
bert Hennis Epperson d/b as Wythe
unty Bcstg. Co. to Dr. Gates indi-
dually. Mr. Epperson sells his 50%
terest for $20,000. WYVE assigned
kw day on 1280 kc. Filed Jan. 6.

WVNJ Newark, N. J.—Transfer of
ntrol of Newark Bcstg. Corp., li-
nsee, through multiple small stock
nsfers and new issues over period
time from six original owners to
esent 18 stockholders, including cer-
in of original owners or members of
eir families. WVNJ assigned 5 kw
620 kc. Filed Jan. 6.

Johnson

(Continued from page 16)

annual election in which Neville Miller, Washington attorney and former NAB president, was named FCBA president succeeding Guilford Jameson.

Other officers elected were: William A. Porter, first vice president; Arthur W. Scharfeld, second vice president; Thad H. Brown Jr., secretary, and Reed Miller, treasurer.

Sen. Johnson told FCBA that it is FCC's "duty" to be more than a regulator of technical factors, and that it must see that licenses are used in the public interest. Otherwise, he maintained, the license becomes "special privilege of the worst kind."

He said regulations are more likely to become arbitrary and onerous "only when the licensee is doing a minimum job." He continued:

When the licensee persists upon skating on thin ice, always seeing how little he can get by with, he strengthens the hand of a bureaucratically inclined agency. It is faulty and sloppy operation that brings on a Blue Book; it is clever deals that bring on an Avco Rule; it is monopoly practices that bring on network regulations.

Licensees and their lawyers constantly cry about the Commission and its greed for more power, but the most effective way to pull the Commission's fangs—if fangs it has—is to do such a good job of broadcasting that there is little for the Commission to do except formulate technical regulation.

Sen. Johnson said he was "not criticizing radio, for American radio has done a magnificent job." He told his listeners that "there are 10 to 1 more fine radio stations performing a great public service in this country than in all of the rest of the world combined." It is a "few," he said, who give radio "a bad name."

February Report

Sen. Johnson, who in a report to the Senate last February said his committee "would deplore" an FCC decision on the clear-channel question prior to the NARBA conference at Montreal, declared Thursday night that:

"We might have been in a much stronger position at Montreal in our efforts to reach a conference agreement had we first eliminated the problem of the clears. Most certainly, then we could have dealt with cleaner hands with our Latin-American neighbors."

He said:

. . . I hope the Commission will shortly provide for duplication of clears since the people of this country need more frequencies desperately. Certainly, it has the authority to do so. The maintenance of clear channels is an anachronism in modern radio practice.

Unfortunately the clears cannot render the local service that many areas deserve, hence they do not serve well. It is archaic to contend any longer that clear channels serve a useful purpose in the U. S., and the best proof is that the networks now frankly admit that their own sea-



Mr. MILLER



Sen. JOHNSON

board clears might be duplicated without harm to them.

He claimed that such agencies as FCC and others "have not only come hopefully to regard themselves as arms of the Executive, but they actually perform their functions as if they were part and parcel of the Executive." He maintained this is a "dangerous" trend with "totalitarian aspects."

Sen. Johnson suggested that the power of appointing members of commissions should be withdrawn from the President and given to Congress — the Speaker of the House, for example.

With respect to the possibility of substituting FM for AM in Cuba and other Caribbean countries, the Coloradan said:

FM renders better service than AM in areas where static interference is serious and where the area to be covered is not continental. Moreover, its use would eliminate pressing frequency problems and AM interference for us since there are ample FM frequencies. . . . It might pay us to make a loan nor grant for the installation of FM stations, plus the replacement of all existing AM receivers with FM sets. . . .

On Color TV

On the subject of color television: "Since it is generally agreed that color is practical, most emphatically the public interest would not be served by waiting until 30 million families have invested upward of $6 billion dollars in black-and-white sets before switching to color."

He said he was "sorry there has been unavoidable delay in reaching a final decision" on color but that he thought FCC's "present hearing has been justified by the new interest it has aroused in this art."

The entertainment program for the dinner included Eddie Gallaher of WTOP-CBS Washington as m.c., and radio and television singers Jody Miller, Jeanne Warner, Steve Olds and Gene Archer.

Guests aside from FCC members and staff executives included Navy Sec. Francis P. Matthews, who is part owner of WOW Omaha; Sen. E. W. McFarland (D-Ariz.), whose bill to reorganize FCC procedures has passed the Senate and was promised further assistance by Sen. Johnson; Sens. Brien McMahon (D-Conn.), Charles W. Tobey (R-N. H.), Owen Brewster (R-Me.), Homer Capehart (R-Ind.), and John W. Bricker (R-Ohio), all members of the Senate commerce committee; former Sen. Burton K. Wheeler of Montana, now practicing law in Washington; Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, and a number of other congressmen and government officials.

Trafficking

(Continued from page 20)

mittee actually intended to construct the station for purposes of sale rather than operation. In cases where, in addition to a transfer of license, there is also involved a transfer of a construction permit for modification of facilities, under which construction permit program tests have not commenced, the Commission will authorize the transfer of such construction permit if it represents a relatively minor modification of existing facilities but not when it represents a major modification. What is minor or major will depend upon the facts of every case. Illustrative of the former is a construction permit to change transmitter site. Illustrative of the latter is a construction permit to change facilities from a local station on daytime only to a full time regional station.

[Editor's Note: FM illustration of "major" modification: To change from Class A to Class B; in television, to change from community to metropolitan station.]

[1] This section shall not apply to an assignment or transfer of control of a construction permit for a standard broadcast station where such assignment or transfer is an integral part of the assignment or transfer of control of an FM station located in the same community and where such FM station is itself eligible for assignment or transfer under the provisions of Section 3.215.

[Editor's Note: In FM section, this footnote permits transfer of FM grant when integral part of AM license transfer. No comparable footnote appears in section dealing with television transfers.]

WBIG ELECTS

Price Is Board Chairman

ELECTION of Ralph C. Price, president of Jefferson Standard Life Insurance Co., as chairman of the board of WBIG Greensboro, CBS-affiliated regional, was announced last Wednesday following a meeting of the board of North Carolina Broadcasting Co., WBIG licensee. Mr. Price formerly had been chairman and president.

Gilbert M. Hutchison, general manager, was elected president and a director of North Carolina Broadcasting, and Mrs. Lorraine P. Ridge, widow of Edney Ridge, former general manager, was re-elected to the board. Jefferson Standard owns two-thirds of the corporation and Mrs. Ridge one-third. Aileen Gilmore was reelected secretary-treasurer. Joseph M. Bryan, executive vice president of Jefferson Standard, formerly a director, resigned.

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

At Deadline...

NARBA CONFERENCE SCHEDULED TUESDAY

GOVERNMENT-industry conference called for Tuesday to discuss NARBA and forthcoming (Feb. 1) U. S.-Cuban sessions on respective nations' frequency assignments. Plans announced by FCC and State Dept., which said "any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to attend and participate in the (Tuesday) meeting."

FCC Comr. Rosel H. Hyde, who headed U. S. delegation to Montreal NARBA conference last fall and is slated to go to U. S.-Cuban session in Havana in same capacity, will be in charge of Tuesday session. It'll start at 10 a. m. at State Dept., 1778 Pennsylvania Ave., NW, Washington. NARBA conference, currently in recess after U. S. refusal to accept Cuba's channel demands, slated to resume in U. S. about April 1, following completion of U. S.-Cuban negotiations. Meanwhile, it was considered almost certain that industry would be invited to send delegation to Cuban sessions along with official government delegates.

AID OFFERED FOR STUDY OF TV IMPACT ON 'GATE'

JOSEPH H. McCONNELL, NBC president, Friday afternoon offered National Collegiate Athletic Assn., on behalf of all network broadcasters, financial aid and assistance in studies to find solution of problem of impact of TV on sports attendance. He urged NCAA members in convention in New York that until facts of TV impact on sports gate are in "don't blame everything on television."

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAA business meeting held Saturday appoint television committee to investigate sports attendance and report at June meeting of NCAA's executive committee. Resolution also recommended that NCAA members make no television commitments beyond 1950-1951 college year.

DELAY GRANTED IN SUIT

SECOND extension on suit brought by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson against CBS has been granted until Feb. 6 by Chicago Federal District Court Judge James P. Campbell.

CAYTON NAMES BLACK

ALLAN BLACK, director of television for Cayton Inc., New York, since 1947, has been named director of television and radio for agency, replacing late Earl McGill.

MOVES TO HEADLEY-REED

FRANK BRESLIN, recently with John E. Pearson Co. as radio salesman, has joined Headley-Reed Co. Mr. Breslin also has served with Young & Rubicam as timebuyer and was with NBC 12 years.

LEACH JOINS B&B

LAWRENCE R. LEACH, formerly brand advertising manager for Lever Bros., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products and Log Cabin syrup.

IRE TO MAKE AWARDS AT MARCH MEETING

INSTITUTE of Radio Engineers' 1950 Morris Liebmann Memorial Prize to be awarded Otto H. Schade, research engineer, RCA-Victor Div., Harrison, N. J., at IRE annual convention March 6-9 at Hotel Commodore and Grand Central Palace, New York. Award is for his contributions to analysis measurement technique and system development in TV and related optics field.

Among those to be named Fellows—highest membership progression in IRE—are:

Jack R. Poppele, vice president of Bamberger Broadcasting Service, New York (now General Teleradio Inc) and president of Television Broadcasters Assn., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

Frank J. Bingley, Bamberger chief television engineer formerly of Philco Corp., for contributions in television engineering.

Alva V. Bedford, research engineer, RCA Labs Div., Princeton, for contributions to sound recording and development of TV circuits.

Dudley E. Foster, engineer-in-charge, Hazeltine Research, Los Angeles, for work on radio receiver design.

Harry B. Marvin, project engineer, General Electric Co., Schenectady, for contributions to measurements art and pioneering work in FM, TV and allied fields.

Garrard Mountjoy, chief radio engineer, Stromberg-Carlson Co., Rochester, for work on design of radio and TV receivers.

Dayton Ulrey, manager, Lancaster (Pa.) Engineering Section, RCA Labs Div., for work on special purpose and power tubes.

AMERICAN STORES BACK

AMERICAN STORES Co. for reported first time in 10 years to use radio to boost its Acme Super Markets in Baltimore area with signing for *Lauri Alwyn Show*, weekdays, 12 noon-12:15 p.m., on WCBM Baltimore. Placed direct. Food Fair Stores begins 10th WCBM year with renewal of weekday *Dialing for Dollars*, through Theodore Newhoff Agency, Baltimore. Albert F. Goetze Inc., meat packer, for seventh year renews WCBM weekday *Lucky Basket*, grocery giveaway, through Harry J. Patz Agency, Baltimore.

KTHT PLAZA DEDICATED

KTHT HOUSTON's new studio facilities, termed "Radio Plaza" and described as one of most luxurious and complete in South, dedicated Saturday with Frank White, MBS president, scheduled to participate. Ultra-modern design to accommodate TV with only slight modifications; 200-seat auditorium included. Executive office of President Roy Hofheinz has private dining room and kitchen.

WMEX CASE ARGUED

COMPLEX WMEX Boston license renewal and transfer case went before full FCC Friday in oral argument on examiner's recommended report which failed to find sufficient evidence for conclusion that ownership data had been willfully withheld [BROADCASTING, Sept. 12, 1949]. Commission Counsel Walter Emery in substance argued that Alfred J. and William S. Pote, who with their sister, Antoinette Iovanna, would gain majority interest under proposed transfer, had assumed "real" or practical control of WMEX since inception although they were only minority stockholders technically. WMEX counsel, Arthur W. Scharfeld, contended Potes had not concealed their identity and had reported stock interests when required. He urged renewal and transfer grant as recommended by examiner.

Closed Circuit

(Continued from page 4)

Speidel Corp. All four networks submittin shows.

ESSO STANDARD OIL CO., through it agency, Marschalk & Pratt, New York, re portedly looking for television show.

IL PROGRESSO ITALIANO-AMERICANO owner of WHOM Jersey City, which last wee failed to complete contract to buy WINS Ne York (story page 41) because of inability t sell WHOM, reportedly intending to reappl to FCC for permission to move WHOM to Ne York. Such petition was withdrawn by *Il Pro gresso* when WINS prospective purchase aros

FIRST RETURNS from Electric Institut telephone survey of Washington area T dealers and service companies on effects o CBS public demonstrations of color last wee reportedly show black-and-white set sale 'way down, service calls (from people wh tried to adjust monochrome sets to get color 'way up. Final results due this week.

EYES will pop and tongues wag in at leas one district when list of nominees for NA board elections is sent to member stations earl next month.

WITH ACQUISITION of facilities of WWD Washington (presumably to become WOL) b Peoples Broadcasting Co., licensee also o WRFD Worthington, Ohio, Fred Palme broadcast consultant and station executive, wi become supervising manager of both prope ties. Edgar Parsons, manager of WRFD, wi transfer to Washington as directing head o new operation.

MONTGOMERY FOR LUCKIES

AMERICAN TOBACCO Co., New Yor (Lucky Strike cigarettes), will sponsor Robe Montgomery [CLOSED CIRCUIT, Dec. 5, 1949 who will produce, narrate and act on hour-lon TV dramatic show. Actor has joined NBC-T network as executive producer. Show start Jan. 20 on NBC-TV, every other Monda 9:30-10:30 p.m. BBDO, New York, is agenc

WHITEMAN BECOMES V. P.

ALBERT R. WHITMAN, vice president o Benton & Bowles, New York, since 1942 and i charge of merchandising on all products sinc 1945, has been named executive vice presider of Campbell-Mithun Inc., Minneapolis, effectiv Feb. 1. Mr. Whitman during war was on leav to OWI as deputy director in charge of foo and gasoline information program and late was national director of fuel and stove ra tioning. He had been with B&B in variou capacities since 1933.

CONGRESS TO SEE COLOR

CBS will show its color TV system to membe of Congress this month, officials said Friday Senators invited Jan. 23, House members, Ja 25-26. All showings will be late afternoo and held at Walker Bldg. in Washingto where public demonstrations now being hel Government officials will be invited for late showings.

PROSPECTS FOR SET SALES

PURCHASE RATES for radios, television an players, 1950 estimate, issued Friday by U. S Chamber of Commerce Domestic Distributio Dept. Frequency of purchase and size of tran action reported as follows: Average incom families, two years, $26; above average in come, two years, $64; below average incom six years, $45. Total purchases for 1950 est mated at $740,000,000, $17.60 per family, c 7.5% of total to be spent for all product group



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 27 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

DETROITERS have the money now



TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now



THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now



1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

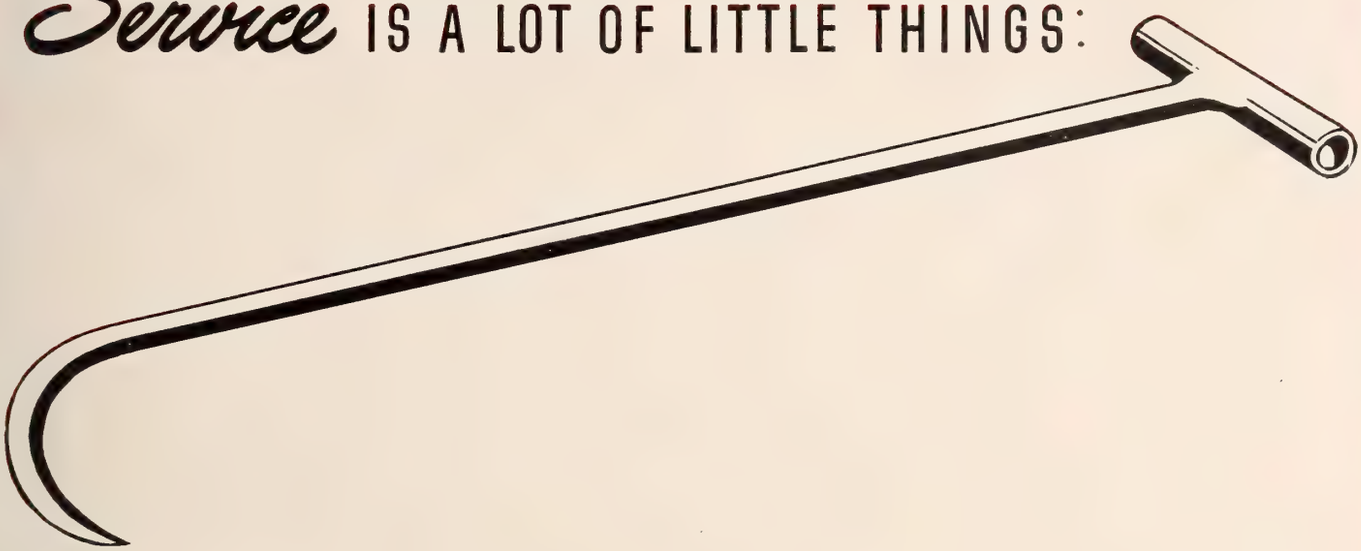
JANUARY 23, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Service IS A LOT OF LITTLE THINGS:



FARM families of the huge Midwest Corn Belt have come to expect a friend, a neighbor, one of the family—*someone* to lose or mangle a hand in every corn-picking season. The National Safety Council reports injuries occur on U.S. farms at the rate of *five a minute* and the cornpicker they say is one of the major causes. Trouble comes from clearing stalks and ears that lodge themselves in dragon-like teeth, deep within the machine.

An Illinois farmer recently developed a simple tool for safely clearing his own machine. In friendly Midwest fashion, he wanted to share his idea, so he wrote WLS describing the tool above. Within four days after he sat down to write us, WLS "Dinner Bell Time," America's oldest farm service program, was telling listeners all over Illinois, Indiana, Michigan and Wisconsin how to make the tool for themselves. A little thing—yes, but then

SERVICE IS A LOT OF LITTLE THINGS

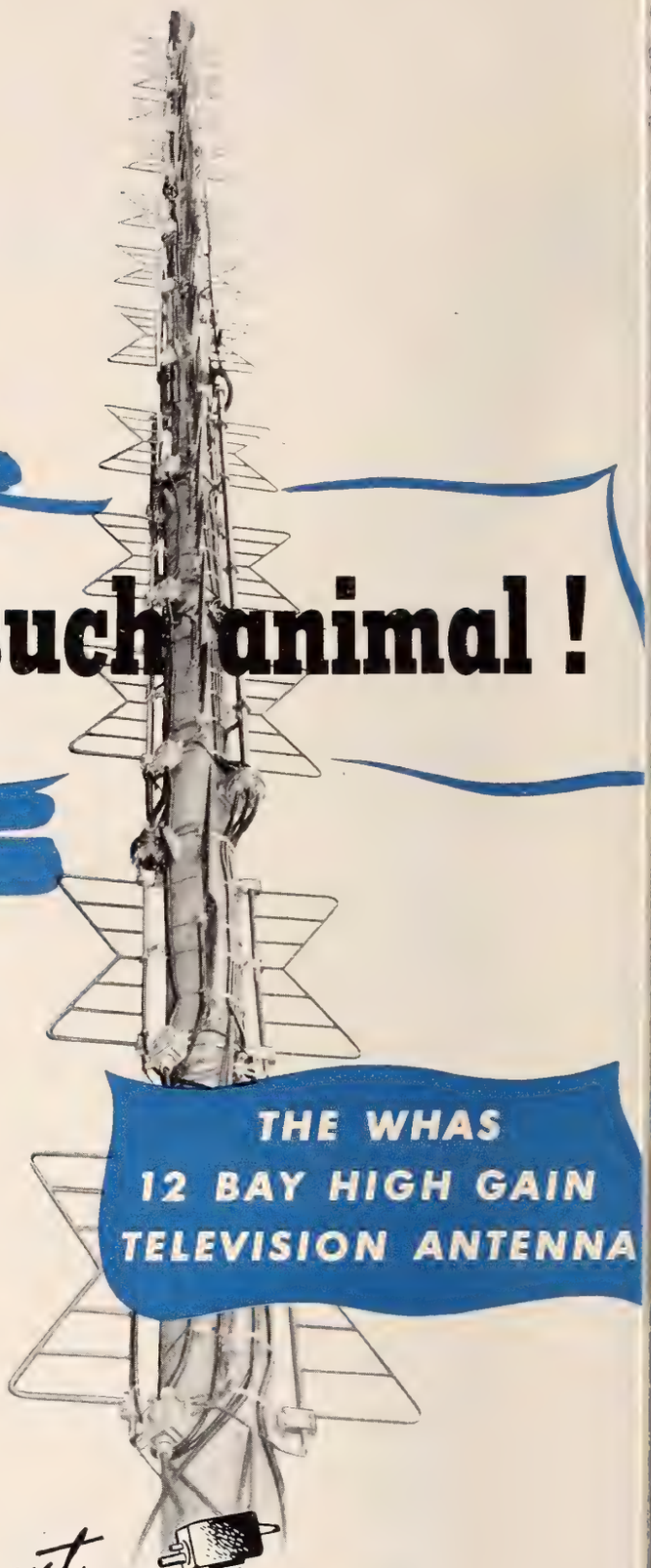
CLEAR CHANNEL

Home of the NATIONAL Barn Dance

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

There ~~ain't~~ wasn't no such animal!



Always a believer in the best possible radio signal to the most people, WHAS adds TV to its call letters resolved to deliver the best possible picture signal as well. The 12 bay high gain antenna now rising toward a 600 foot peak in the heart of Louisville will be the *first* such antenna in the United States. It heralds a new era of picture quality . . . a WHAS promise of better television service to more Kentuckiana viewers.

THE WHAS 12 BAY HIGH GAIN TELEVISION ANTENNA

a G E development for

WHAS-TV
Louisville, Kentucky

Represented nationally by Edward Petry & Company

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

Associated with the Courier-Journal and Louisville Times

"JAIES" "Through the Air with the Greatest of Ease!!!



FLYING SAUCERS? MAYBE.
WSPD & WSPD-TV
DEFINITELY YES!

There's been a lot of doubt about Flying Saucers, but There Is No Doubt About The

COMPLETE COVERAGE

of the Northwestern Ohio and Southern Michigan Market when you use *Todelo's Most Powerful AM Station*, or *Toledo's ONLY TV Station.*

WSPD

Hooper for Nov. & Dec. Share of Audience

8 to Noon—Mon. thru Fri.	35.1
12 to 6 P.M.—Mon. thru Fri.	33.9
Evenings Sunday thru Sat. 6 to 10 P.M.	24.3

WSPD-TV

Hooper for Oct. & Nov. Share of Audience

Evenings 6 to 10 P.M. Sunday—91.6

Mon.—83.9	Thurs.—73.5
Tues.—88.9	Fri.—89.0
Wed.—83.9	Sat.—72.4

WSPD TOLEDO, OHIO
A Fort Industry Station
5000 WATTS · N.B.C.

A FORT INDUSTRY STATION

WSPD-TV
CHANNEL - 13

Represented Nationally by
KATZ

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NEGOTIATIONS completed last week whereby KBTV (TV), Dallas operation licensed to Potter Television Corp., would be transferred to *Dallas News*, operator of 50 kw WFAA. Purchase price understood to be in neighborhood of $550,000. KBTV took air Sept. 17, 1949.

IN FINAL stages last week was sale of KYA San Francisco by Mrs. Dorothy Schiff, *New York Post* publisher, to J. Elroy McCaw, owner of KELA Centralia and share-holder in KLZ Denver and KPOA Honolulu, for $155,000 plus net quick assets, bringing overall price to about $200,000. Associated with Mr. McCaw is Jack Keating, West Coast station representative. Transaction being handled by Howard Stark of Smith Davis.

CHICAGO is about to drive hard in effort to break FCC's TV freeze. City Council has pending strong resolution petitioning FCC to reopen licensing in Chicago lest it suffer irreparably as program-originating center. Chicago has four TV stations, as against seven in New York-Newark and equal number in Los Angeles.

THAT FCC staff study of transit radio may be nearing climax. Hilda D. Shea, chief of FM law, who's been on it practically fulltime for several months, has made five drafts of report, and is expected to come up with final one shortly. Question is whether transit radio is "broadcasting" in strictest sense of word. Whole subject still at staff level, but Muzak petition (story page 23) may provide vehicle for public hearing.

ANOTHER COWLES station—WCOP Boston—may be sold in near future. Negotiations were reportedly under way last week to sell station to Boston College, Catholic institution.

EXPLOSIVE plan whereby Drew Pearson, provocative ABC commentator, would repeat his Sunday broadcast on WTOP, *Washington Post*-owned CBS-affiliated outlet, is still in suspended animation. Mr. Pearson, now on Coast, was thwarted by *Washington Star*-owned WMAL (ABC) but has said that project isn't dead. Adam Hat, Wm. H. Weintraub Agency and ABC understood to have previously agreed to repeat.

FOUR-PLY convention plan to come before NAB board subcommittee Wednesday. Mid-April proceedings would be bracketed into three-day engineering session followed by Saturday FM and Sunday independent meetings and closing with management conference.

GRIFFIN SHOE LOTION through Bermingham, Castleman & Pierce, New York, preparing to add stations to its spot announcement campaign. Starting date Jan. 30, with contract to run through Nov. 11.

FORMER Judge Roy Hofheinz, president of KTHT Houston and licensee of other stations,

(Continued on page 86)

Upcoming

Jan. 23-24: NAB Board Structure and Finance Committees, NAB Hdqrs., Washington.

Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.

Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.

(Other Upcomings on page 51)

Bulletins

MOREY, HUMM & JOHNSTONE, New York, understood to be preparing spot announcement campaign for Sinclair Refining scheduled to start in spring.

DI TIERI, New York cravat and robe manufacturer, appoints Smith, Smalley & Tester, New York, as agency. Firm plans to use radio.

TOTAL POPULATION AT 150 MILLION MARK

POPULATION of United States including armed forces overseas was about 150,397,000 on Dec. 1, 1949, according to estimate Friday by Philip M. Hauser, Acting Director, U. S. Census Bureau (see census story page 26). This is increase of 18,727,000, or 14.2%, over 131,669,275 enumerated in 1940 decennial census.

Population of continental U. S. on Dec. 1 estimated at 149,940,000 (including armed forces stationed in U. S. but excluding those overseas). Mr. Hauser estimated 1950 decennial census, to be taken in April, will show total population between 150,500,000 and 151,000,000.

GAIN IN FM OUTLETS

FM DELETIONS during 1949 not so widespread and serious as generally believed, according to analysis made by Edward L. Sellers of NAB Radio Division. Study, station management supplement to weekly NAB membership report being issued today (Monday), shows 33 more stations operating at end of 1949 than at first or total of 733. Of total 217 dropouts, only 10 were licensed stations and only 35 others were also on air, study said.

SUMERVILLE TO F&P

ROBERT SUMERVILLE, for four years with ABC network sales, has joined New York office of Free & Peters, station representative firm, as account executive. Starting with CBS Radio Sales, Mr. Sumerville subsequently sold network time for CBS and Mutual before joining ABC.

CHAPPELL JOINS AGENCY

STORY F. CHAPPELL, formerly president of Basket Adv., has joined Cunningham & Walsh, New York, as account executive.

Business Briefly

RADIO PROSPECT ● Beauty Brew Inc. Chicago (beer shampoo), names Marmar Agency, same city, to handle account. Joseph Seideman account executive. Radio may b used.

CLOCK SPOTS ● General Time Corp., Nev York, buys weekly participation on WABI (TV) New York Vincent Lopez program, Mon. 7:45-8 p. m., for Seth Thomas clocks an Westclox Moonbeam alarm.

BUCHEN APPOINTED ● Masonite Corp. Chicago (wood products), names Buchen Co. Chicago as agency. John McDonald, accoun executive. Media schedules to be complete in month.

TV SYSTEM COMMITTEE IS CREATED BY RMA

NATIONAL Television System Committe created by Radio Mfrs. Assn. with twofol program—industrywide accord on technica developments needed to give all parts of na tion TV service, and creation of basic standard to bring color TV to reality.

Chairman of new committee is Dr. W. R. G Baker, General Electric Co. vice president an director of RMA Engineering Dept. Vice chair men are David B. Smith, Philco Corp. engi neering-research vice president, and Donal G. Fink, editor of *Electronics*.

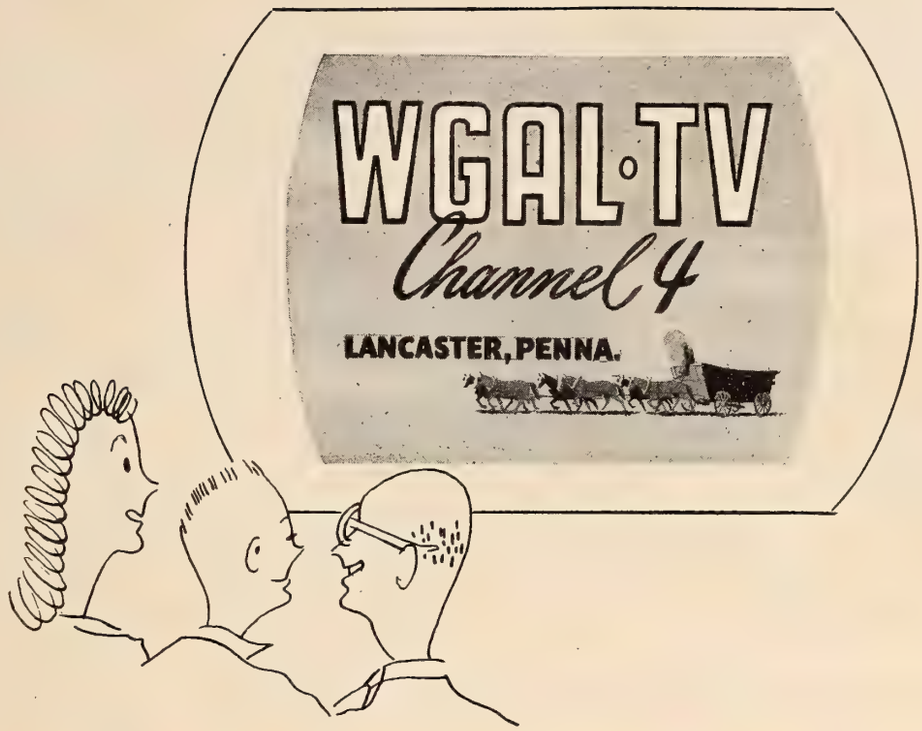
Technical societies, broadcasters and bot members and non-members of RMA to be in vited to participate. Committee to repor regularly to FCC on studies of technical prog ress. FCC has said it will "welcome" com mittee participation in TV hearings, thoug for policy reasons it declined to take any posi tion on establishment of committee [TELECAST ING, Jan. 9].

Committee created after RMA Televisio Committee, headed by Max F. Balcom, vic president of Sylvania Electric Products, ha reviewed recent TV progress including colo It will gather technical data on ultra-hig allocation, lifting of FCC television freeze an color standards. Dr. Baker headed simila TV committee that drafted in 1941 FCC stand ards on which black-and-white TV has bee built.

Raymond C. Cosgrove, RMA president, sai color TV has reached point where data shoul be pooled and standards set up to bring it ou of laboratory eventually. TV set makers ar eager to present color to public as soon a practical, he said.

TERRY RETURNS TO KSGN

EDWARD L. TERRY returns to KSGN Fres no-Sanger, Calif., as general manager, pos tion he served in when station took to ai September 1947. Mr. Terry was KSBV Salinas business manager early part of 194 resigning in April to engage in public rela tions at Fresno.



delivers a buying audience

WGAL-TV is the consistent choice of *all* viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that's growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the *only* station that delivers you this consistent, buying audience. Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

NBC
TV-AFFILIATE

STEINMAN STATIONS
Clair R. McCollough
General Manager

WGAL
WGAL-TV
Lancaster, Pa.

WKBO
Harrisburg, Pa.

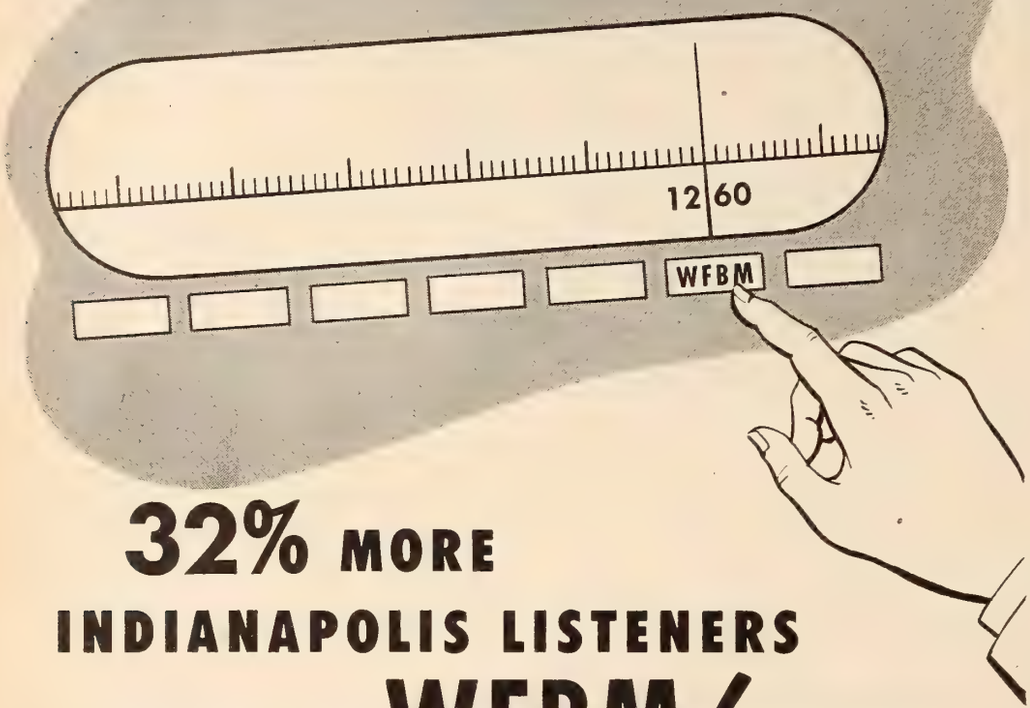
WORK
York, Pa.

WRAW
Reading, Pa.

WEST
Easton, Pa.

WDEL
WDEL-TV
Wilmington, Del.

BECAUSE IT'S "Better Radio"—



32% MORE INDIANAPOLIS LISTENERS TUNE TO WFBM!

● The October-November Hooper Station Audience Index proves WFBM's BETTER RADIO PROGRAMS pay off! It shows this favorite station of radio listeners in Indianapolis and the rich central Indiana area has 32% more listeners, in the total rated time periods, than any other Indianapolis station.

WFBM's "better radio" formula isn't magic . . . it's the potent combination of top network shows (WFBM is the only basic CBS affiliate in the State) plus outstanding, locally produced news, sports and musical shows and tie-ins with activities of top local interest.

What's more, WFBM's fine programming is supported by consistent promotion and aggressive merchandising activities . . . two more good reasons why your first radio effort in Indiana belongs on the Hoosier State's first station—WFBM!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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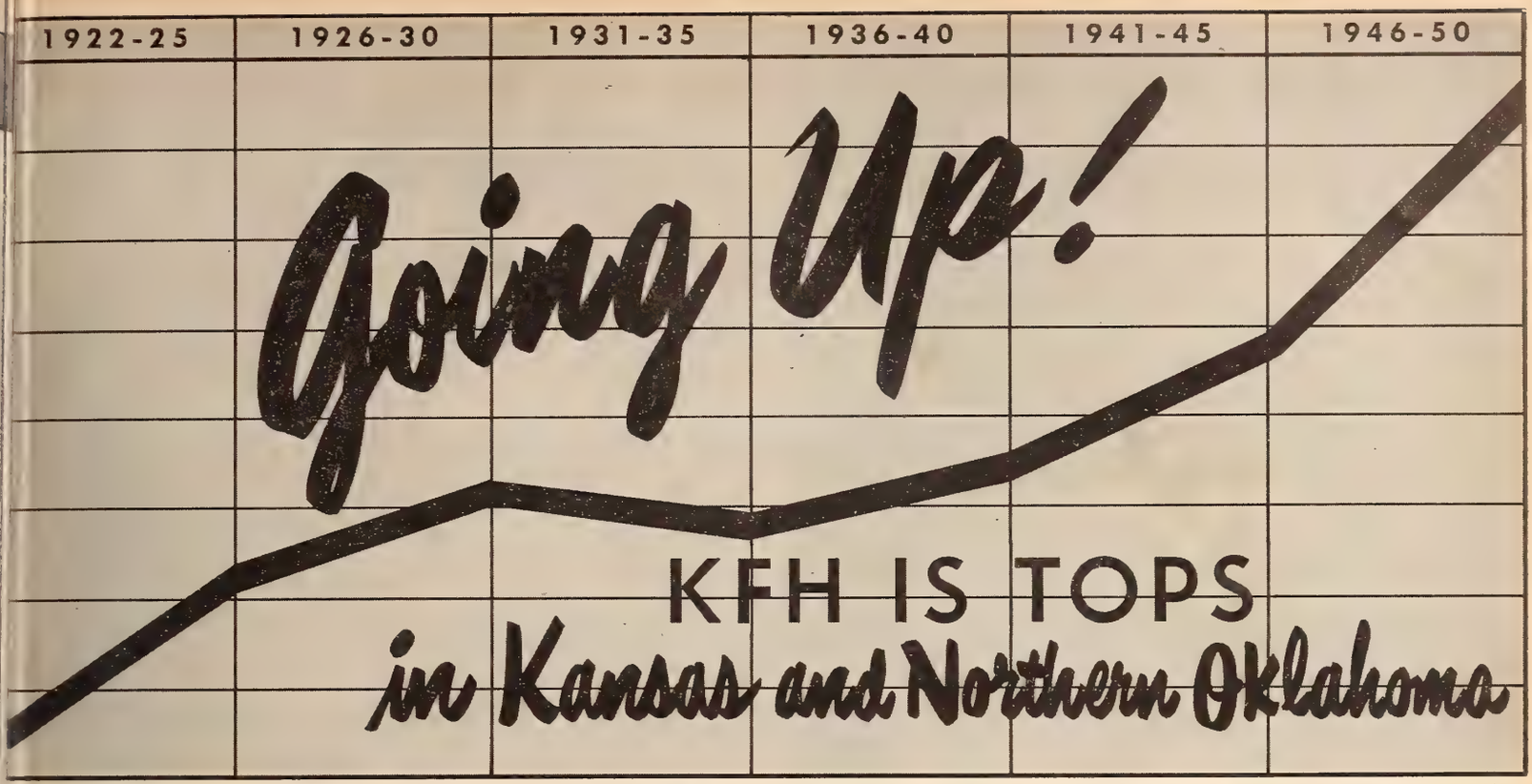
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



HOOPER STATION AUDIENCE INDEX

CITY: WICHITA, KANS. City Zone MONTHS: OCTOBER-NOVEMBER, 1949

Total Coincidental Calls—This Period 16,073

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	B	C	D	KFH+ KFH-FM (CBS)	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.7	18.9 **21.0** +11.1%	15.7 **13.9** −11.5%	35.2 **25.1** −28.7%	27.2 **36.1** +32.7%	3.8	2,584
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.2	23.2 **24.5** +5.6%	25.2 **24.5** −2.8%	22.5 **17.8** −20.9%	25.2 **28.1** +11.5%	5.1	3,887
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	31.3	13.2 **16.9** +28.1%	31.7 **26.4** −16.7%	18.7 **14.0** −25.1%	33.9 **39.3** +15.9%	3.3	8,056
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	18.8	30.6 **33.2** +8.5%	24.3 **15.4** −36.6%	15.3 **18.6** +21.6%	25.5 **25.9** +1.6%	6.9	1,546
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT RATED IN WICHITA						
TOTAL* RATED TIME PERIODS	23.2	17.8 **20.7** +16.3%	27.0 **23.2** −14.1%	22.2 **17.2** −22.5%	30.1 **34.9** +15.9%	4.1	16,073



Advertisers and listeners alike are flowing to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you're not on KFH, call your nearby Petry man for availabilities.

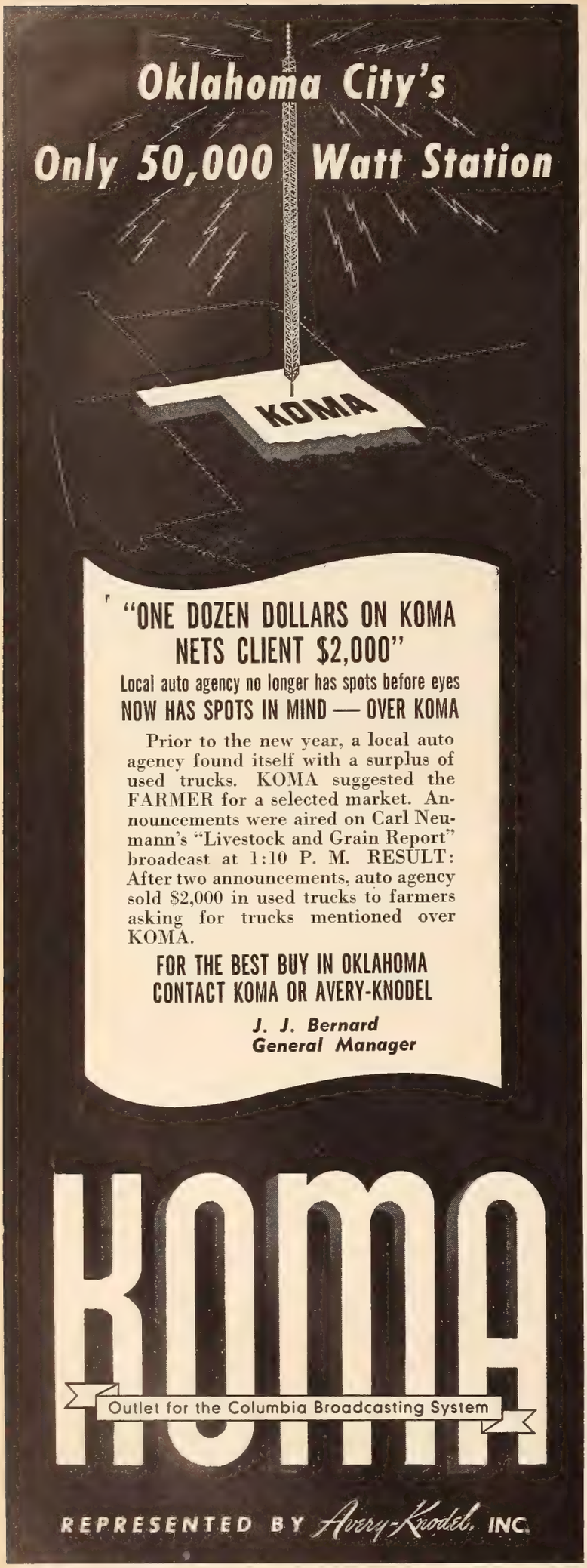
CBS KFH KFH-FM
WICHITA, KANSAS

NOTE: No interviewing was conducted during the World Series broadcasts.
"*SHARE OF BROADCAST AUDIENCE*" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "*HOMES-USING-SETS*" computation is "Total Homes Called."
Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.
*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.
The Code of Practice governing the use of "*CITY HOOPERATINGS*" applies to this "*STATION AUDIENCE INDEX.*"
COPYRIGHT 1949, C. E. HOOPER, INC.
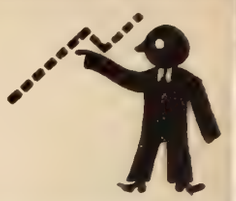
EXPLANATION

The above is reproduced directly from the Hooper Station Audience Index. The top row of figures give the exact figures appearing on the report made by Hooper covering the same period, one year ago. The middle figure is the current October-November, 1949 index while the bottom row in each tier of figures indicates the percent of gain or loss for 1949 over 1948.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Agencies



FRANCIS X. BRADY appointed director of new combined media and research department at McCann-Erickson, Chicago, where consolidation of the divisions took place Jan. 1. He assumes all management responsibilities, personnel direction and coordination of activities.

ROBERT F. KEEFE joins account staff of Kal, Ehrlich & Merrick Inc., Washington. He also will handle some promotion for firm.

M. L. McELROY, currently with Cluett, Peabody & Co., New York, specializing in market research and sales work, appointed vice president of Assn. of National Advertisers. In new post, effective Feb. 1, Mr. McElroy will head ANA's media and research department.

BLAYNE BUTCHER resigns as radio director of former Newell-Emmett Co (now Cunningham & Walsh), Hollywood, following transfer of Auto-Lite account to Cecil & Presbrey. He has announced no future plans.

EDWARD E. SCOVILL, formerly with CBS, joins Kenyon & Eckhardt, New York, as business manager of radio-television department. He had been with CBS since 1936 and prior to that was with J. Sterling Getchell Adv. and R. H. Macy.

HUNTER SCOTT ADV., Fresno, Calif., opens San Francisco branch office at 400 Montgomery St.

HARRY R. PEEBLES elected president of Albert P. Hill Co., Pittsburgh, succeeding ALBERT P. HILL, deceased.

IRA ALAN GOFF, formerly sales promotion director of WAMS Wilmington, Del., and *Sunday Star*, that city, joins Kates-Haas Advertising, also Wilmington, as account executive and director of radio and television.

MERVIN D. FIELD, formerly with Field & Peacock Assoc., San Francisco, establishes advertising agency under his name at 400 Montgomery St., same city.

C. GILBERT NORTON, account manager at O. S. Tyson & Co., New York, named agency's media director, succeeding LEIGH DOORLY, who has become account manager for different group of accounts.

WELDON HANBURY and ALAN AINSWORTH, latter formerly announcer at CBR Vancouver, join radio department of O'Brien Adv. Ltd., Vancouver, B. C.

CONNER, JACKSON, WALKER, McCLURE ADV., San Francisco, moves to new and larger quarters in Sheldon Bldg., 461 Market St.

NORMAN GLADNEY joins Scheck Advertising Agency Inc., Newark, N. J., as vice president in charge of television and radio.

EDWARD R. McNEILLY, radio writer and formerly KFI-TV Los Angeles director, joins Rockett-Lauritzen, Los Angeles, as radio and television director. Other new additions to agency include JOHN SHERMAN, formerly of Ar Services, as account executive; WARREN PRATT, formerly associated with Edgar Bergen, as account executive.

NORMAN P. TATE, formerly with Newell-Emmett (now Cunningham & Walsh) New York, joins New York office of N. W. Ayer & Son Inc., to handle ar duties in the radio-television department.

PAUL WINANS, for 20 years head of his own Los Angeles agency, joins Ha Stebbins Inc., that city, as vice president. He will head media relations depart ment as well as service his own accounts.

JAQUA Co., Grand Rapids, Mich., elected to membership in American Assn. o Advertising Agencies.

MILDRED FLUENT, account executive of Abbott Kimball Co. of Calif., Lo Angeles, for past five years, named a vice president.

RICHARD E. RICHMAN, formerly with Columbia Pictures, joins Lew Kashu & Son Adv. Co., New York, as account executive.

HERBERT GRUBER, timebuyer with Biow Co., New York, for past six year resigns to join Cecil & Presbrey, New York, in similar capacity.

BOONE, SUGG, TEVIS & WALDEN, San Francisco, will close its offices at en of this month. WILLIAM SUGG will leave agency field for sales work. PHI BOONE, RICHARD TEVIS and CHARLES WALDON will affiliate with othe agencies, dividing BST&W accounts among them. Their future affiliatior have not been announced yet.



Business is always better in Washington, D.C.

Washington's mid-winter telephone book for this always-richer market bulges with 44 more pages than ever before . . . and in this all-ways richer market, Pulse shows that WTOP's always-bigger share of audience is now 36% larger than any other station.

WTOP
THE WASHINGTON POST-CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

introducing

INDIANAPOLIS' DYNAMIC
NEW NEWS ANALYST...

Bill Folger



He joins the increasing list of WISH "personalities" featured in an impressive list of BIG shows programmed locally.



Fresh from several major news "scoops" in Washington, D. C., and the East. Bill is a reporter and analyst of national stature. His long background in reporting, his keen knowledge of people, his ability to snoop out the REAL news, plus his easy-to-listen-to manner are already keeping a majority of Hoosier ears glued like magic to his every broadcast.

WISH
Personality Station
1310 kc INDIANAPOLIS • A-B-C NETWORK
FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business



FALSTAFF BREWING Corp., St. Louis (beer), April 3 starts thrice-weekly 15-minute transcribed *Meredith Willson Show* on stations in more than 2 markets. Packaged by William Morris Agency, format is comedy-musi similar to previous Willson shows. Agency: Dancer-Fitzgerald-Sample Inc. Chicago.

TRANS-WORLD AIRLINES, New York, through BBDO, also New York, currently using spot campaigns on four New York and three Chicago television stations. Twenty-second and one-minute announcements being used to promot TWA's "quickie vacations" to Arizona and Southern California.

FRENCH SARDINE Co., Terminal Island, Calif., places Coy Watson-Erskin Johnson production, *Hollywood Reel,* for 13 weeks in 14 national markets: Lo Angeles, Chicago, San Francisco, Cleveland, Washington, St. Louis, Milwaukee Omaha, Buffalo, Pittsburgh, Columbus, Syracuse, Seattle and Rochester. Account was placed by Rhoades & Davis, San Francisco.

WEATHER SEAL, Atlantic City, N. J., signs with WMID same city for 15 minute across-the-board program, *Watcha' Doin',* Mon.-Sat., 8:30-8:45 a.m. Show also will be carried by WKDN Camden. Plans call for addition of fiv more stations on intra-state network basis for complete New Jersey stat coverage.

REDDI-WHIP, Los Angeles, appoints William Kester & Co., that city, effectiv Feb. 1, to handle advertising. Plans include use of radio for first time with 1 week participations on stations in Southern California and Phoenix. **KRISPY KAKE KONE KO.,** Los Angeles (bulk and packaged ice cream cake cones appoints same agency to handle advertising. Television participations an spots are planned in Los Angeles area starting in February with later ex pansion to six Western states.

COLGATE-PALMOLIVE-PEET Co., Toronto (soap products), buying loca programs on stations in various parts of Canada, and expanding regiona programs. *Who Am I?* (Supersuds, Odex) expanded to Ontario stations, fiv times weekly, 10 minutes, through L. J. Heagerty Ltd., Toronto; *Barry & Bett* (Vel) expanding to five times weekly throughout Canada, through Harry E Foster Adv. Ltd., Toronto, and half-hour *Mailbag* (Vel, Palmolive) being use six times weekly on CHAB Moose Jaw, through Harry E. Foster Adv. Ltd., an Grant Adv. of Canada, Toronto.

Network Accounts • • •

DOUBLEDAY & Co., New York (book publisher), sponsors *You Are an Artis* on NBC-TV Tuesday, 11-11:15 p.m., for promotion of book, *You Are an Artist* by John Gnagy. Mr. Gnagy also appears on shows. Agency: Huber Hoge & Co New York.

FORD DEALERS OF AMERICA, Detroit, will sponsor *Kulka, Fran & Ollie* o 56 NBC-TV stations, 7 p.m., starting Feb. 1, one night a week, Wednesday, fo 13 weeks. Agency: J. Walter Thompson Co., New York. Program is sponsore by RCA Records and Sealtest Inc. on other four evenings.

Adpeople • • •

SAMUEL HENRY Jr., in charge of Trans World Airline, New York, domesti advertising, and **H. G. RIEGNER,** head of advertising on TWA's overseas routes given new titles of assistant advertising directors. Mr. Henry will be responsible for all media advertising, including radio and television, while Mr. Riegner will head production and distribution of promotional literature.



Mr. Henry



Mr. Riegner

WALTER SILBERSACK, president of American Home Products Corp., becomes president of subsidiary, American Home Foods, succeeding **VICTOR T. NORTON,** who resigned to join NBC [BROADCASTING, Jan. 16]. **E. LLOYD DOSCH,** vice president for merchandising and advertising of American Home Foods Inc., appointed to newly created post of executive vice president and general manager. **WARREN TINGDALE,** vic president in charge of sales and advertising of Boyle-Midway Inc., also b comes vice president in charge of sales and advertising of American Hom Foods Inc.

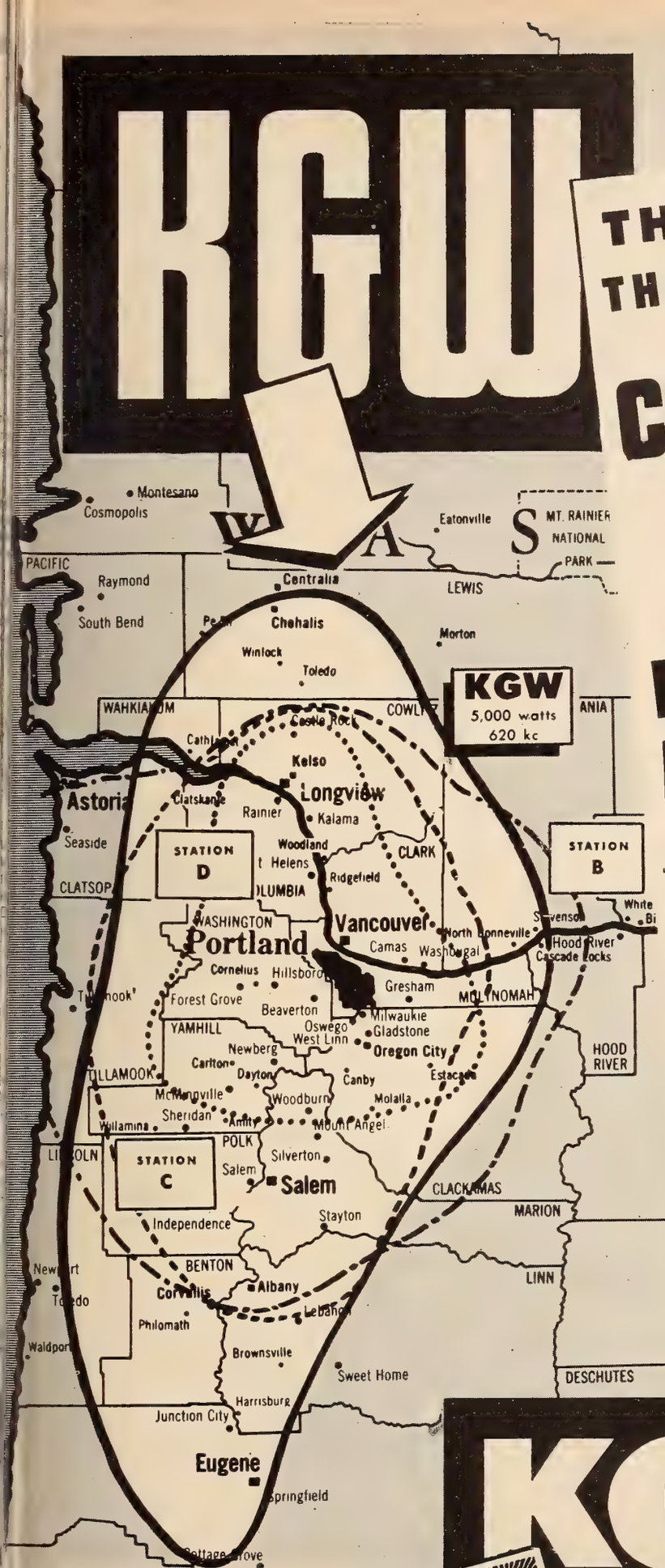
KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's *Concentrated Coverage* of the fastest-growing market in the nation.

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states"—(News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited

CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week



Two of the "Twinspiration" homes.

PUBLIC exhibition recently of the "Twinspiration" homes in Wichita, Kan., was the climax to a public service inspiration by KFH in that city.

The station kicked off a non-stop promotion for the enterprises following the first turning of the earth in their construction. The homes are identical and of the modern ranch type. The project was sponsored to demonstrate the effective use of new building materials and the advantage of careful planning.

KFH's morning program, *E. J. Notebook*, that features Ethel Jane King and her announcer-partner, Dave Wilson, kept listeners up-to-date with daily progress reports. Both Miss King and Mr. Wilson extended invitations over the air for the public to inspect the site while construction was underway. They also supplemented radio promotion with written invitations and newspaper publicity in the local newspaper for an "open house," which during Dec. 14-22 drew an estimated 18,000 persons.

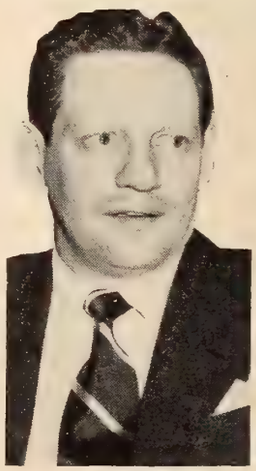
The homes, KFH explains, to all

(Continued on page 47)

On All Accounts

HE GOT the notion during World War II while serving as a public relations officer with the Army Air Forces: Why shouldn't a man experienced in radio teaching, announcing, continuity writing, program direction and station administration make a good radio salesman—especially since he *really believed* he could sell?

George Richard Guyan tackled his first sales assignment less than three years ago. Today, he is western sales manager of WGN, the *Chicago Tribune's* 50 kw operation—proof of his earlier conviction.



GEORGE

"There are so many ramifications to radio sales that come to you sooner if you know broadcasting from the inside," he believes.

George got his know-how the hard way. Fired from his first announcing job at WTMV East St. Louis after six weeks of being told repeatedly he "didn't know from nothin'," he moved west to KFRU Columbia, Mo. At this seat of Missouri U., he found a sympathetic soul in one Mr. Chet Thomas, then general manager of KFRU and now head man at KXOK St. Louis.

Mr. Thomas not only restored the Guyan self-confidence by making George program director, but sensing a pedantic air about the man wangled him a couple of teaching jobs. One was at Missouri's famous journalism school, where George taught radio news-writing; the other was at Stephens College, one of the midwest's top-rated women's schools, where he dispensed a practical course in broadcasting. He used KFRU's studios as a laboratory. Mr. Guyan's handbook for radio news-writers, prepared while he was at M. U., was standard equipment in United Press radio bureaus for several years.

About half-way through his three-year tenure at KFRU, two big things happened to George: He was named assistant manager of the station and he copped one of Stephens' "Ideal Girls" as his bride. (Each year the college selects ten seniors as "Ideal Girl" graduates.)

In 1939, he joined WBBM Chicago's announcing staff. He worked General Mills' *Betty Crocker Show*, handled narration work and commercial announcing on Procter & Gamble's *Road of Life* and served as announcer on Glenn Miller's CBS Chesterfield show when they came to town. He also handled WBBM's well-known *Gol*

(Continued on page 47)

"WHOOPEE! WE'RE GOIN' TO WDAY'S PARTY!"



WHEN WDAY takes its *Talent Parade* "on the road," farmers and their wives for miles around turn out in a gay party mood. To quote a recent radio magazine article:

> "WDAY has promoted its weekly 30-minute *Talent Parade* until it is a regional phenomenon. . . . For many (people) it is the first live entertainment they have ever seen. . . .For others, it is the big social event of the season."

WDAY's amazing popularity among the Red River Valley's "landed gentry" is one of the wonders of radio. But there's a lot more to the story: WDAY also gets the *highest city Hoopers in the nation!* What's more, both "audiences" have average Effective Buying Incomes 'way above the national average!

Write to us or ask Free & Peters for all the facts about this fabulous station!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives



IT'S EASY, IF YOU KNOW HOW!

WE could paint a very fancy picture of all the things that make KWKH a truly outstanding station—but it would boil down to this: a "native-son" flair for Southern programming, together with 24 years of solid radio experience in this market. Know-How, we call it. . . .

Latest Shreveport Hoopers (Nov.-Dec. '49) prove that KWKH's formula and methods really pay off:

For Total Rated Periods, KWKH gets a 52.0% greater Share of Audience than the next station.

These figures are for Shreveport only, of course. But better yet, KWKH delivers an equally loyal *rural* audience throughout our prosperous oil, timber and agricultural area.

Let us send you all the facts, *today!*

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 4 WASHINGTON, D. C., JANUARY 23, 1950 $7.00 A YEAR—25¢ A COPY

TIME SALES

Radio at Record $429 Million—TV Tops $24 Million

RADIO TIME SALES reached an estimated $429 million in 1949, maintaining their consistent upward trend to reach a new record 3% above the preceding year's totals, according to the 1950 BROADCASTING - TELECASTING YEARBOOK, which will be mailed to subscribers this week.

The YEARBOOK estimates television time sales at $24,750,000 and FM's at $6 to $7.5 million, for overall AM-TV-FM time sales approximating $460 million. These figures are before deductions of agency commissions, etc., which broadcasters count as an expense of sale.

AM time sales were divided as follows, according to the YEARBOOK'S *16th Annual Business Index*, which is based upon extensive sampling of all types of broadcasting stations throughout the U. S.:

- **42.2% local time sales**
- **29.8% national network time sales**
- **26.2% spot sales**
- **1.8% regional network time sales**

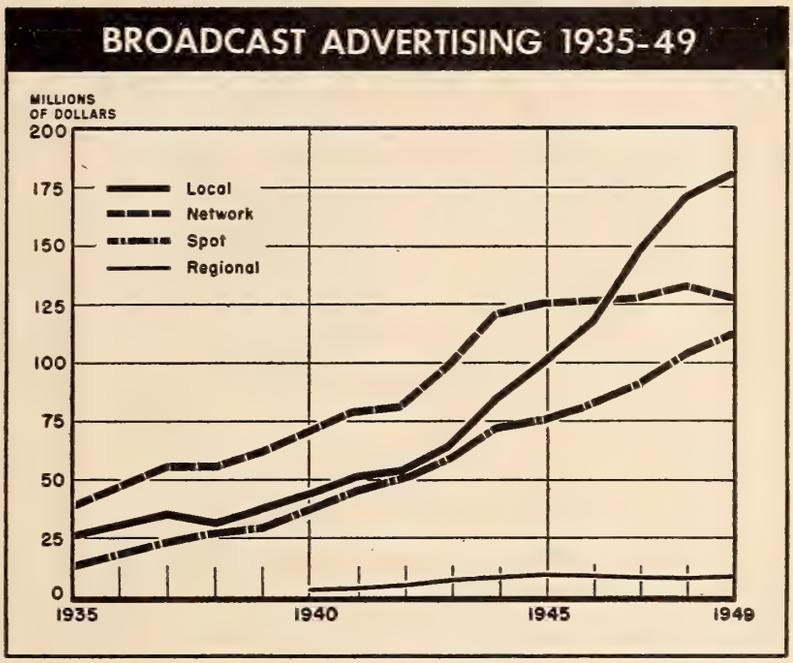
Local advertising remained the foundation of radio revenues but spot sales showed the largest gain —7% as against a 6.4% increase in local time sales. Network advertising showed its first decline: A loss of 4.6% resulting from a bad summer despite fall and winter rallies. Regional network revenues gained about 2.3%.

Radio Receipts Up

In terms of dollar volume, AM radio's 1949 time sales receipts ran some $12,270,000 ahead of 1948's. Local advertising was up $11 million; spot sales up $7.2 million; national network down $6.1 million, and regional network up $170,700. (See Table I.)

On the basis of past years' experience, the YEARBOOK estimates that radio's income from the sale of talent and from other sources totaled about $22 million in 1949, bringing gross revenues up to $451 million aside from TV and FM time sales and without counting an estimated $77 million spent by advertisers for talent and programs on their own account.

In television, network time sales were placed at $9.9 million; spot sales, $8.6 million, and local time sales, $6.25 million. There seemed little doubt that a substantial portion of this sum was new money to broadcasting, surveys having shown that TV budgets for the most part are an additional appropriation rather than a deduction from AM budgets.



Radio's 3% gain in net revenues, which should be compared to 1948's 11.4% increase, was the smallest gain percentage-wise since the end of the war.

But it should be remembered that 1949 was a year of business jitters. Other indices of prosperity dropped off sharply, especially during the summer and early fall. There was a general feeling of insecurity among the nation's businessmen. Thus radio's revenue picture at the end of 1949—$12 million ahead of 1948—was considered excellent.

Radio's net time sales since 1940 have almost tripled. With the growth of television, they seem destined to reach the $500 million mark early in this new half of the century.

TV Sales Triple

The estimated $24,750,000 in television time sales in 1949 should be compared with $8.7 million in aggregate revenues for the visual medium in 1948, which means that TV's time sales revenues almost tripled in 12 months. Authorities thought it reasonable that this total could be nearly doubled if TV's problems with the FCC were removed quickly.

Accurate FM revenue estimates are difficult to make in the absence of a complete division of revenues where AM and FM stations are operated jointly. In many such cases, of course, FM is sold as a bonus to AM. In these circumstances, any time sales figure is a rough estimate. Most experts, however, felt

(Continued on page 57)

HOOPER SALE?

Has Had Talks With Nielsen

RESURGENT REPORTS that C. E. Hooper is about to sell his radio research organization to A. C. Nielsen were again denied last week by Mr. Hooper, who admitted, however, that he and Mr. Nielsen have discussed the sale of "certain portions" of the Hooper Network Program Rating Service.



Mr. Hooper

Mr. Hooper insisted that any proposals which have been made by Mr. Nielsen "do not involve his reported absorption of our business or organization."

He did not define the "certain portions" of his service which are under discussion, but it was believed that they are confined to the National Network Program Ratings commonly known as "Hoopers." The Hooper City Ratings Service, which measures the division of audience at various hours of the day and evening among the stations serving each city in a list of more than 100 U.S. markets, would presumably be retained by Hooper and continued by his organization.

Mr. Hooper's statement said:

"It is true that there have been discussions between A. C. Nielsen and me regarding his purchase of certain portions of our network audience rating services. Most emphatically the proposals do not involve his reported absorption of our business or organization. Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. If and when I have received a firm proposal, the trade will learn of our reaction to it without delay."

Despite Mr. Hooper's emphasis in denying that his conversations with Mr. Nielsen involve more than "certain portions of our network audience rating services," some observers believe that a deal for the sale of C. E. Hooper Inc. can and probably will be made in the months ahead.

They recall that in June 1947, Mr. Hooper offered to sell his complete service to BMB for $1 million and believe that the offer would stand today if the industry were inclined to reconsider it. They argue that Mr. Hooper would prefer to sell to an industry group such as BMB, which presumably would conduct the audience research as a nonprofit industry service, rather than to another individual business con-

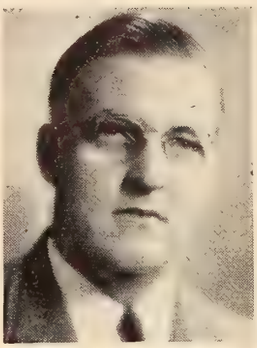
(Continued on page 56)

NEW AGENCY

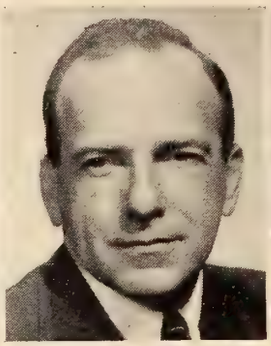
Carlock, McClinton & Smith Firm May Get Prudential Account

A NEW national advertising agency to be known as Carlock, McClinton & Smith Inc., will be established on May 1, it was announced jointly by H. L. McClinton, who has resigned as vice president and director of N. W. Ayer & Son, and Paul Smith, president of Paul Smith Advertising Inc. The firm is expected to have the account of Prudential Life Insurance Co., which sponsors *Family of Stars* on CBS and the *Jack Berch Show* on NBC, as one of its clients, BROADCASTING learned.

The agency will have its headquarters in New York. Officers of the new organization are Mr. McClinton, president; Mr. Smith, vice president and chairman of the plans board, and M. E. (Mike) Carlock, who has resigned as vice president of Benton & Bowles, vice president and secretary. Mr. Smith's present agency will be merged with the new firm.



Mr. McCLINTON



Mr. CARLOCK



Mr. SMITH

* * *

Mr. McClinton has been with N. W. Ayer since December 1929, in the Philadelphia, Detroit, Chicago and New York offices. He was first with the public relations department; for 12 years was vice president in charge of radio, television and motion pictures, and for five years had been a member of the board of directors and of the creative production board.

Carlock's Background

Mr. Carlock had been with Benton & Bowles for seven years. He formerly was with the Metropolitan Life Insurance Co. and had been promotion manager of the *Encyclopedia Britannica* and prior to that with the Hutchinson Agency, Minneapolis.

Mr. Smith, before organizing the agency bearing his name, was with D'Arcy Adv. Co. on the Coca-Cola account for 5½ years. Between 1932 and 1942 he was art director for Kenyon & Eckhardt.

James E. Hanna, vice president and manager of the radio department of N. W. Ayer & Son, will succeed Mr. McClinton at N. W. Ayer as vice president in charge of radio and television.



Mr. Hanna

Mr. Hanna has been with N. W. Ayer for the past 22 years. At one time he was in the Detroit office as copy chief and in 1940 moved to the New York office as copy chief of radio. In 1944 he was named vice president and manager of the radio department.

Other accounts for CM&S are expected to be announced soon. Prudential Insurance is currently handled by Benton & Bowles, New York.

HILL APPOINTED

Publisher of Cowles' Papers

LUTHER L. HILL, formerly general manager of the Cowles Broadcasting Co. which includes KRNT Des Moines, WNAX Yankton-Sioux City, WCOP Boston and WOL Washington, was named publisher of the Cowles-owned *Des Moines Register* and *Tribune* at the annual meeting of the company's stockholders Jan. 11.



Mr. Hill

Mr. Hill joined the *Register* and *Tribune* organization in 1935 and in 1936 was named general manager of the firm's radio stations. After serving as a brigadier general in the Air Corps, Mr. Hill was named advertising director of the newspapers in addition to his duties with the broadcasting company. He served in these capacities until September 1946, when he was made vice president and general manager of the newspapers.

Also at the meeting, Carl T. Koester, formerly controller and assistant treasurer of the newspapers, was named treasurer, and the following officers were re-elected: Gardner Cowles, president; John Cowles, chairman of the board; Kenneth MacDonald, vice president and executive editor; Arthur T. Gormley, vice president and business manager; Vincent Starzinger, secretary and general counsel.

WRUL SIGNS GE

For Overseas Show

INTERNATIONAL General Electric Co., Schenectady, N. Y., last week contracted for a half-hour weekly program on WRUL Boston, international station.

According to Walter S. Lemon, president of the shortwave operation, the inaugural program Jan. 16 established a precedent for American corporations with extensive overseas markets and provides the first opportunity to promote in overseas areas the full conception of free enterprise as it exists in this country today.

A report of new developments in the American electrical industry for the people of 70 countries served by International G. E. is planned as part of each week's program. WRUL leases the major portion of its time to the Voice of America, but reserves a block for programs of the non-profit World Wide Broadcasting Foundation and a third portion for programs sponsored by American companies with interests abroad.



RELAXING with conversation at the Jan. 12 luncheon meeting of the Radio Executives Club of New York are (l to r): Frank Stanton, CBS president; Ben Duffy, president, BBDO Inc., and Robert Kintner, ABC president. Mr. Duffy was featured speaker [BROADCASTING, **Jan. 16**].

SET PRODUCTION

Near 10 Million for '49

PRODUCTION of radio and television sets totaled 9,680,773 units in 1949 of which 6,391,371 were AM only, 875,505 AM-FM and FM-only, and 2,413,897 television, according to annual figures of Radio Mfrs. Assn.

RMA members are estimated to turn out about 80% of TV sets and a somewhat higher proportion of AM and AM-FM models.

While the numerical production compared to 14,132,623 sets in 1948, the average dollar value increased as TV output comprised a larger share of the total.

Production Gains

Early in 1949 the AM-only volume was at a low ebb but it picked up swiftly last August and the production rate in latter months almost equaled that in 1948. Peak 1949 month for AM-only was November, with 787,533 units.

FM-AM and FM-only sets went through a mid-year slack period but also spurted in the later months. Added to the 875,505 FM-AM and FM-only sets produced by RMA members are approximately 400,000 television sets with circuits tuning the FM band. Allowing for a heavy share of FM circuits in non-member company TV sets, the total increase in FM circulation last year is estimated at about 1,500,000 sets.

Peak month in television production last year was November, with five work weeks. That month the RMA companies turned out 414,223 TV sets. In December (four weeks) the TV total was 292,061 sets. As usual, the year-end holidays cut down the December output. Post-war output of TV sets by RMA companies has passed the 3,500,000 mark and the all-industry total is in the neighborhood of 4,000,000 sets. The 1948 TV output totaled 866,832 sets.

Auto and portable sets continued in high production last year. In the case of auto sets, production totaled 2,291,884 compared to 3,409,013 in 1948. Output of portables totaled 1,175,056, compared to 2,114,133 in 1948.

Following is a month-by-month table of RMA television and radio set production in 1948:

	TV	FM-AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks)	185,706	64,179	559,076	808,961
September	224,532	70,936	461,532	757,000
October	304,773	83,013	587,267	975,053
November (five weeks)	414,223	122,603	787,533	1,324,359
December	292,061	86,550	620,382	998,993
TOTAL	2,413,897	875,505	6,391,371	9,680,773

SADOWSKI RADIO BILL

Six to Eight Week Hearings Predicted

By JOHN OSBON

EXTENSIVE enlargement of the McFarland FCC bill and far-reaching hearings on many controversial radio-television issues — lasting from six to eight weeks and slated to get underway next month — were prescribed last week by House Interstate & Foreign Commerce Committee leadership.

After consultation with Rep. Robert Crosser (R-Ohio), committee chairman, Rep. George Sadowski (D-Mich.), head of the radio subcommittee, told BROADCASTING he plans to introduce his own bill, now being prepared, which would incorporate certain features of the McFarland measure (S 1973) and a host of "more substantive" matters.

The Sadowski version will be ready in "about two or three weeks," and will serve as the basis for hearings on a host of communications problems besetting not only FCC but other government branches. Rep. Sadowski wants to elicit views of broadcasters, Justice Dept. and other branches, in addition to those of the Commission.

Rep. Sadowski said "we may not press for legislation but we do want to get all the information we can," during the proposed hearings, on these subjects:

- Allocation and assignment of frequencies as between those allotted through FCC for private users, and those through the President for government utilization.
- Cancellation of licenses by FCC—the only penalty under present regulations.
- Immunity of licensees from slander voiced by political candidates—the question of FCC regulations which conflict with state laws.
- Radio fraud provisions, currently embodied in the McFarland bill.
- FCC's network regulations.
- Television and particularly color TV with respect to present allocation of channels in some areas and lack of provision for others.
- Monopoly and "interwoven ownerships" involving investigations by the Justice Dept.

'Broader' Hearings Wanted

In disclosing his plans for new legislation and hearings, Rep. Sadowski emphasized his subcommittee is "not ignoring" the non-policy measure introduced and guided through the Senate by Sen. Ernest W. McFarland (D-Ariz.). But he also stressed that his group wants to hold "broader" hearings than those conducted by the Senate Interstate Commerce Committee last summer [BROADCASTING, June 13, 20, 1949].

The MacFarland bill passed the Senate last August after the Commerce Committee reported it out with certain amendments to the original measure, including one imposing a "deadline" on FCC's action on applications [BROADCASTING, July 25, 1949], and dropping certain other features.

During the hearings, which drew broad approval of the bill, the Commission called for revision or deletion of a number of basic provisions. Sen. McFarland reportedly had the tacit aproval of the Commission, save Comr. Frieda Hennock, before steering his measure unanimously through the Senate. Opposition from FCC and others mounted, however, when the legislation came before the House Commerce committee, which deferred consideration in the last session.

Full Exploration

Elaborating on his outline for the hearing, Rep. Sadowski said he thought communications should be explored from "top to bottom," starting at the government level with use of frequency space by various agencies and departments, including the State Dept., Commerce Dept., General Services Administration, and Defense Dept. (Army-Navy-Air Force), and involving the Interdepartmental Radio Advisory Committee, which metes out spectrum space for government use.

This phase of the House plan is apparently borrowed from the Sen. McFarland subcommittee, which is investigating the allocation of frequencies between government and private users, as well as a proposed single system of domestic and international records communications [BROADCASTING, Oct. 24, Nov. 28].

Rep. Sadowski reported there had been complaints that cancellation of licenses by FCC is "too severe a punishment." He said the whole question of sanctions would be explored by the subcommittee. The McFarland bill presently calls for revocation through "show cause" orders, and includes a "cease-and-desist" provision for less serious violations.

The whole question of slander by radio—touching on FCC's celebrated decision on political broadcasting—needs a thorough going-over, too, Rep. Sadowski asserted, outlining the dilemma of the broadcaster subject to state laws and FCC rules.

Network Question

With respect to the Commission's network regulations, Rep. Sadowski said he wanted an answer to this question: "Shall networks be subject to direct FCC regulation?" He said he has received, from time to time, numerous complaints from affiliates dissatisfied with the present network-affiliate structure.

In addition, he wants to get the Justice Dept's official word on what it has been doing with respect to charges that networks are "monopolistic" and violate the anti-trust laws, as charged by Gordon Brown, WSAY Rochester, who has suits pending in court.

Mr. Brown paid Rep. Sadowski a visit last week, apprising him of

(Continued on page 50)

Legislative Stiletto . . . . . AN EDITORIAL

UNBEKNOWNST even to several members of the FCC, there is about to be perpetrated one of the most artful acts of legislative sabotage ever foisted upon an unsuspecting Congress, Commission, art and public.

Barring a reversal of tactics, there is to be introduced in the House a bill bearing the name of Rep. Sadowski (D-Mich.) to amend the Communications Act of 1934. But we doubt whether it is Mr. Sadowski's handiwork. It was drafted in the rough by the Law Bureau of the FCC in collaboration with Kurt Borchardt, communications specialist of the House Interstate & Foreign Commerce Committee.

We are convinced that this bill is designed to block House approval of the McFarland Bill (S 1973), which unanimously passed the Senate last August and which had the support of the FCC. The McFarland Bill would reorganize the FCC and strip the lawyers of the power they have accumulated over the years—power that has permitted them effectively to run the Commission.

The lawyers do not want the Commission reorganized. They do not want to meet deadlines. They do not want the appellate provisions of the archaic Communications Act changed.

So, after the last session adjourned, the lawyers set out quietly to change things. Richard A. Solomon, chief of the Litigation and Legislation Branch, maintained the liaison with Mr. Borchardt. The draft that was to become the Sadowski Bill was cleared through Gen. Counsel Benedict P. Cottone. The masterminding, we believe, was done, as always, by Assistant General Counsel Harry Plotkin, brilliant New Dealer whose credo is that those encounters he hasn't won just aren't finished.

The McFarland Bill could have passed the House last session, since there had been exhaustive Senate hearings. It was a stripped, compromise measure in which virtually all differences had been resolved. It would eliminate dilatory tactics by the FCC staff, and place policy responsibility where it belongs—with the Commission, rather than with its self-annointed brain-truster legal lights.

But the FCC lawyers got in the licks.

If our grapevine is correct, the Sadowski bill would (1) impose penalties short of revocation of licenses through suspensions and fines, and imbue the FCC with power to play fast and loose with licensees, in a manner far more drastic than the "cease and desist" provisions of the McFarland Bill; (2) write into the statute the explosive substance of the Port Huron decision on political broadcasting; (3) subject all frequencies to license, including those allotted to Government for the military; (4) reinstate anti-trust provisions which provoked such a furore when incorporated in the White Bill several years ago; (5) get into the TV-color fracas; and (6) barge into FM.

Such a bill would embody such a strange admixture of bitter and sweet as to whet the appetite of many a crusading politico. It also would mean smear-hearings and headline hunting. It could mean a legislative stalemate in this election year. And, if we fathom the strategy of the FCC lawyers, that is what they're shooting for. It would leave things status quo. It is the divide and conquer thesis.

We hope the House Committee won't be taken in. We hope Chairman Crosser will ascertain why the FCC (by letter) supported the McFarland Bill in the Senate and (by letter) opposed the identical bill in the House. We hope he will look into the "lobbying" aspects, since the anti-lobby statutes apply to Government as well as to industry.

The McFarland Bill, from radio's standpoint, is not optimum legislation. It is not a bill drafted by broadcasters for broadcasters.

The need for improvement in the law is evident. That is what all the shouting has been about. The House should pass the McFarland Bill without hearings, and on the Senate record.

Then if the House wants to look into anti-trust, political "fairness," licensing of Government frequencies, and other controversial matters, let it hold hearings for further amendment of the law.

If the House Committee falls for this smokescreen, FCC's lawyers can claim Congressional scalps along with those of the Commission.



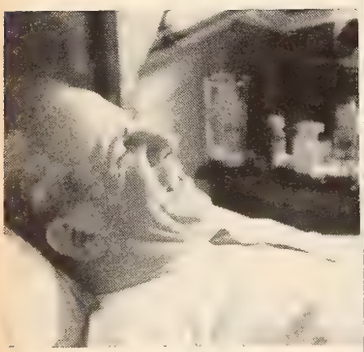
Diamond prospect



All-day Listening



At Home

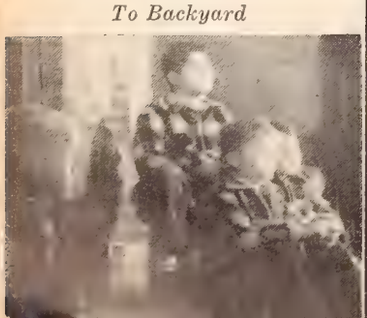


Oh, a Double Play



From Penthouse. . . .

To Backyard



LIGHTNING THAT TALKS

THE DRAMATIC story of broadcasting's role in the personal, economic and political life of the United States will be told this year to hundreds of audiences through the medium of the radio-sponsored All-Radio Presentation film, "Lightning That Talks."

Starting with the first formal showing in New York March 1, with a thousand top advertising industry executives attending, the promotion film will tell radio's story in the dramatic language of motion pictures.

Once before the motion picture medium was utilized by broadcasters but on a more modest basis. This film, produced a decade ago, was widely shown.

Move to do a similar job, but with a modernized touch, developed at the 1947 NAB convention at Atlantic City. Eventually the All-Radio Presentation Committee was formed. This committee has held dozens of meetings and its members have devoted large amounts of their time to the difficult task of planning, writing and producing a motion picture film that depicts broadcasting's important place in the national scheme.

Total subscriptions—including a fund of $50,000 subscribed by ABC, CBS and NBC—are around the $150,000 mark. Final cost of the film, turned out by the Independent Motion Picture Producers Society, will be $85,000 for one 35mm print, additional 35mm and 16mm prints costing extra. Station subscription fees are based on station income and range from $25 to $1,000.

Elaborate plans have been worked out for community showings of the film. The All-Radio committee is preparing full instructions with publicity and promotion kts. Committee officers are Gordon Gray, WIP Philadelphia, chairman; Maurice B. Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Krueger, WTAG Worcester, Mass., treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer. Victor Ratner, former CBS vice president and now a vice president of R. H. Macy Inc., New York, was producer.

WITH A HIGH voltage hiss, roar of thunder and musical background, the filmed story of radio is introduced. These titles appear, "The Broadcasting Industry of the United States Presents 'Lightning That Talks'." The scene quiets down, many stars are seen, followed by the subtitle, "The Story of America's Greatest Voice."

A rolling title carries on the introductory sequence in this way: "This is a true story. Every incident shown here is an actual experience, showing the businessmen and radio listeners to whom these things really happened . . . filmed where they happened."

The story opens with a sequence of heavenly orbits, a storm appearing in the background as Benjamin Franklin is introduced during the lecture of a professor in a planetarium. As the story is moved along by use of screen devices, the professor explains that Franklin's "greatest interest was how to bind the people of the Colonies together by improved communications. He published seven newspapers."

The camera dollies in to Maurice B. Mitchell, director of Broadcast Advertising Bureau, seated in the professor's audience. Mr. Mitchell comments, "I wonder what Franklin would have thought of my kind of communication—radio."

The heavens become an electronic battleground as the camera tells the story of Franklin and the kite, using a true replica of the original key. Sparks jump from the key across Franklin's knuckles as the electrical storm subsides and the scene returns to the peaceful beauty of the opening.

"Verily, what a wonderful place to continue my experiments with lightning. This is truly heaven," Franklin comments.

From the key comes, faintly, then strong and clear, the 1920 voice of KDKA Pittsburgh and the Harding election returns. Sparks jump from the key to Franklin's

* * *



PRODUCTION crew for the International Movie Production Service on the all-radio film (l to r): Gene Farrell, music composer; Dr. I. M. Levitt, technical advisor; Ben Gradus, director; Joe Brun, cameraman.

THE ALL-RADIO PRESENTATION COMMITTEE

1771 N STREET, N. W. • WASHINGTON 6, D. C.

January 17, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
Washington, D. C.

Dear Sol:

As "P" Day approaches for the film, "Lightning That Talks," we of the All-Radio Presentation Committee want you to know how much we appreciate the cooperation of Broadcasting Magazine over those arduous months.

If we are a bit jittery, it is because of the wide acclaim we have received even in advance of the premiere. There were times when we thought it probably wasn't worth the tribulation, although none of us even for one instant lost our enthusiasm for the job that could be done.

We are now set to go. We have no doubt that this inspired work will do more to sell radio by the American plan to America than any single promotional effort since the cat's whisker.

Your preview in the January 23 issue of Broadcasting-Telecasting is another of many timely and encouraging displays you have published on our committee's efforts over these last three highly active and exciting years in the production of this film.

Now comes the curtain-call.

This is to thank you, on behalf of our committee, and of radio for your contributions over nearly 20 years to development of a sturdy, wholesome and effective art and industry.

Sincerely,
Gordon Gray

knuckles, providing the only static in sight. His hand pulls away from the key as though in astonishment, as he says, "What! They have made the lightning talk?"

Through a series of heavenly sweeps, Franklin approaches the ground, traveling through the years of radio as he desires to learn how radio is being used after 30 years of development. History from 1921 to 1941 is depicted by snatches of broadcasts, including events, personalities and music.

"Every aspect of America . . . and the world . . . every interest . . . every mood of the people is reflected by radio," Franklin observes. As he gets closer the sound track introduces a series of commercials, the audience becoming aware of messages promoting soap, cigarettes, food . . . DIAMONDS. The camera stops short, the earth appearing as a ball in the distance as Franklin says, "Verily, can even a diamond be sold by the unseen spoken word."

Thus the first of a series of sequences showing commercial radio in operation is presented, abetted by the techniques of the cameraman and the producer.

* * *

SEQUENCE 2 has been introduced by the diamond reference and opens with a radio commercial built around "D. A. D. . . . not Dad but . . . Diamonds at Davison's." The voice is coming from WDAK Columbus, Ga., which Franklin observes from his heavenly perch via an airplane shot of the city.

The commercial continues: "This is Bill Byrd, the manager of Davison's Department Store in Columbus. That explains one D—Davison's . . . Yes, Davison's has opened a new department of fine jewelry. . . ." The shot dissolves from a Columbus street scene to the facade of the store and into the counters. Franklin exclaims, "How wonderful the general store has become since my time."

A jewelry counter scene is spiced by the babble of customer-clerk discussions. The camera moves up a few floors to the office of Mr. Byrd, the manager, who is chatting with Allen M. Woodall, president and general manager of WDAK Columbus.

"The boys in the New York office," Mr. Byrd observes, "are so impressed with our diamond campaign, Allen, that I can now go along with you on this new idea. And it was only a month ago that I called you in." Follows a flashback showing Messrs. Byrd and Woodall in Mr. Byrd's office after store hours. Here is their dialoge:

BYRD—Allen, I've got a sick baby on my hands. I've tried to push our new diamond department but it won't go. Frankly, I don't think you and your radio can do much with it, either.

WOODALL—The trouble is, Bill, though everybody knows Davison's, people down here just ain't used to buying good jewelry in a department store. They have got to be taught that they CAN buy them at Davison's, and can buy them cheaper here.

BYRD—Heck, I know that, Allen, you don't have to remind me. But can radio do it better?

WOODALL—Bill, give it a chance. You've spent $400 this month advertising diamonds in the newspapers—and sold two of them. Spend the same money on my station. We can beat that.

BYRD—You'd have to beat that . . .

WOODALL—How many sales would you be satisfied with?

BYRD—Sell four diamonds for me and I'd be happy.

WOODALL (as they walk away)—O. K. Here's what I want you to do.

The scene shifts to a romantic moonlight scene with a young couple sitting on a swing listening to a radio on the window sill as an announcer's voice intones:

Yes, Diamonds at Davison's. Davison's Department Store has just opened a brand new department. Now you can buy diamonds at Davison's. Davison's can afford to give you top quality for at least 10% less, since the purchasing power of . . .

Another closeup shows a wife ironing kiddy clothes as hubby smokes his pipe and reads. They hear a Davison's commercial which inspires the wife to suggest buying mother a dinner ring. He's highly unconcerned at first, does a slow burn, but a few frames later he's at the Davison jewelry counter approving the wife's selection.

End of flashback and Messrs. Woodall and Byrd are talking again in the latter's office:

WOODALL (chuckling)—Well, did we sell your four diamonds for you?"

BYRD—Oh Brother! We'd never been on the air before and in less than three weeks we sold more than 60 diamonds.

WOODALL—What does that come to in dollars?

BYRD—Does Macy's tell WDAK? Mind your own business.

WOODALL (laughs)—That's right, you ARE an affiliate of R. H. Macy's.

BYRD—And now they've okayed our establishing a radio program on all merchandise for their southern stores. I'd like to . . .

As a comely miss admires a diamond ring on her finger, she picks up the telephone to put in a call for Cedar Rapids, Iowa.

GIRL—Did you get our Cedar Rapids office yet?

FRANKLIN—Cedar Rapids? That's many miles from Columbus, Georgia.

GIRL (reacting to Cedar Rapids voice)—Peaches, How come she's out buying peaches at this hour of the morning?

* * *

THE scene dissolves from the girl to the ME TOO store in Cedar Rapids where autos jam the streets and a long line of people stretches around the corner. At the head of the line is a truck of peaches with customers buying crates of fruit right off the truck. The camera dollies back to a shirt-sleeved meeting where Weaver Witwer, wholesale grocer, and the others are worried because some cars of peaches are two weeks overdue from Colorado.

The meeting breaks up, the peaches are still missing, and after some informal scenes Ralph Whitlock, Mr. Witwer's assistant, looks flabbergasted as he says on the phone:

Holy cow! Did the refrigeration conk out on all three cars? Be there

(Continued on page 20)



Our Milk's on Radio



Me Too's Peach Sale



I'll Send an Officer



Crowd and Autos



Right off the truck

"I'm From Prudential"





Professor's Lawn



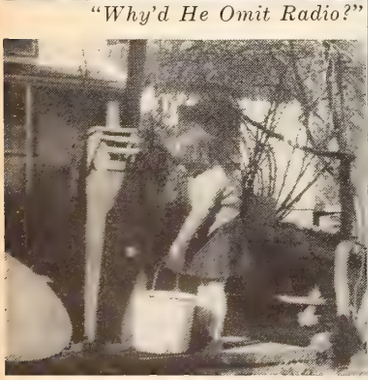
At Poor Richard Club



After the Lecture



"Why'd He Omit Radio?"



All Over America

Ben Franklin's Pen



Lightning That Talks

(Continued from page 19)

in an hour? O. K., we'll look at 'em.

It's night, and the merchandisers sample ripe peaches as ripe juice squirts all over them. Bill Drake, ME TOO owner, shakes his head:

DRAKE—Three cars! What do you think, George (his assistant)?

GEORGE—Well, I guess we've solved tougher problems than this. We'll tell 'em on the radio tomorrow this is our special instead of the canned beans we were planning . . . mebbe . . .

WITWER—That's right, Bill. You really do use radio to push this stuff, don't you?

DRAKE—I use it all right. I've been telling them, six days a week for 11 years, that no matter how low anybody else sells any item, I'll match that price.

GEORGE (on phone)—Johnny, hit this real hard on the air tomorrow. ME TOO has three cars of peaches that will be sold tomorrow at a great price—69 cents a lug. Yes, hold up the beans . . . Yeah, Colorados . . . O.K., Johnny . . .

RADIO ANNOUNCER (voice coming from radio in home of Mr. & Mrs. Milburn)—U. S. Grade 1 Colorado peaches, packed 3, 4 and 5 to the row. What a buy. What an opportunity. Your last chance to get these ripe peaches for canning, for pies, for the table. Remember, first come, first served, so be early . . .

MR. MILLBURN—Don't we have enough canned stuff already?

MRS. MILLBURN—Oh, we could always use more.

The commercial continues in other homes and in other towns as reaction sets in with vigor and excitement. A policeman waves his arms and blows his whistle as cars come from all around to buy peaches, and the sequence ends with this dialogue:

WITWER: Bill, looks like you're not going to have a peach left by noon.

DRAKE—Oh, we always crowd them in with a radio special. Radio's the way we've built this business—from one to nine stores since 1938. You should have been around when we made an announcement . . . (fade).

A series of dissolves passes through kitchens where folks are frantically processing peaches as a radio announcer says:

And now . . . Jack Birch, brought to you by the Prudential Life Insurance Co., etc.

Transitional shots take the audience to a porch where a salesman with portfolio is waiting. Housewife opens the door and looks at him testily:

SALESMAN—I'm Mr. Conway from the Prudential Life Insurance, ma'am; I'd like just a couple of minutes of your time.

HOUSEWIFE — Oh, Prudential! Why, just this morning I heard your Jack Birch program. I've been listening to him for so long I feel we are friends. Come on in.

FRANKLIN'S VOICE — Radio's a foot inside the door—a good insurance man needs little else.

SALESMAN—Jack Birch has been making friends for us from Maine to California.

FRANKLIN—California! How big this country has become.

The camera tilts up to the sky and comes down to show Oakland bridge, San Francisco, at late dusk. A Marin-Dell Dairy milk truck passes the camera, which then moves into the plant where Tom Foster, general manager, is talking with Mr. Spinnetti, head salesman, both rather agitated.

SPINETTI—Did you have to come in tonight just for that?

FOSTER—They're important competitors. If they move into a new territory before us—well, it's that much harder.

Plant Superintendent MacDonald, in pajamas at home, is informed he's to take a truck and move into San Jose in the morning. With Ed DeBorba, a salesman, they enter Avilla's Market in San Jose in early morning:

DeBORBA—Here they are—no one else has these—look, sour cream half and half in quarts—table cream.

AVILLA—Well, that's good, I guess, but whadda I wanna take another dairy in here for?

DeBORBA—We've been buying a lot of our milk from families in this valley.

BREAD MAN (seeing Marin-Dell truck)—Hey, since when did Budda come to Santa Clara?

DeBORBA—Budda's the m.c. of our amateur show—you know our radio program?

AVILLA—Sure, I know it—how do you think I know your milk?

MacDONALD—Your customers know this milk, too, even though they never saw it here.

AVILLA—I guess so, well—let's try . . .

* * *

AT Alongi's Super-Market another scene takes place as the Marin-Dell pair make another pitch. A pretty Spanish girl, overhearing, says:

GIRL—I once wrote Budda and told him that I would buy Marin-Dell if they sold it here.

DeBORBA—We have boxes of such letters from here. As from everywhere else around San Francisco. Since we first started, Tom Foster, the general manager, has put 90% of our advertising money into radio. And look what happened. In 1935 Marin-Dell was worth $30,000. Today, it stands better than $4 million.

MacDONALD—We went from fourth place to first place in San Francisco in one year, and have held that place ever since 1935. Why, I bet you that we have eight full routes in San Jose inside one year.

FRANKLIN (after a few more comments)—Verily, here is lightning that sells—diamonds and peaches—insurance and milk—tangibles, intangibles.

Back in the professor's library, his wife walks in with a glass of milk—Marin-Dell milk, of course. Their son wonders why papa makes a face every time anyone mentions radio.

MOTHER—You know your father is a professor of journalism, and I'm afraid this is one if the few things he's not very intelligent about.

PROFESSOR—Now, Rosaline, what do you see in radio?

MOTHER—First of all, I like it. Second of all, if I didn't listen, I wouldn't know what all the women in the club were talking about.

PROFESSOR—Bosh! I have seen figures that say people don't listen most of the time . . . Besides, it's hard enough to get away from radio without having to discuss it at home. Now let me be—you know I'm speaking at the Poor Richard Club in Philadelphia in a couple of days and I must prepare.

SON—Is that Poor Richard, like Poor Richard's Almanac?

PROFESSOR—Yes, the club is named after Ben Franklin—it's a group of men in the advertising field.

SON—So what are those films for?

PROFESSOR—Well, if I can cut out most of mother's camera work, I'm going to illustrate my talk with the home movies we took last year on our cross-country trip.

SON—What's the talk about, Dad?

PROFESSOR—America. And Ben Franklin as an American businessman.

Addressing the Poor Richard club, the professor describes America as the most wonderful place to buy and sell goods the world has ever known. Quick glimpses into typical American scenes, from farm to factory, fail to mention radio. The speech finished, the audience applauds and leaves, and one of the advertising men talks over the speech as he shoots some pool. Mr. Mitchell is lighting a cigarette.

FIRST AD MAN—How'd you like that, Mitch? All about America—and not a word in it about radio. The professor of journalism really put you guys in your place.

MITCHELL—Where has the professor been for the past 20 years? Or, who does he think he's kidding? It was a good speech—until he tried to sneak past radio. Why, Franklin would have loved radio!—what it has done IN America and FOR America.

FIRST AD MAN—But he WAS a publisher!

SECOND AD MAN—I guess Publisher Franklin would have also owned the biggest radio station in town—at that—

THIRD AD MAN—Strange how the lightning he fooled around with has turned out to be the greatest means of communication we have.

MITCHELL—That's it. Radio is Lightning That Talks.

SECOND AD MAN—Yeah, and it strikes again and again in the same place. Maybe THAT'S why it sells so hard?

FIRST AD MAN—But how does the cost of radio advertising compare with newspapers and magazines?

MITCHELL—When you look at sales results—which is the only way a shrewd advertiser looks at it—the evidence is all in favor of radio. All media can be profitable, of course. But radio is getting more sales out of the advertising dollar than any other. That man over there shows just one of the reasons why (pointing to man reading newspaper folded vertically and turning pages rapidly). . . . . See how easy it is for him to flick those pages as he goes from one news item to another? He isn't even seeing most of the ads in that paper—much less reading them. Newspaper studies themselves show that an average advertisement is read only by about 8 out of every 100 of their readers and what if he does read the ad?

* * *

FRANKLIN begins to talk in a voice impact demonstration with the appeal of printed and spoken copy compared. Back to Mr Mitchell:

MITCHELL—In radio you can't help but get more listeners to your sales message . . . there's nothing that even competes with the commercial. Listen. (Ball game announcer ends ar

nning and gives a commercial.)

More sales are made because radio makes your advertising hit harder . . . and reaches so many people. Why, America lives with its radio on.

FRANKLIN—What facts are there to support that? I suppose I can find them at any of the large advertisers in America.

An office building in Cincinnati is shown in a low angle shot, followed by a shot down a long row of office doors. One door is labeled "Procter & Gamble, Information." Franklin walks in. He finds vast arrays of charts and other material on radio. They show how much people listen every day, by income level and city size, along with the circulation of radio. The P&G charts follow:

How Much Do They Listen Daily?

U. S. RADIO FAMILY LISTENING BY INCOMES

Upper Incomes	4 hrs., 13 min.
Middle Incomes	4 hrs., 37 min.
Lower Incomes	4 hrs., 45 min.
U. S. Average	4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

HOW BIG IS RADIO?

U. S. Families	45,000,000	
Radio Families	42,800,000	(95%)
Auto Families	27,000,000	(60%)
TV Families	7,500,000	(17%)

(Source—BAB Estimates for 1951)

HOW MUCH DO THEY LISTEN DAILY?

U. S. FAMILIES LISTENING BY CITY SIZE

Metropole Areas	4 hrs., 37 min.
Medium Size Cities	4 hrs., 28 min.
Small Cities & Rural	4 hrs., 33 min.
U. S. Average	4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

FRANKLIN (after scanning charts carefully)—How much radio has become part of America—as big as the United States itself.

And now television too—broadcasting's latest development—is also coming to take its place among the great media of America.

What a universal medium it is—everybody listens—they spend more time listening to radio than doing anything else, except working and sleeping.

But when do they listen? In what part of the day?

* * *

A choke close up of a pail of milk dissolves into a stream of milk hissing into the pail, with a radio and alarm clock on the barn shelf. The clock shows 5:10, and of course its a. m. Other shots show the farmer nodding as an announcer gives the weather and the market reports of a fertilizer company. A rooster shakes his feathers and crows.

Another alarm clock appears, next to a midget radio. A hand comes in to shut off the alarm. There is silence in the bedroom of a mechanic and his wife. The voice of an announcer reading a morning newscast is heard.

Outside the window of the suburban home appears a bread truck, making door-to-door deliveries. The same broadcast continues from a radio in the truck. The mechanic's wife brings in a loaf of bread. A little later the whole family sits at breakfast, the mechanic kisses his wife goodbye and pauses briefly to catch the end of the announcer's sentence coming from the kitchen radio.

A 7:45 a.m. time signal is heard, followed by a woman's program telling the prices of the day's commodities and suggesting an economical dinner.

Moving to a farm house, the camera shows an elderly woman sweeping the porch. She steps back into the house and tunes in a hillbilly band on the radio. Next scene is a Riverside Drive apartment in New York, where a middle-aged woman is polishing glasses to the droll observations of Godfrey as he does a Glass Wax commercial.

FRANKLIN—Ah . . . radio tells them about a product at the very time and right in the kitchen—where they use it.

In a worker's apartment twin kiddies listen to a swing band broadcast. Mama, working at the stove, listens to a health program about calories in a balanced diet.

BOY—Oh, Ma, I don't want any carrots.

MOTHER (applying what she's just heard)—You'll hardly notice the taste in the stew—besides, carrots are good for your eyes, son. Good for your batting average.

Mother nods in self-satisfaction.

The camera turns to a bocci-ball court in the park, as an Italian leaves his portable radio and gets up to throw. The crowd is obviously foreign. His radio brings an announcement in Italian about a local pasticceria.

* * *

DISSOLVING again, the screen presents a fleecy cloud scene as the camera pans down to a fishing schooner and then a small cabin cruiser. Close-up comes a luscious gal and her scant bathing suit shows her charms.

FRANKLIN—My! Americans don't hide a thing now.

A well-to-do young man and the girl enjoy the cruiser's portable radio. They wave as they pass the fishing schooner.

Next scene shows the mechanic's wife hanging out the wash as a radio on the window sill gives out a segment of a daytime serial.

In a big garage two men are working on an auto and listening to Clem McCarthy's description of a horse race.

Seated in an old touring car, an elderly lady makes notes on a paper which turns out to be a racing form.

In the parlor of a low-income house a woman is dusting a table and listening to a religious broadcast.

A schoolroom scene is built around a historical radio drama.

An elderly man, propped up in bed, listens to his radio:

There's the pitch. It's a long, hard drive down to right field and it looks good for a . . . no, Blank scoops it up and wings it to second. Jones touches the bag and throws to first—it's a double play.

Sore as blazes, the old man shouts at the radio.

In the interior of a bus, the passengers listen to FM transit radio. One man speaks to the driver:

FIRST MAN—Oh, we finally got radio on this bus. 'Bout time.

SECOND MAN—It's awful clear.

DRIVER—Oh, sure, it's FM and . . .

SECOND MAN—FM! Our radio at home has FM in it

Traffic jam appears. It's terrific. From car radios come sportscasts, music, serious music, news, the *Lone Ranger* (it's evening).

FRANKLIN—A man can listen to a radio everywhere he goes—and he does. No one need be lonely anymore. There is entertainment and company all the time and everywhere—something for every mood.

The mechanic's children, in their bedroom, listen to the *Lone Ranger*. Father comes in. The kids kiss him and return to their listening. Other twilight scenes find families listening to their radios. The mechanic's son tunes in his radio homework, a political discussion.

In the medium-income home of a large family group (grandma, parents and a bunch of children, all eating ice cream), Bob Hope is wise-cracking via the radio.

FRANKLIN—People listen together as well as alone. That must be another reason for radio's great strength. For as any good speaker knows, people respond more when they are together.

A well-to-do family listens in a large library to Jack Benny's quips. An elevator operator in a swanky apartment house listens intently to the introduction to *The Fat Man* program, jumping as the indicator board buzzer shows a penthouse call.

On the penthouse terrace overlooking New York City the folks are sitting around in formal garb, talking quite informally. One couple leaves, winding up in a coffee shop where they listen to a disc jockey introducing "Good Night Sweetheart."

The camera dollies out into the dark night.

The finale finds Franklin appearing in a heavenly scene. He's headed upward with a portable radio. After an auditory end title:

FRANKLIN—Radio reaches everywhere. It's the only medium that gets into heaven too.

Shot of globe turning; voices.



JAMES C. PETRILLO (l) president of the American Federation of Musicians, receives a certificate of appreciation from A. W. Woolford, special assistant to the Veterans Administrator, for the AFM's aid in making possible the transcribed radio series *Here's to Veterans*. The show, according to AFM, is now being heard over 2,200 radio stations, giving it the widest coverage ever achieved by a transcribed program in the U. S.

AFRA ELECTION

Reel May Be Secretary

FRANK REEL, assistant national executive secretary of American Federation of Radio Artists, is expected to be elected AFRA national executive secretary by a referendum of national board members, results of which were to have been tabulated over the past weekend. If chosen, he will fill vacancy caused by resignation of George Heller who took leave of absence from AFRA to head Television Authority.

Mr. Heller's job as executive secretary of AFRA's New York local, from which he also took leave, is expected to be filled by his assistant, Ken Groot, by action this week of the local's executive council.

FIRST 15 PROGRAM HOOPERATINGS—Jan. 15 Report

Program	No of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)	180	American Tobacco (BBDO)	24.7	27.6	—2.9	2
Orig. bcst. 21.8						
Added by 2d 2.9*						
Radio Theatre (CBS)	172	Lever Bros. (JWT)	24.3	27.2	—2.9	3
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever (Y&R)	22.2	18.8	+3.4	10
Walter Winchell (ABC)	270	William R. Warner (K&E)	21.2	29.7	—8.5	1
Orig. bcst. 19.7						
Added by 2d 1.5*						
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	21.0	25.1	—4.1	4
My Friend Irma (CBS)	150	Pepsodent Div.-Lever (FC&B)	19.3	22.7	—3.4	5
Bing Crosby (CBS)	179	Liggett & Myers (N-E)	18.7	16.0	+2.7	15
Bob Hope (NBC)	151	Lever Bros (BBDO)**	18.0	22.5	—4.5	6
Groucho Marx (CBS)	172	DeSoto-Plymouth (BBDO)	17.7	12.0	+5.7	47
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	17.6	18.3	—0.7	11
Big Town (NBC)	132	Lever Bros. (SSC&B)	17.5	15.0	+2.5	16
Bob Hawk (CBS)	163	R. J. Reynolds (Esty)	17.0	16.1	+0.9	13
Mr. Keen (CBS)	151	Whitehall Pharmacal (Murray)	16.4	14.0	+2.4	22
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	16.3	19.1	—2.8	9
Charlie McCarthy (CBS)	180	Coca-Cola Co. (D'Arcy)	16.3	....	.....	..
Orig. bcst. 14.0						
Added by 2d 2.3*						

* Second broadcast on the same day in some cities provides more than one opportunity to hear program.

** N. W. Ayer producer for Surf; JWT for Lux toilet soap.

PLYMOUTH 'SOLD' ON RADIO

81 Detroit Dealers Start Campaign on CKLW

SIGNALING the start of an "all-out" advertising campaign, 81 dealers comprising the Greater Detroit Plymouth Dealers have launched two half-hour shows on a 52-week basis to be programmed over CKLW Windsor.

The programs, *Hollywood Theatre of Stars* and *The Henry King Show*, are heard Sunday 2:30-3:30 p.m. Blending drama and music, the shows were produced by C. P. MacGregor Co.

Commenting on the arrangement, MacGregor's midwest manager, William M. Mertz Jr., said one important thing that he had discovered during the negotiations was that radio needed to be really "sold" to the automotive people. The medium itself must be sold to the dealers first before attempting to sell a specific program.

"We are in a buyers' market today," he noted, "and I am convinced that radio during the year 1950 will do even a bigger job than it has in the past. . . . The Plymouth Dealers of Detroit (all 81 of them) have furnished a success story that can be put to use in other communities—large and small."



SETTING the contract for the Greater Detroit Plymouth Dealers with CKLW are: (l to r) Mr. Mertz; Jack Rose, Plymouth; Carl Krause, president of Detroit group; Jim Mason, Plymouth; Robert Powell, president, Powell-Grant Adv.

S. C. SESSIONS

Eye Radio Budgets, Sales

THE subjects of sales, agencies and station budgeting were featured at the annual meeting of the South Carolina Broadcasters' Assn. held Jan. 20-21 at the Hotel Columbia, Columbia, S. C.

Registration Friday (Jan. 20) was followed by a luncheon at which Gov. J. Strom Thurmond and Columbia's Mayor Frank Owens delivered welcome addresses. In the afternoon, three speakers were heard closely followed by discussion participation. Speakers were: W. Wright Esch, WMFJ Daytona Beach, Fla., owner, and past president of the Florida Broadcasters' Assn. on "Small Market Sales and Operation"; Jim Henderson, president, Henderson Advertising Agency, Greenville, S. C., on "The Agency Side—Is There a Good One?"; and Robert W. Rounsaville, WQXI Atlanta, on "Putting a Station on the Air in the Black." At an evening cocktail party Columbia stations WIS WKIX WCOS WNOK were hosts. Dinner speaker was Allen Newcomb, WIS morning m.c., author and lecturer, who spoke on "This Racket Called Radio."

Saturday sessions were concerned with business topics with a report delivered by Mel Purvis, WOLS Florence, chairman of the committee on preparation of a libel bill. Discussion also centered on the problem of exclusive rights agreements by stations for football broadcasts [BROADCASTING, Jan. 16].

Kenneth Fox Resigns

KENNETH J. FOX has resigned as advertising director of Peter Fox Brewing Co., Chicago, maker of Fox De Luxe and Silver Fox beer. His resignation last week followed that of J. R. Fox, secretary and director.

OUTSIDE SALES

Test Period by WMOR (FM)

SUCCESS of non-station salesmen in an outside organization selling radio to local merchants is being tested by WMOR (FM) Chicago for 13 weeks with Anthony A. Abraham, publishers' representative. Mr. Abraham, through arrangements completed with Station President Bernard I. Miller, is selling one-minue spots to be aired only between 6 and 7 p.m. daily. Minimum cost per spot is $6.50. He also is booking English and foreign-language shows on WMOR, and selling a few of its packaged programs.

Although this is his first radio assignment, Mr. Abraham is using his regular telephone sales force of 20 persons to contact potential Chicago-area FM clients. A former employe of his firm, Marie Mason, has been named station sales manager, Mr. Miller said. She will handle time sales for all evening accounts between 6 p.m. and midnight. Daytime hours are completely sold to Consumers Aid Inc., which has installed an in-store broadcasting service in Jewel Food Stores. Station retains control over product type, copy content and sponsor, and programming remains unchanged.

SPAC COMMITTEES

NBC '50 Groups Named

NBC's 1950 Stations Planning and Advisory Committee has elected its convention and promotion committees, Clair McCollough, SPAC chairman, announced last week.

They are:

Sound Broadcasting Promotion Committee—Ewing C. Kelly, KCRA Sacramento, chairman; Stanley W. Barnett, WOOD Grand Rapids; J. B. Conley, Westinghouse Stations, Philadelphia; Harold Essex, WSJS Winston-Salem; Milton L. Greenebaum, WSAM Saginaw; Jack Harris, KPRC Houston; P. A. Sugg, WKY Oklahoma City; Walter E. Wagstaff, KIDO Boise; Charles P. Hammond, NBC, New York, and Sydney Eiges, NBC, New York.

Television Interconnected Promotion Committee—John T. Murphy, WLWT (TV) Cincinnati, chairman; Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WTMJ Milwaukee; Wilbur M. Havens, WTVR (TV) Richmond; Robert Thompson, WBEN-TV Buffalo; James Nelson, NBC, New York, and Sydney Eiges, NBC, New York.

Television Non-Interconnected Promotion Committee—John M. Outler Jr., WSB-TV Atlanta, chairman; S. S. Fox, KDYL-TV Salt Lake City; John J. Gillin Jr., WOW-TV Omaha; Nathan Lord, WAVE-TV Louisville; Henry Slavick, WMCT (TV) Memphis; James Nelson, NBC, New York.

Convention Committee—Clair R. McCollough, WGAL Lancaster, Pa., chairman; Howard E. Pill, WSFA Montgomery, Ala., secretary: Harry Bannister, WWJ-TV Detroit, and Charles R. Denny, NBC, New York.



Drawn for BROADCASTING by Sid Hix

"No more soup eaters—Petrillo just called in to ask if this guy's got a union card."

VICTOR C. DIEHM

Named WHOL Executive

VICTOR C. DIEHM, co-owner and general manager of WAZL Hazleton, Pa., and general manager of WMGW Meadville, Pa., has been elected vice president and a director of the Allentown Broadcasting Corp., owner and operator of WHOL Allentown. Mr. Diehm will continue his affiliation with WAZL and WMGW.



Mr. Diehm

The WHOL board of directors will remain the same with Lewis Windmuller as president. Other directors are Charles G. Helwig, Henry K. Bauman and E. H. Scholl.

Mr. Diehm is a director of the Pennsylvania Broadcasters Assn., member of the NAB FM Committee and chairman of the Pennsylvania State Chamber of Commerce Community Development Committee. He formerly served as Pennsylvania Governor of Kiwanis, international chairman of Kiwanis Public Relations and program chairman of Kiwanis International Convention. Mr. Diehm previously was affiliated with the Steinman stations.

PRE-NARBA TALKS

U. S.-Mexico Meet Seen

POSSIBILITY of U. S.-Mexican talks on NARBA before the full NARBA conference resumes in the spring was disclosed last week as government and industry representatives met to prepare for bilateral sessions with Cuba starting Feb. 1 in Havana.

The advisability of undertaking negotiations with Mexico, which did not participate in the three-month Montreal phase of the NARBA sessions, is being canvassed at the present time, State Dept. officials reported.

Even if no bilateral sessions are held with Mexico in advance, it seemed likely that efforts would be made to bring her into the full conference when it resumes in the U. S. on or after April 1.

A firm approach to the Havana negotiations was urged by many of the 40 industry representatives attending the day-long preparatory conference, held Tuesday with Comr. Hyde presiding.

NAB President Justin Miller told the government representatives that the U. S. should "stick by our guns and refuse to concede" to Cuban channel demands even if the result is "no treaty" for the present.

He commended the FCC and State Dept. for their rejection of the Cuban proposals at Montreal. The principle of "national sovereignty" is as applicable to the U. S. as to the Cubans who preach it so much, he said. On the basis of relative needs, he continued, the U. S. position is "impregnable."

One consulting engineer said the cost of yielding to Cuba's request would be $100,000 to $120,000 for a single broadcaster of his acquaintance.

E. B. Craney of the "XL" stations of the Northwest cited a suggestion of Chairman Ed C. Johnson (D-Col.), of the Senate Interstate and Foreign Commerce Committee, that efforts be made to interest Cuba and other Caribbean nations in using FM instead of AM [BROADCASTING, Jan. 16]. In the ensuing discussion it was brought out by T. A. M. Craven, former FCC member and now a consulting engineer, and by Andrew G. Haley, Washington attorney, that similar efforts had been made in the past without success.

Adair Recommendation

George P. Adair, consulting engineer and former FCC chief engineer, recommended that the U. S. approach the negotiations by "getting our own house in order." He called upon FCC to decide the long-pending clear-channel case so that "we can see where we're going."

Comr. Hyde said the government delegation would be smaller at Havana than at Montreal and would rely heavily upon the counsel of industry representatives attending the sessions.

Organizations indicating plans to send representatives included NBC, CBS, NAB, Clear Channel Broadcasting Service, Westinghouse Radio Stations, the Washington law firm of Segal, Smith & Hennessey, and the engineering firms of Jansky & Bailey, and Craven, Lohnes & Culver. The Florida Assn. of Broadcasters also may send a representative, it was reported.

Vandivere Named

Edgar F. Vandivere of FCC's Technical Information Division was named by Comr. Hyde to head a volunteer committee to work on specific planning details for the Havana sessions.

Among those attending the preparatory conference were:

Walter Radius, director of the State Dept.'s Office of Transport and Communications Policy, and John Cross and D. R. MacQuivey of the State Dept. Telecommunications Policy staff; James Barr, head of FCC's AM Engineering Division; Underwood Graham and Edgar S. Vandivere, also of the FCC Engineering Bureau, and Joseph M. Kittner, assistant to FCC general counsel; Edward Cooper, communications advisor to Senate Interstate and Foreign Commerce committee; Joseph H. Ream, CBS executive vice president, and William B. Lodge, vice president in charge of general engineering; Gustav B. Margraf, NBC vice president and general attorney, and William Duttera, staff allocations engineer; Andrew G. Haley, Washington attorney for ABC, and John Preston, ABC chief allocations engineer; NAB President Justin Miller and Engineering Director Neal McNaughten; Ward Quaal, director of Clear Channel Broadcasting Service, and Louis G. Caldwell. Percy H. Russell Jr., and R. Russell Eagan, CCBS counsel; E. B. Craney of the northwest "XL" stations; Arthur B. Church of KMBC Kansas City; D. A. Myer, technical-field director of Westinghouse Radio Stations; Leonard Marks, Washington attorney for Daytime Petitioners Assn.

TRANSIT MUSIC

Muzak Refuses Renewal With WWDC-FM

TRANSIT FM found itself squarely in the middle of a new controversy last week following an announcement by Muzak Corp. that it would not renew its contract with WWDC-FM Washington to provide records for Capital Transit Co.'s music-equipped vehicles.

A published report by Paul Porter, of the Washington law firm of Arnold, Fortas & Porter, that Muzak would pull out of the field because of "the uproar over transit radio" drew immediate fire from Ben Strouse, vice president and general manager of Capital Broadcasting Co., WWDC-AM-FM licensee.

Mr. Strouse charged that Mr. Porter had distorted and withheld "basic information" on Muzak's withdrawal from the Washington transit radio field; expressed doubt the decision was based on any "public uproar"; and asserted that Muzak "is now sweating" because of FM radio's threat to its "beautiful little monopoly" in the functional music field. The decision, he added, probably was dictated for "competitive reasons."

To Seek FM Use

These developments followed closely on the heels of an announcement in New York by Harry E. Houghton, president of Muzak Corp., that the firm shortly will petition FCC for a hearing looking toward permission to use FM stations for its programming (see separate story).

"The fact of the matter is that FM stations throughout the nation —including WWDC-FM—are now going into the functional music business on a competitive music basis," Mr. Strouse declared. WWDC-FM already is making arrangements to supplement its present music library from sources other than Muzak, he added. The station's contract with Muzak expires in May.

Mr. Porter told BROADCASTING that Muzak is "not primarily concerned with transit radio and does not regard it as a prime issue," and said a number of other reasons were involved including, presumably, the company's proposal to use FM frequencies. He indicated, however, that Muzak does not intend "as a general practice" to supply its library facilities where transit radio is meeting "opposition," though this should not be construed to mean that transit music is not performing a "public service."

Of the 20 FM stations now operating the service, only three have

(Continued on page 53)

MUZAK

To Ask FCC for Use of FM Stations

MUZAK CORP. this week is expected to file a petition with FCC for a rule-making proceeding to permit it to use FM stations to carry its programming.

If the piped music organization is successful in its FCC action, it was said, Muzak will abandon, wherever possible, use of the telephone lines now used in its operations, and contract with local FM stations for transmitting its programmings.

The result would be, according to a Muzak spokesman, a sizable revenue increase for FM stations. Since Muzak now has 75 franchisers operating in over 200 cities in the U. S., Canada, Mexico, Puerto Rico and the Hawaiian Islands, the number of FM stations which might benefit is considerable.

At the same time, Muzak believes it will benefit because FM transmission will be cheaper than by telephone lines. Muzak clients also will benefit, the company feels, because the savings will be passed on to its customers via cheaper rates. And Muzak itself hopes to profit further from the cheaper rates by attracting more low-budget customers to its services.

Harry E. Houghton, president of Muzak, and Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, Muzak's counsel, announced that the company was about to take its petition before the FCC.

Specifically, Muzak's petition envisions the use of supersonic signals and of multiplexing.

Details of Request

The FCC will be requested to amend rules to authorize use of supersonic emissions, to permit Muzak and others to: (1) enter into special contracts with FM stations on an affiliation basis to provide the service; (2) to modify present requirements which prohibit the installation of additional equipment in the transmitters of FM stations, and (3) to amend other regulations relating to station identification, the identification of musical records, and the announcements of sponsored programs.

The petition for special multiplexing, Muzak said, was for the purpose of permitting it to send a number of programs simultaneously to take care of all types of its business. Currently Muzak clients largely fall into four categories, each of which is given individual music. The categories: hotels and restaurants, stores and shops, business offices and banks, and industrial plants.

At the present time, said a Muzak spokesman, some FM stations already are utilizing the supersonic signal in connection with broadcasts of background music and are renting the necessary receiving equipment to commercial establishments. Muzak counsel considers such operations a violation of FCC rules and policies.

Pending action by FCC on the Muzak petition, the company will request the FCC to advise all FM broadcasters that such service via a supersonic signal and the sale of such services to multiple addresses, either by the station itself or through agency relationships, is contrary to FCC regulations and policy until they are amended as requested.

Muzak said a large number of its franchise holders are also licensees of FM stations and that a number of such licensees will join with Muzak in the request for the rule-making hearing.

LUCKMAN QUITS

Resigns on Policy Dissent

WITH startling suddenness last Wednesday, Charles Luckman announced his resignation of the $300,000 a year presidency of Lever Bros. Co., a more than $7 million advertiser in radio and television.

Coming in the middle of one of the periodic visits to the U. S. of the European heads of the parent companies, Unilever Ltd. and Unilever N. V., Mr. Luckman's statement gave as his reason for resigning "our inability to resolve a basic disagreement as to the future policy of the American company."

In a simultaneous statement, Sir Geoffrey Heyworth, chairman of Lever Bros. and Unilever Ltd., and Paul Rykens, Dutch chairman of Lever Bros. and Unilever N.V., said:

"The boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Bros. Co., arising from a disagreement as to the future policy of the American company that we were unable to resolve.

"We wish to express appreciation for the quality of the services rendered to the company by Mr. Luckman during his four years as president, and most recently of his undertaking and execution of the consolidation and moving of the company's interests in New York.

"Last summer the directors gave full approval to the policies and plans formulated by Mr. Luckman for this move, and we are pleased that these have now been brought to a successful conclusion.

New Building

"The construction of the new Lever House Building at 53 St. and Park Ave., the final design of which has been completed, will start in the early spring.

"No arrangements have been made for the filling of Mr. Luckman's position. For an interim period the executive responsibility will be placed in the hands of three directors of Unilever, Arthur Hartog, J. L. Heyworth and F. D. Morrell, who are being loaned to Lever Bros. Co.

"No changes are contemplated in the existing officers of the company."

The full statement by Mr. Luckman after announcing his resignation:

"My relationship with Lever Bros. and the directors of Unilever has been a source of pleasure and satisfaction to me.

"Our inability to resolve a basic disagreement as to the future policy of the American company in no way lessens my regret in ending our association.

"I express to the officers and employes of Lever Bros. and its subsidiary companies, my deep appreciation for their splendid work and loyal devotion which has contributed much to the company's success."

The suddenness of the break is



Mr. LUCKMAN

* * *

indicated by the fact that little more than two weeks ago, Mr. Luckman called a news conference to outline his extensive future plans in behalf of the company.

These included projects that would, in their normal course, have occupied Mr. Luckman for several years. At that time he told BROADCASTING of his contemplated plans to widen the company's use of television without intruding on the established budget of radio.

Mr. Luckman's resignation comes at the successful completion of one of the largest industrial moves of recent years, the shift of Lever executive headquarters from Cambridge to New York, coupled with the integration of the company's affiliates—The Pepsodent Division, The Harriet Hubbard Ayer Inc. and The John F. Jelke Co.—in centralized headquarters.

Volume Doubled

During Mr. Luckman's six year tenure at Lever Bros., the company almost doubled the volume of its soap and food business. Under his guidance, Lux toilet soap was brought to first place in the industry. Rinso became one of the largest selling soaps in the world.

Moreover, during that time, Mr. Luckman guided all six of the Lever Bros. network radio programs into the 15 top-rated shows on the air, marking the first time in the history of radio that any company has been able to accomplish such uniformly high ratings for its programs.

Mr. Luckman always has been a strong advocate of radio, consistently allocating half of the total advertising budget of his products to that medium, thus making radio his single largest sales channel.

A native of Kansas City, Mo., the 40-year old Mr. Luckman has been hailed frequently in the past as the "boy wonder" of American industry.

Graduating *magna cum laude* from the Architectural School of the U. of Illinois in 1931, Mr. Luckman, finding building construction to be in a depressing state of inactivity, took what he considered "a temporary job" as a salesman in the Chicago office of Colgate-Palmolive-Peet Co. From a canvasser in a small sales territory in Chicago, he rose to supervisor of all of Colgate's Chicago

(Continued on page 51)

FCC Actions

FINAL DECISION adopted by FCC last week to grant WSAP Portsmouth, Va., switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional, and four stations granted transfers of ownership. WKVM Arecibo, P. R., given power boost on 1070 kc from 10 kw to 25 kw. Bid filed for approval to sale of part ownership in KRIS Corpus Christi, Tex., for $288,000. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC starting on page 78.

LIQUOR ADS

Opposition to Langer Bill Mounts

OPPOSITION to the proposed Langer liquor bill, which would outlaw all alcoholic beverage advertising in interstate commerce, mounted on Capitol Hill last week. There were indications that the Senate Interstate & Foreign Commerce Committee was mulling major amendments before reporting out the controversial measure.

The bill (S 1847) is given little chance for committee approval in its present form. Authorities hinted that the committee would settle for less restrictive legislation aimed chiefly at curbing certain advertising practices. Meanwhile, Sen. Ed C. Johnson (D-Col.), chairman of the committee, has given interested parties until tomorrow (Tuesday) to file additional statements following hearings Jan. 12-14 [BROADCASTING, Jan. 16]. The committee may consider it at Wednesday's executive meeting.

NAB Opposition

Last week in a statement to Chairman Johnson, NAB stated its opposition to the legislation proposed by Sen. William Langer (R-N. D.). The letter, dated Jan. 17, was signed by NAB General Counsel Don Petty.

NAB stressed its action should not be construed as "condoning or promoting" liquor advertising "detrimental to the public interest or not in good taste or not in accordance with the Standards of Practice of NAB. . . ." Furthermore, radio and television stations in areas where the sale of liquor is unlawful comply with the existing local laws like any other responsible community elements, it added, citing other regulatory laws.

Partial text of NAB's statement:

The National Assn. of Broadcasters wishes to go on record . . . as opposing the pending legislation, but such opposition should not be construed as promoting or condoning the advertising of hard liquors or, for that matter, of any other spirituous product, the advertising of which would be detrimental to the public interest or not in good taste or not in accordance with the "Standards of Practice" of the NAB. . . .

Where the sale of alcoholic beverages has been declared unlawful by a state or political subdivision thereof, ample power exists to regulate or prohibit the advertising of such products without recourse to the national Congress. Radio and television stations located in such areas, like other responsible elements of the business community, comply with the existing local laws. . . . And, as the FCC itself stated, in a letter to you dated Aug. 11, 1949, ". . . adherence to the laws of a state in which a station is located, especially laws expressive of the public policy of the state or locality on subjects relative to health, safety, and morals, is an important aspect of operation in the public interest."

We are not aware of any prosecution of a radio station by local authority for violation of any such law. The history of legislative concern . . . clearly demonstrates that it is basically a moral problem which by national policy is vested in the states and their political subdivisons. The 21st Amendment ended the attempt of the national government to exercise the function of protecting the citizens of the several states from alcoholic beverages. The right of a state to protect its own citizens—if they so choose—is unquestioned. The national government should not, through the devious means of a bill affecting advertising, usurp that function and, in effect, partially reinstate the 18th Amendment.

We would emphasize that there is already regulation in the broadcasting industry of advertising of alcoholic beverages. Industry self-regulation as set forth in the NAB's "Standards of Practice" and station and network codes have placed reasonable and appropriate limitations. . . . In addition, the broadcast advertising of such beverages is subject to the provisions of the Federal Alcohol Administration Act. . . . Further, all broadcast stations submit regularly their advertising continuity to the Federal Trade Commission which maintains a careful check.

Some advocates of the Langer bill agree with industry authorities that the measure would outlaw all such radio advertising, since all radio is interstate. Local as well

(Continued on page 85)

Spot Radio *Does* Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, *advertising on WHO costs less today than in 1944.*

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost *10.6% less* per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost *52% less* per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home *sets* is even more important than the increase in radio *homes.* (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of "radio homes" —*SETS make today's audiences!*)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 *sets* in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! *Yet this 136% increase in radio sets is for homes alone;* it *omits* the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets — and the *decrease* in costs — boils down to this:

WHO — CLASS C — ¼-HOUR MAXIMUM DISCOUNT†

	Number of Iowa Radio *Homes*	Cost	Cost Per Thousand Radio *Homes*	Percent *Decrease* In Cost Per Thousand Radio *Homes* In 1949
1944	596,000	$67.50	$0.113	10.6%
1949	769,200	77.00	$0.101	
	Number of Iowa Radio *Sets* (In Homes)	**Cost**	**Cost Per Thousand Radio *Sets* (In Homes)**	**Percent *Decrease* In Cost Per Thousand Radio *Sets* (In Homes) in 1949**
1944	904,000	$67.50	$0.075	52%
1949	2,140,000	77.00	$0.036	

†The ¼-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do *not* include hundreds of thousands of "non-home" Iowa sets, *plus* millions of sets in WHO's BMB secondary night-time counties — these are the reasons why WHO is today a "better buy" than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC., National Representatives



MRS. Elsie Jones, WPWA Chester, Pa., broadcaster, receives awards as the most prominent club woman in the area in MBS *Queen of America* contest. Standing (l to r): Benedict Gimbel Jr., pres., WIP Philadelphia; Lou Poller, WPWA gen. mgr.; Gordon Gray, WIP v. p.; Mary Biddle, WIP women's dir.

FIRST broadcast Jan. 4 of *You Bet Your Life*, sponsored by De Soto-Plymouth Dealers of America on CBS, brought together this trio (l to r): Wayne Tiss, Hollywood v. p. of BBDO; John Guedel, packager of the Groucho Marx show; Lee White, BBDO acct. exec. on De Soto.



ON the special anniversary program marking 12th anniversary of *Esso Reporter* on KYW Philadelphia, W. E. Black (l), Pennsylvania Div. mgr., Esso-Standard Oil, congratulates News Commentator Bob Wilson. Featured on special show was 15-piece orchestra.

HAROLD H. CARR (r), new program and production director of KTSA San Antonio, is welcomed by KTSA Manager Charles D. Lutz. Mr. Carr was formerly program director of WOAI and KABC San Antonio and production director of WLW Cincinnati.





DISCUSSING Andrea Television Corp.'s sponsorship of the Frederic W. Ziv *Guy Lombardo Show* in Cincinnati over WCPO, which started Jan. 15, are Mr. Lombardo (l), and Frank A. D. Andrea, president of Andrea Corp. Andrea is using the radio medium to sell TV receivers.

THERE'S a new face around Simons-Michelson Co., Detroit, these days. Helen Anderson (l), new radio-TV director, discusses her first assignment with Marian Sanders, retiring director, and Lawrence J. Michelson, agency partner. Miss Anderson formerly served as WJBK-TV Detroit coordinator.





CENSUS FACTS

Will Aid Advertisers

BILLIONS of facts providing advertisers with new and accurate information on the nation's business and populace will be made available by census projects now underway, Philip M. Hauser, acting director of the Census, told the Washington Advertising Club Tuesday. New data on radio and television homes will come from the 1950 decennial census, he reminded.

In bringing out the extent of recent changes in the people and economy of the nation, Mr. Hauser explained that retail sales increased from $40 billion in 1938 to $120 billion in 1948. After discounting effect of the changing value of the dollar, he said, the decade brought about a 50% increase in the physical volume of goods sold to the public. The number of stores did not change materially.

Mr. Hauser chided newspapers for political-inspired criticism of the census question on personal income. The editorial pages of these newspapers don't see eye-to-eye with their advertising departments, he said, judging by letters sent to the Census Bureau.

Release of Data Soon

Business census data, based on 1948 figures, will start coming out in about a month, he said. The 1950 decennial census will provide information by the smallest geographical division on population, housing and agriculture. Fifth type of basic nationwide information coming out of the bureau is the census of manufacturing, based on 1947 production, he added.

Mr. Hauser said the census will provide the nation with a measurement of the significant changes since 1940 among 150 million people in 43 million families, 45 million dwelling units, 6 million farms, 2.7 million retail, wholesale and service businesses, and 240,000 manufacturing establishments.

The 1950 census data will cover metropolitan areas including all adjacent and related counties; urbanized areas, including all central cities of 50,000 or more plus thickly settled areas; unincorporated places having 1,000 or more inhabitants, never before identified separately, and all places of 2,500 or more.

Pioneers Dinner

RADIO PIONEERS, organization of veterans of over 20 years radio background, will hold its annual dinner April 4 at New York's Ritz Carlton Hotel, William S. Hedges, NBC, president of the club, announced last Monday. Mark Woods, of ABC, chairman of the Hall of Fame committee, reported the committee's decision that candidates who have been deceased two years or more qualify and he asked members to submit names of these late radio pioneers.

Sale Rescue

RADIO went to the rescue of Keystone Shoe Store sales in Steubenville, Ohio, early this month, when a fire nearly flattened the establishment, WSTV Steubenville reports. When Keystone replenished its supply from the Kirby warehouse, supplying 60 stores in a three-state area, and obtained two temporary locations, the company found the local newspaper could not accommodate its advertising in time. Answer was spot announcements on WSTV which resulted in an opening day business exceeding anything in the Keystone chain's history. Now, WSTV adds, Keystone is a 52-week contract customer.

WERE REVAMPS

Staff Changes Listed

IN line with the reorganization of WERE Cleveland, Sidney Andorn, special events and promotion man at WGAR Cleveland, has been appointed consulting director. In other changes, Ed Stevens, former announcer, becomes publicity director; Bill Reid has been added to the announcing staff; Marianne Wulff named society editor, and Gerald Bowman appointed to the new writing staff.

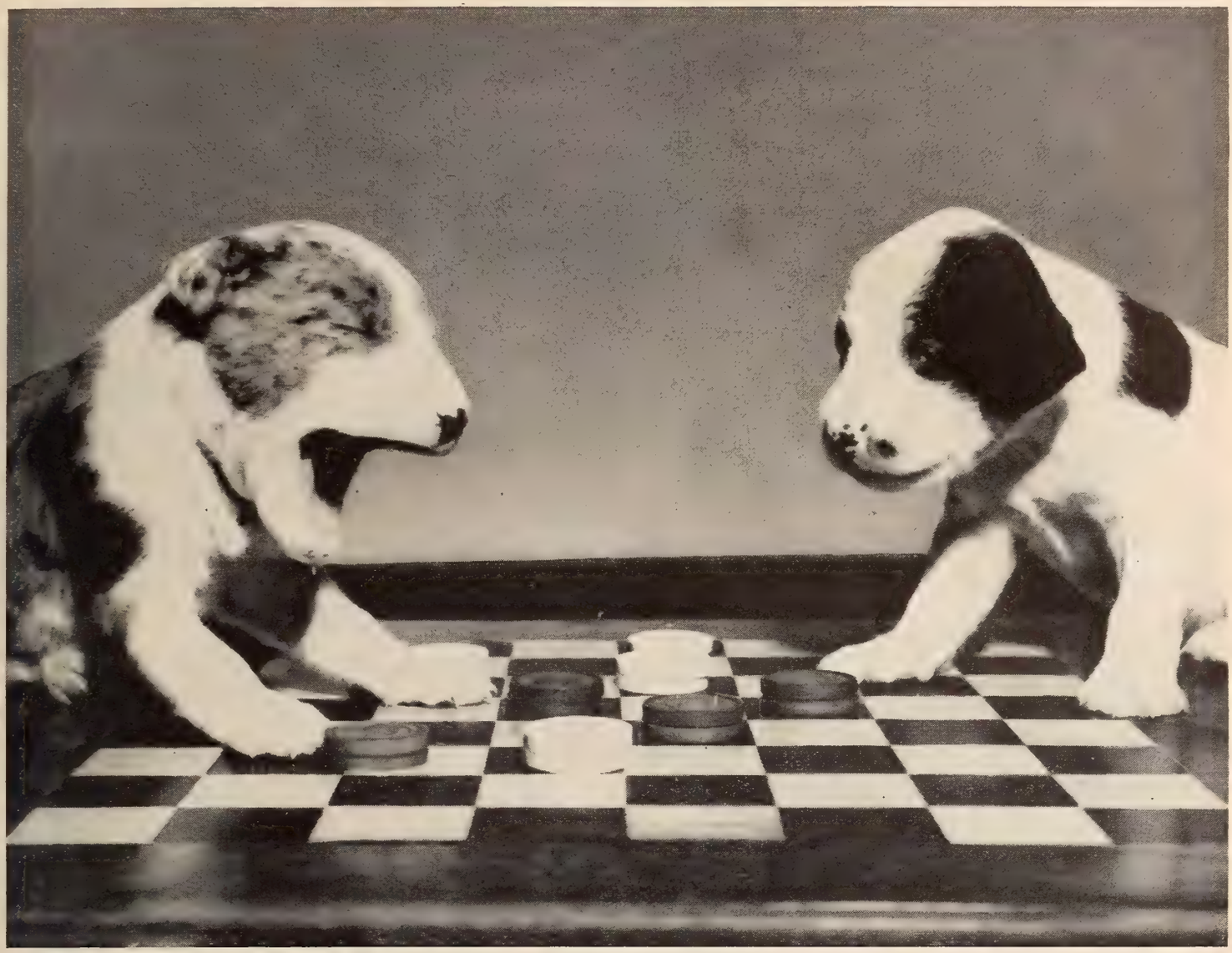
News coverage and presentation have been revised with the accent on local news. Local facilities of the Associated Press are being added to the INS wire already in use, the management stated.

Radio Study

DETAILED SURVEY of development to date in the field of international communications and its governing body of law is submitted by Harry P. Warner, Washington radio attorney and chairman of the American Bar Assn.'s Committee on International Communications, in an article published in the current report of the ABA's Section of International and Comparative Law. The article discusses the aspects of the Atlantic City conferences of 1947 and succeeding steps to implement provisions of the radio, telephone and telegraph agreements. In addition to Mr. Warner, other committee members include: John R. Benney, William G. Butts, Frank C. Byrd, Lawrence Chaffee, M. Robert Deo, George Jackson Eder, John A. Eubank, Peter G. Geuras, Linus G. Glotzbach, Rush H. Limbaugh and Joseph E. Lucas.

WCAU Election Ordered

ELECTION for technicians at WCAU Philadelphia on affiliation with IBEW (AFL), has been ordered within 30 days by the National Labor Relations Board. NLRB issued the order Jan. 13.



IT'S YOUR MOVE, BUSTER!

Buster better stop yawning and make a good move in his checker game. If he'd be more alert, he could win the game.

Alert advertisers know about a good move to make in Baltimore radio. They buy W·I·T·H, the BIG independent with the BIG audience.

The reason why this is such a good move is that W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H.

That means that just a *little* money goes a *long* way on W·I·T·H. Get W·I·T·H on your schedule fast! Call in your Headley-Reed man for the whole story today!



WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

we pause to honor...



MARTHA DEANE, because she was twice cited by Ohio State University's institute for Education by Radio for outstanding versatility and exceptional reporting; because she is a happy housewife and mother of twins; because her show, as judged by Pulse, Inc., has been one of the most popular women's shows in New York during the year 1949; because 32,000 women wrote her within 5-days after her asking them to do so; because she jumped sales 200% for one sponsor in New York and brought him 33 new wholesalers; because she's a grand woman to represent WOR.

continued





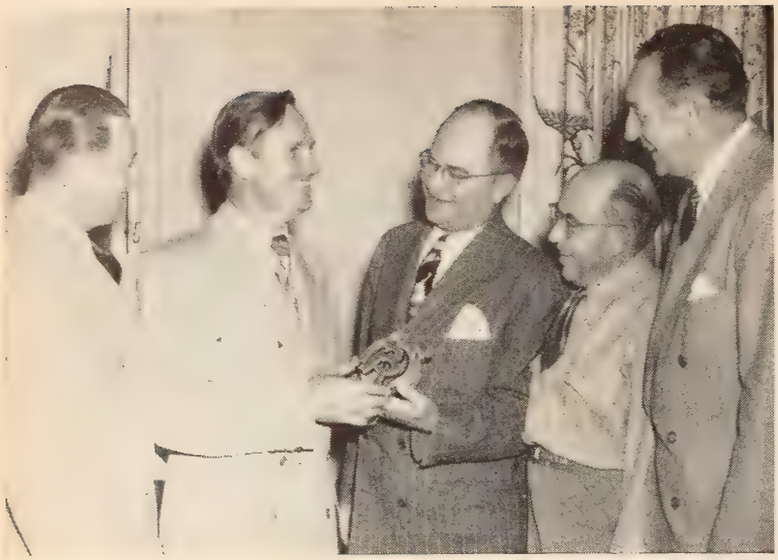
BARBARA WELLES, because she is a smalltown girl who made big-time radio gasp by her sensational and exclusive WOR reintroduction of Britain's Pears Soap to the American public; because, within two weeks, she pulled 19,334 requests for a sample of paint; because she's a gifted ex-actress, but no prima donna; because her WOR show ranks consistently as one of the most popular women's programs in New York; because she's a shimmering tribute to why WOR sells more, more often, for more people, to more people, than any other station in the United States.

Martha Deane and Barbara Welles are only two of the personalities who, day in and day out, contribute their great talents to making WOR the station heard by the most people where the most people are from Canada through Georgia. It is people like these who can permit WOR to use a phrase to be long remembered; i.e.,

WOR

—sells more, more often, for more people, to more people

...than any other station in the United States!



THE Silver Horse Emblem of the Round-up Riders of the Rockies is awarded to CBS star Gene Autry (2d l) on the occasion of his visit to Denver a fortnight ago. L to r are Joe Dekker, Denver Civic Theatres; Mr. Autry; Hugh B. Terry, KLZ Denver vice president and general manager, making the presentation; Harold Rice, Southern District manager, Fox Intermountain Theatres, and Robert C. Hill, district manager, Columbia Pictures.

TAX REVISION

Would Curb Co-op Station Buys

OVER 200 U. S. Senators and Congressmen are on record favoring proposed tax-equality legislation which would "discourage" cooperative and educational organizations from purchasing radio stations and other properties, Rep. Noah H. Mason (R-Ill.) told BROADCASTING last week.

Rep. Mason noted strong sentiment in Congress for some form of tax equality, to plug present loopholes in the tax system, which he said should accompany any repeal of excise taxes. He said the House Ways & Means Committee will review the tax structure shortly looking toward such legislation. Nonprofit firms now have commercial properties and investments totaling $157 billion worth of the country's wealth, and are exempt from corporate taxes, he added.

Singles Out Incidents

He cited again the purchase of KGA Spokane, Wash., former ABC outlet, by Gonzaga U. last fall, and *Duffy's Tavern,* which has been tape-recorded in San Juan, P. R. and which he has singled out for alleged tax escape [BROADCASTING, Oct. 10, 17, 1949].

Rep. Mason said that his bill (HR 5064), currently pending, would not be aimed, in the case of radio, at non-commercial outlets licensed by FCC or any stations generally used for educational purposes. Instead, he pointed out, it would curb tax-free organizations who invest in stations for commercial gain in direct competition with private investors of firms which do not enjoy similar tax-exempt privileges.

During the war, when excess profits were taxable up to 90%, many cooperative and educational organizations "got in on the ground floor" and took advantages of tax loopholes, he asserted, and even now, with a tax rate of some 38%, many enjoy a non-taxable status. By closing these loopholes, Rep. Mason figures the government stands to pick up about $1 billion to compensate for loss of $600 million or $700 million from excise tax repeal.

LOBBY PROBE

House Launches Inquiry

PROBE of lobbying activities by a House Select Committee got underway on Capitol Hill last Tuesday. As the first step staff investigators outlined progress of their work to members of the group headed by Rep. Frank Buchanan (D-Pa.).

After the session, which did not touch on radio, Chairman Buchanan indicated hearings would deal first with groups whose activities are considered by the committee to border on possible violation of the Lobby Registration Act. No date has been set for the hearings, he added. Preliminary reports, dealing mostly with housing legislation, reportedly uncovered some "irregularities" but no "flagrant abuses," some members indicated.

Meanwhile, Sen. John Bricker (R-Ohio) has charged that certain heads of independent agencies—some of them "experts"—have tried to influence legislation. "In some cases," he noted, they are the "very men who drafted the legislation under committee consideration." He did not identify any.

The committee is trying to determine whether certain organizations have failed to register as lobbyists, and whether certain registrants have complied with the act. Representatives of radio interests are expected to come under the committee's scrutiny.

MBS AWARDS

List Children's Show Promotion Winners

MUTUAL's "President's Cup" for the outstanding promotion of a network children's show was awarded to KVER Albuquerque for its work on the network's "Kid's Block" of shows.

Robert A. Schmid, MBS vice president in charge of advertising, promotion and planning, announced the winner last week. William T. Kemp, the station's general manager, received the award from Frank White, MBS president, at the close of the two-month-long contest among the network's 500 affiliates.

Awards were made on the basis of promotion of the 5-6 p.m. children's shows, *Straight Arrow, Tom Mix* and *B-Bar-B Riders.*

Divided Into Categories

A total of 37 prizes were awarded, including 15 awards for the best overall promotion of the "Kid's Block," and 22 prizes for the outstanding jobs in specific promotion categories.

The top 15 awards were distributed in the three station classifications—stations in cities of 100,000 and over population; in cities between 25,000 and 100,000, and in cities under 25,000 population.

These winners are: Classification No. 1—William Schweitzer, WEBR Buffalo; Ron Tuten, WJHP Jacksonville; Joe Baker, KBON Omaha; Vivian Blanken, KFEL Denver; Herb Sonnenberg, KHJ Los Angeles.

Classification 2; William Kemp, KVER Albuquerque, N. M.; Waldemar C. Porsow, WHBY Appleton, Wisc.; C. Lowell Smith, KFXM San Bernardino, Calif.; Lynn Fairbanks, KFIZ Fond du Lac, Wisc.; Jean Hundley, WWOD Lynchburg, Va.

Classification 3: Ed Breen, KFVD Fort Dodge, Iowa; Dan Corrigan, KCOK Tulare, Calif.; Bert Wick, KDLR Devil's Lake, N. D.; Louis C. Wrather, WENK Union City, Tenn.; Bob Bingam, WCNC Elizabeth City, N. C.

22 Awards

The 22 stations and the winners of prizes for outstanding jobs in specific promotion categories are:

Harry Hoessley, WHKC Columbus, Ohio; William Sprague, WHK Cleveland, Ohio; Kermit Edney, WHKP Hendersonville, N. C.; Bill Monroe, KENT Shreveport, La.; Gene Hoenes, KMHO Hannibal, Mo.; Bob Instad, KOVC Valley City, N. D.; Betty Crocker, KRNR Roseburg, Ore.; Wayne Phelps, KHUZ Borger, Tex.; George H. Wilson, WSTV Steubenville, Ohio; William Carlier, WRBC Jackson, Miss.; Dick Bolender, WBRK Pittsfield, Mass.; Earl Corbett, WCPO Cincinnati; Ken Gordon, KDTH Dubuque; Don Getz, WGN Chicago; Don O'Neil, WHKK Akron; Fran Ide, KGB San Diego; Mack Newberry, KPAC Port Arthur; Clarence Waggoner, WMAK Nashville; Jack Swenson, WLOL Minneapolis; Helen Penny, WRCX Duluth; Lennon Kelly, KTRI Sioux City; Charles Curtin, WNAC Boston.

HOUSE HEARINGS

FCC, 'Voice' Budgets Listed

HEARINGS on a number of appropriations bills were started by various House Appropriations subcommittees in the past fortnight following President Truman's budget report for fiscal 1950-1951. Congress this year has decided to lump all funds in one package bill.

Chairman Wayne Coy and other top-ranking members of FCC are scheduled to appear before one subcommittee early this week to testify on the Commission's 1951 budget. Schedule for Comr. Coy's appearance was incorrectly reported in BROADCASTING Jan. 16. Full committee hopes to end independent offices hearings by March 3 and mark up its report by mid-March. Rep. Albert Thomas (D-Texas) heads the subcommittee.

Another group, headed by Rep. John J. Rooney (D-N. Y.), fortnight ago began hearings on funds for the State Dept. and other government branches. State Dept. officials, slated to testify shortly, will seek larger funds for the international information (Voice of America) program and other activities. Sessions will be concluded by Feb. 17. Meanwhile, Sen. Pat McCarran (D-Nev.) has announced that his State-Justice-Commerce subcommittee will begin Senate hearings Jan. 31.

SLATER NAMED

Is Ruthrauff & Ryan V. P.

THOMAS G. SLATER, who has been with Ruthrauff & Ryan, New York, since September 1946, has been elected a vice president. He will continue to handle network relations, program and talent development, as well as Canadian radio operations.



Mr. Slater

Prior to joining R&R, Mr. Slater had 12 years of radio experience in producing, performing and executive capacities. His last appointment before joining the agency was director of special events and sports for Mutual.

Mr. Slater was in charge of the Friendship Train for Citizen's Food Committee and received the National Headliners award for radio's outstanding special events broadcast in 1946. He also won the Treasury Dept. Silver Award for patriotic service and the King Haakon Liberation Medal for wartime assistance to the Norwegian Government.

WPAT

NOW 24 HOURS A DAY...
MORE POWER—5000 WATTS

ON YOUR DIAL AT 93



DAVE MILLER
9:00 - 11:00 AM
3:00 - 6:00 PM



EMERY DEUTSCH
1:00 - 3:00 PM

DAY AFTER DAY AFTER DAY!
7 star-studded days a week!



MILO BOULTON
11:00 AM - 1:00 PM

HOUR AFTER HOUR AFTER HOUR!
24 star-studded hours a day!

STAR AFTER STAR AFTER STAR!
'round the clock—every star-studded minute!



JOHN HENRY FAULK
6:00 - 8:45 AM

SHOW AFTER SHOW AFTER SHOW!
hour after hour <u>every hour!</u>—day after day—
<u>every day!</u>



JOE CUMMISKEY
6:00 - 8:00 PM



DON KERR
8:00 - 10:00 PM
10:00 - 12:00 PM

So swing that dial to 93

'round the clock 24 HOURS A DAY

Stand PAT with w-P-A-T

Owned and Operated by the Herald-News, Passaic-Clifton, N. J. Paterson, N. J.

WANNA LIFT YOUR VOICE TO PRAISE (Ky.)?

Sure, you could probably find a lot of kind words about Praise (Ky.), but there certainly wouldn't be any superlatives about *sales* or *business!*

Us, we save our applause and admiration for the Louisville Trading Area, our State's one great market. And by broadcasting exclusively to these 27 Kentucky and Indiana counties, WAVE gets the plaudits and commendations of a high-income audience—one whose families have a *40% higher standard of living* than those in the rest of the State.

Truly now, Gents, isn't WAVE's market the kind you *revere, respect,* and *revel in?* We pay off in cash — *not* Praise!

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Still Commenting

EDITOR, BROADCASTING:

It's amazing to me the number of people I run into in business who comment about the sketch [On All Accounts, BROADCASTING, Sept. 5], and it's still going on, more than three months after publication. It seems they not only read, but remember BROADCASTING.

Mac Lean Chandler
Leo Burnett Inc.
Chicago

* * *

Lauds Spry Story

EDITOR, BROADCASTING:

I just read with a great deal of pleasure the magnificent Spry article in the Jan. 2 issue of BROADCASTING. . . .

Grant Y. Flynn
Ruthrauff & Ryan
New York

* * *

High Life's High Praise

EDITOR, BROADCASTING:

We have . . . ordered two subscriptions to your magazine and I am sure that it will be a helpful and useful guide to us in the future.

I certainly appreciate the fine article on our Lawrence Welk program. . . . I think it is one of the best we have ever seen in print . . .

Frederick C. Miller
President
Miller Brewing Co.,
Milwaukee

[EDITOR'S NOTE: The radio story of Miller Brewing Co. was in BROADCASTING, Dec. 12, 1949.]

* * *

NAB Appearances

EDITOR, BROADCASTING:

I noticed your editorial in BROADCASTING (Jan. 16 issue) entitled "Radio Anonymous" and the statement that "in scanning the list of appearances prior to the opening of the hearings Thursday, we fail to find radio represented."

Attached you will find a copy of a statement which was prepared for use as NAB's appearance at the hearing, which is (as of Jan. 16) still in process of being cleared by NAB's special committee on judicial, legislative and administrative appearances. No doubt you are familiar with the NAB by-law that the board determines all questions of policy with respect to the administration of NAB affairs.

In this field of NAB appearances —in order to protect the interests of all groups in the association— the board has established, as a matter of policy, that such appearances must be reviewed by this special committee of the board. Unfortunately, this sometimes produces delay and prevents the expedition which might be possible without such a review procedure. However, as NAB represents a large family, it is necessary that careful consideration be given to all angles of such problems in advance of a commitment to one position or another. . . .

Justin Miller
Natl. Assn. of Broadcasters
Washington

* * *

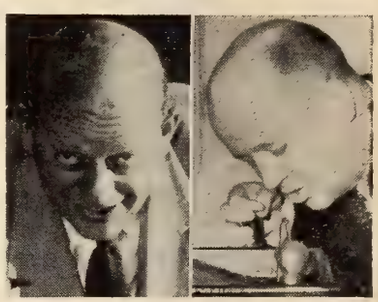
Bold, Bald Facts

EDITOR, BROADCASTING:

I am writing to urge the formation of a league for the suppression of pictures of Lee Little of KTUC Tuscon, Ariz. Having known Lee for many years, I feel he is one of the least photogenic men in radio—certainly he is no Victor Mature, especially on top.

So, I hereby urge that no matter how many network affiliations Lee may gain or lose at KTUC in the future, his pictures be either suppressed or published in the classified columns.

Glenn Snyder
V. P. and Gen. Mgr.
WLS Chicago



Mr. Little **Mr. Snyder**

". . . Which one has the Toni?"

[EDITOR'S NOTE: BROADCASTING engages in no outside activities or reform movements, and therefore cannot lend its name or good offices to the project for formation of LSPLL. Besides, there are too darn many alphabetical outfits anyway.]

* * *

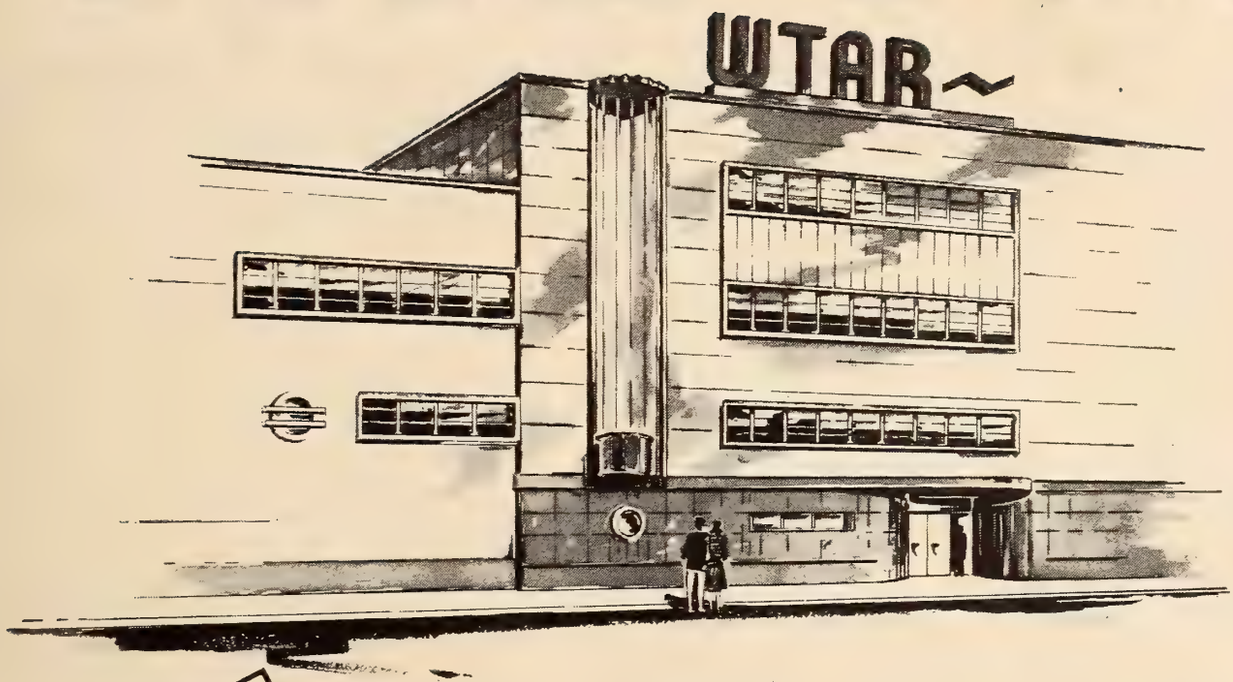
Tale of Tall Towers

EDITOR, BROADCASTING:

In looking through the Jan. 2, 1950, issue of BROADCASTING-TELECASTING, I noticed an article on page 56 regarding the tower now being constructed for WCON [Atlanta, Ga.], and a statement to the effect that Mr. Harvey J. Aderhold, chief engineer, claims the

(Continued on page 49)

FIRST . . .



on the Air
April 1, 1950

Television Service for the Norfolk Metropolitan market

Sales go up when your products are seen as well as heard on WTAR-TV . . . in the Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Va.

WTAR-TV is inter-connected to supply full NBC service. A new $500,000 TV and Radio Center contains ultra-modern TV studios, transmitter, and film facilities. A completely equipped RCA Mobile Unit for special events coverage.

Put your products in the selling picture of 133,000 families in this big, eager and able to buy market. Contact Edward Petry & Co. for WTAR-TV availabilities to start April 1.

WTAR-TV

Channel 4

Inter-connected NBC Affiliate

24,500 watts of power

Nationally Represented by EDWARD PETRY and CO., INC.

$5,000,000

Lang-Worth Member Stations to Share in Rich Bonanza of Sponsors' Gold during 1950

A Nation-wide survey, just completed, conclusively proves that advertisers and agencies are supporting Lang-Worth's plan to increase local station income. This plan, initiated July 1947, was designed to promote a greater use of the Lang-Worth Library Service among advertisers and agencies—to facilitate the use of this service over Lang-Worth member stations and capture advertising money that heretofore was directed to local newspapers and other non-radio media.

160% DOLLAR INCREASE

According to signed reports from Lang-Worth station members, advertisers and their agencies spent $3,521,430 during the 12 months of 1949 sponsoring Lang-Worth production programs. This represents an increase of 160% over 1947, the year the plan was started, and 66% increase over 1948.

Reports from member stations and interviews with agencies all point to a still greater commercial use in 1950, making the estimate of $5,200,000 most conservative (see graph).

573 STATIONS POLLED

The figures used in this statement are based upon signed reports received from 573 Lang-Worth stations (92% of the total). Every type of station was represented. From 50 KW's in major markets to 250-watt outlets in suburban areas. 55% were network, 45% independent.

I feel it important to emphasize that this statement is restricted to income received solely from a special group of shows conceived and written by our program department and made available to advertisers and agencies for sponsorship over Lang-Worth member stations. It does not include several million dollars of additional revenue from participating and disc jockey programs built from the Lang-Worth Library by the member stations, but not reported in this survey.

The Lang-Worth shows included in station reports were: The Cavalcade of Music, Mike Mysteries, Through the Listening Glass, The Emile Cote Glee Club, Meet the Band, Riders of the Purple Sage, The Concert Hour, Blue Barron Presents, Keynotes by Carle, The 4 Knights, Drifting on a Cloud, Salon Serenade, Airlane Melodies, Pipes of Melody, Time for ¾ Time and Your Community Chapel.

WHY $5,000,000 FOR '50

The normal trend of advertisers toward an accelerated use of Lang-Worth Service during the past 3 years (see graph), coupled with "inner-circle" reports from advertising agencies and station representatives, more than justify the statement that "$5,000,000 for '50" is a modest estimate.

However, Lang-Worth will not sit by complacently and rest on yesterday's laurels. Rather, we are now geared to use these success records as the impetus for an even greater effort towards fulfilling tomorrow's prophecy.

Lang-Worth Program Service will be still more attractive to advertisers in 1950. New and outstanding name talent is making our present production programs even more inviting to

for '50!

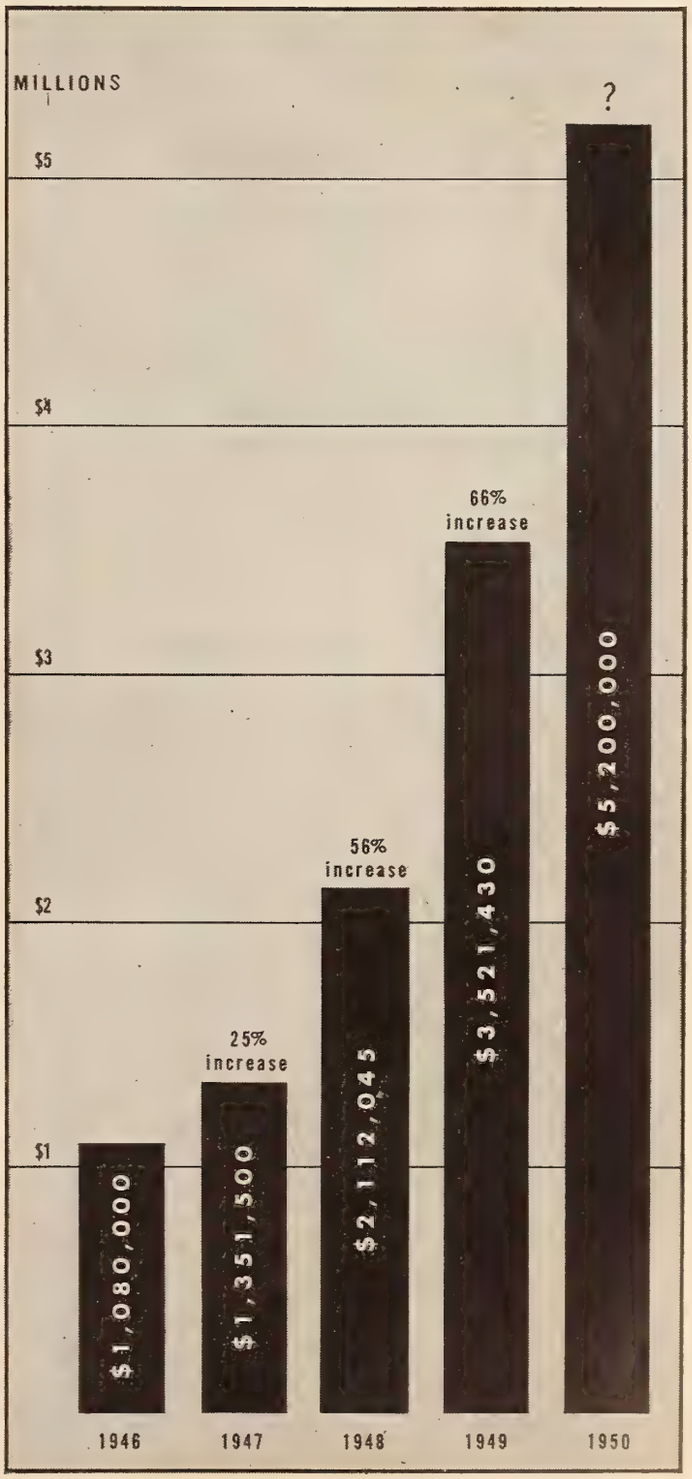
sponsors' gold. New IDEA programs, half-hour and 15 minutes across-the-board, with separate voice tracks and personalized announcements are in the works . . . plus an abundance of production aids and gimmicks which are made possible only through the amazing NEW Lang-Worth 8-inch Transcription.

NEW 8-INCH TRANSCRIPTION

Advertising agencies have a reputation to protect and must exercise extreme caution when recommending a product for their client's use. The NEW Lang-Worth 8-inch Transcription has received the enthusiastic endorsement of every advertiser and agency who attended the special auditions held throughout the country.

Beginning April 1, 1950, all Lang-Worth member stations will be equipped with full service of the NEW Lang-Worth 8-inch Transcription. Not only is the product superior in tonal fidelity . . . not only is the signal to noise ratio greatly increased, but now, for the first time, agencies can guarantee to their clients brand-new, crystal-clear transcriptions. Now, for the first time, agencies may recommend with complete confidence a still broader use of the Lang-Worth Program Service.

$5,000,000 for '50 is a pushover! Personally, I anticipate a 100% dollar increase in 1950 over 1949.



C. O. Langlois, *President*

LANG-WORTH
FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Editorial

Business Bolt

WITHOUT ATTEMPTING the risky business of reviewing radio's new promotion film in advance of its full-length showing, we can predict from a reading of the script that *Lightning That Talks* ought to talk big for broadcasting.

It would have been easy for the creators of the film to fall into one of two errors. The one being excessive emphasis on the furrowed brow type of somber documentary with lots of wind in it about the social significance of radio. The other being a hell-for-leather pitch about radio's advertising effectiveness.

It is nice to report that, judging by the script, the film nimbly follows a line between the two extremes. Quite likely, when seen on the screen, the picture will make clear on the one hand, that broadcasting is seriously regarded by the American public and, on the other, that it serves a useful purpose in helping to distribute goods.

The four sales success sequences in the film are convincing demonstrations of both points.

Some people who have been inclined to undersell radio as a force in U. S. life are apt to be as astonished by *Lightning That Talks* as the public was when Ben Franklin flew his kite.

For waking them up, the industry should compliment the men chiefly responsible for making the film. They were:

Victor Ratner, former CBS vice president, now R. H. Macy vice president, producer of the film.

Gordon Gray, vice president of WIP Philadelphia and chairman of the All-Radio Presentation Committee.

Maurice Mitchell, BAB director who turns actor in *Lightning That Talks* and who has now put his sales wizardry into selling *Lightning*.

Ben Gradus of International Movie Producers Service, a film expert who absorbed enough radio lore to shoot a radio picture of great conviction.

We look forward to the lightning striking all over the U. S.

Ledger Lesson

THERE'S a business lesson to be had in BROADCASTING'S new, 1950 YEARBOOK, starting with the figures on radio's 1949 net time sales as summarized elsewhere in these pages.

The pertinent time-sales figures: In AM, up $12 million to a total of $429 million; in TV, up $16 million to a total of $24.7 million; in FM, for which no previous years' figures were available, up to a total of $6 to $7.5 million.

The gain in AM sales, still the nationwide backbone of broadcast advertising, sounds better dollar-wise than percentage-wise—3%, the lowest since a bare 0.6% increase was eked out in 1938. But 3% in the year 1949, though no cause for complacency, does not call for shamed faces, either. No other major advertising medium was able to top it.

That 3% gain should signal new and greater sales drive in 1950—a need which is underlined by another section of the 1950 YEARBOOK. The chapter on "Radio's Payroll and Operating Costs" reports that on the basis of official figures for 1948—the latest available data—radio's employment was up 17% and its payroll was up 20%, exclusive of other basic operating expenses. There is no sign that this upward trend is about to be reversed.

The 3% gain was accomplished coincidentally with an overall gain of almost 10% in operating-station population, as yet another section of the YEARBOOK will indicate. Although the number of authorized stations is less, the number of operating outlets is greater —by about 2,916 as compared to 2,660 a year ago. New stations taking the air in 1950 will stiffen this intra-media competition by that much.

Yet to be answered, of course, are the questions of when, whether, and how much television will affect the other media. There is no indication of any real effect on broadcasting media yet, despite a virtual tripling of TV revenues in 1949. Nor does it seem likely that inroads will be made this year.

In the continuing buyer's market, many advertisers in 1950 will undertake to work one medium against another for their own benefit, but to this radio has a perfect answer. Radio is the medium of deepest penetration. It is the "blanket" medium; it gets the most attention, and it costs less. With facts like those, and aggressive shirt-sleeve selling, radio can't miss.

T-V Formation

ABOUT A YEAR ago, it was assumed in many college athletic counting rooms that television, unlike radio, would hurt the football gate. It also was assumed that the telecast of a big college football game would hurt the boxoffice of smaller colleges.

The result would be chaos in all college sports, for football is the support of them all.

Cries of anguish rent the air at the prospect. Many coaches and athletic directors spoke out against telecasts of football games.

Now, however, a welcome breath of fresh air has blown through the nation's collegiate locker rooms—it's a breath of fresh air that was wafted in from the more academic parts of universities. For now, after all the cries, it has been suggested that a bit of the scientific spirit be applied to the problem, that all the facts be gathered and studied.

In fact, quite an ambitious study on the subject already is on. A graduate student of University of Pennsylvania, Jerry M. Jordon, has such a project in progress (see TELECASTING 3). While his study will not be completed until April, his findings at the part-way mark indicate that once the novelty of television wears off, television does not hurt attendance but may even increase it. Also his study shows thus far that telecasts of U. of P. football games have not hurt attendance of smaller college games in the Philadelphia area.

In addition to this study, it seems likely that the National Collegiate Athletic Assn., will undertake a study of the impact of TV on sports attendance.

Financial aid in making such an investigation has been offered by NBC President Joseph H. McConnell, who spoke for the country's network telecasters.

We hope that aid is accepted and proper studies are made in the accepted scientific manner. The application of brains and not brawn is what is needed to this phase of the college athletic program.

The facts that will be developed will speak for themselves and indicate what should be done. Until then, college athletic advisers would do well to adopt the advice of Mr. McConnell, himself a former college football coach.

Until all the facts are in, he advised, "don't blame everything on television."

Our Respects To —



JEROME SILL

IT WAS in July 1947 that "Doctor" Jerome Sill decided to sample some of his own medicine. For years he had been ministering to sick radio stations for CBS and Mutual. His textbook, *The Radio Station*, one of the first books on station management ever published, had run through two printings. It was and is standard in most American colleges and universities.

But Jerry Sill wanted to proof-test his theories. He put out feelers in a score of cities, and had visited half of them when he pulled up in Milwaukee. He says he picked the Wisconsin metropolis because he liked the idea of building an independent station in what is reputed to be one of America's toughest markets.

Born Feb. 7, 1905, in the Yorkville section of Manhattan, Mr. Sill went to grade school there and then to Stuyvesant High where he won a scholarship to St. Lawrence U. He was graduated from St. Lawrence in 1924 with an A. B. degree.

Following graduation, he became a copywriter at the old Bates agency in New York, was personally tutored by Charles Austin Bates and soon rose to copy chief and eventually secretary-treasurer of the company. When the Bates firm became an early depression casualty, Mr. Sill hitched his wagon to the star of Paul Kesten, vice president in charge of promotion of the young CBS.

Starting in 1928 as a copywriter, he won advancement in a relatively short time and soon was placed in charge of all promotion for Columbia-owned properties. He later took over promotion of Radio Sales, as well, and at length was named director of station promotion of the network.

Toward the end of this last job, a survey by an industry journal showed that every station in metropolitan New York, with one exception, had a promotion director trained in the CBS Station Promotion Department.

After nearly a decade of directing CBS station promotion activities, Mr. Sill was drafted by the network for a new job. In those days non-basic stations weren't doing so well insofar as volume of network commercial business was concerned. So he was sent out trouble-shooting. His recommendations formed the basis for a new CBS department, headed by himself, within the station relations setup.

"It was my job to help make stations better broadcasting operations, thus better advertising media, thus more sought-after media for the network advertisers," he explains.

The new department was so successful that

(Continued on page 40)

CHUCK BILL
RANDY BLAKE
ON
SUPPERTIME
FROLIC
ON
BREAKFAST
FROLIC

America's greatest mail-order programs

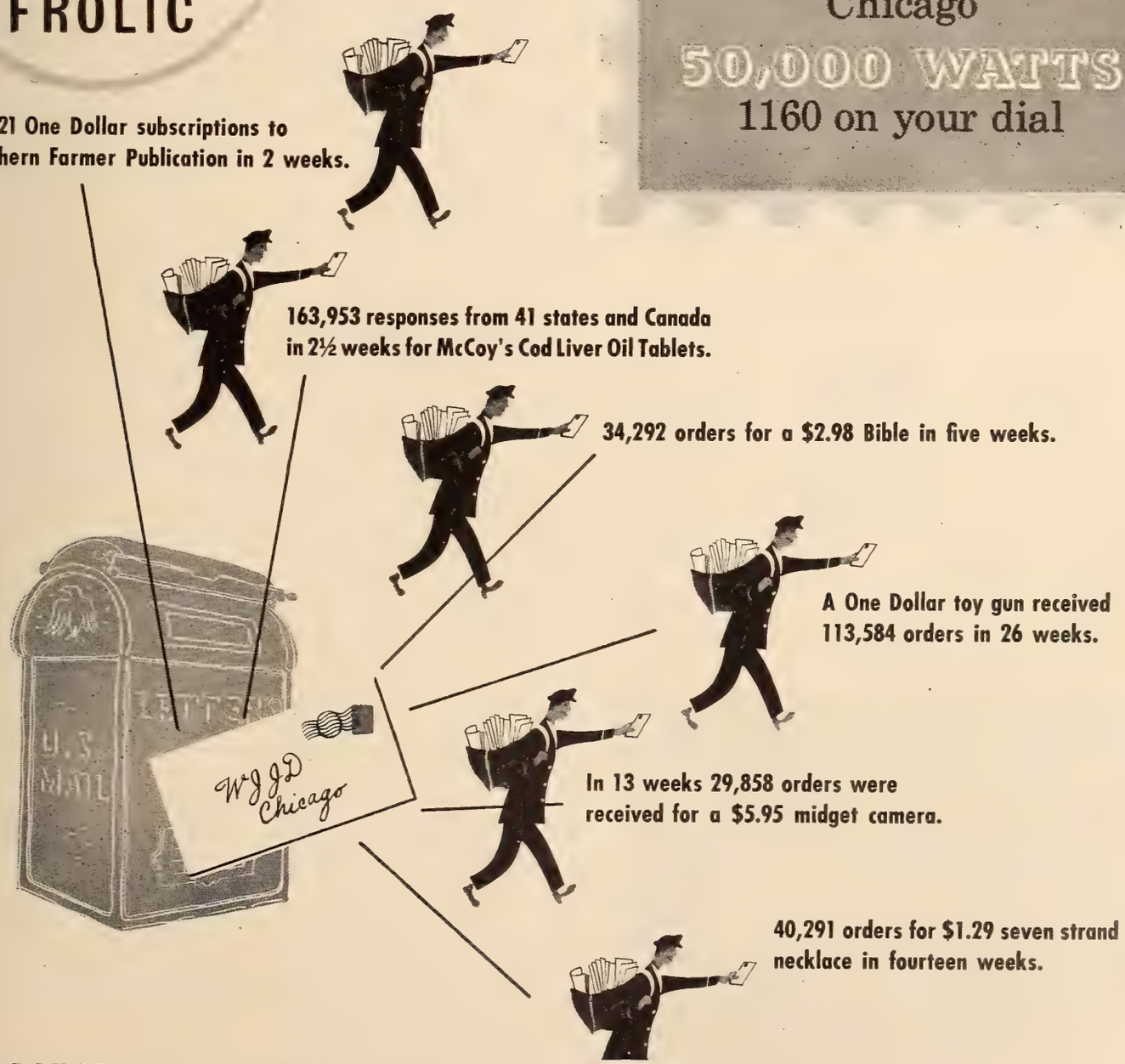
every day ★ 52 weeks a year

WJJD

Chicago

50,000 WATTS

1160 on your dial



26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

MEDIA ASSN.

DePierro Heads N. Y. Group

ANTHONY C. DePIERRO, media director of Geyer, Newell & Ganger Inc., was installed as president of the Media Men's Assn. of New York Jan. 16 in New York.

Other newly-elected officers of the group:

David Wasko, Donahue & Coe, vice president; Murray Thomas of Dancer-Fitzgerald-Sample, second vice president; David Hogmer, Duane Jones Co., secretary; Thomas Jennings, Biow Co., treasurer; Harry Ledingham of Needham & Grohamn Inc., sergeant-at-arms, and George Haller of the Biow Co., and William Schink of G. M. Basford Co., members of the executive committee.

MARKET STUDY

Thompson Co. Issues Booklet

A 35-PAGE re-analysis of the American market, *Marketing Opportunities, 1950*, has again been published by J. Walter Thompson Co., New York.

Study this year indicates that potentials can be the best yet if American business seizes its opportunity. The booklet points out that the challenge of business this year is: How to convert the power-to-buy into the will to buy?

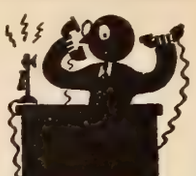
Revealed in the survey are these points:

- **40% of all U.S. families are new since 1940.**
- **Nine million people have moved from rural areas to cities since 1940.**
- **Rates have risen in major national advertising media, but audiences and circulations have risen nearly comparatively.**
- **Average costs per thousand in these media have not risen comparably with prices of other commodities and services.**
- **Each 1950 listener or reader will have an average of 39% more purchasing power than in 1940, after full correction for higher taxes and prices.**

AFA to International

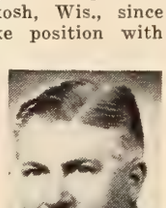
ADVERTISING Federation of America, after approval of its executive committee, last week joined the newly-formed International Union of Advertising, cooperating with the advertising associations of 13 other nations to work together for the benefit of advertising.

Management



ANSEL GRIDLEY, manager of WARE Ware, Mass., resigns to accept appointment as general manager of WFGM, soon to open in Fitchburg, Mass. He is succeeded at WARE by **DONALD W. HOWE**, owner of station.

GEORGE GREELEY, manager of WOSH-AM-FM Oshkosh, Wis., since 1947, resigns to take position with Senator Joseph McCarthy in Washington Feb. 1.



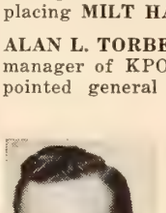
Mr. Greeley

GEORGE K. STROUPE, new to radio, named president-business manager of WCUE Akron, Ohio. He was formerly with an industrial plant in that city. **TIM ELLIOT** named vice president-operations manager of station. WCUE will begin regular programming early in February.

J. D. SWAN, former assistant manager of WCAX Burlington, Vt., appointed manager of station.

KEN RANDOLPH named general manager of KSBW Salinas, Calif., replacing **MILT HALL**, resigned.

ALAN L. TORBET, former commercial manager of KPOJ Portland, Ore., appointed general manager of KROW Oakland, Calif. He succeeds **WILTON GUNZENDORFER**, resigned [BROADCASTING, Jan. 16].



Mr. Torbet

CHARLES SEBASTIAN, assistant manager of WFJL (FM) Chicago, elected president of Chicago News Broadcasters Assn., formerly Chicago Radio Correspondents Assn.

A. S. TEDESCO, formerly of WSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as general manager. Station is to take air Jan. 29.

ANGELINE KOPKA, previously secretary to general manager of WOTW-AM-FM Nashua, N. H., appointed assistant general manager of stations.

LAWRENCE M. C. SMITH, president of Franklin Broadcasting Corp., operator of WFLN (FM) Philadelphia, appointed chairman of 1950 membership enrollment of Philadelphia Fellowship Commission.

MIG FIGI, station manager of WAUX Waukesha, Wis., named radio chairman of Wisconsin Savings Bonds Committee.

DAVE BUTTON, manager of KSVP Artesia, N. M., and **VERONA LEE McKINLEY**, former continuity director for Seward Broadcasting Co., Liberal, Kan., have announced their marriage.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, listed as member of dinner committee for National Conference of Christians and Jews to be held Feb. 18 in Harrisburg, Pa.

SANDY SAUNDERS, farm director of WKY Oklahoma City, appointed chairman of soil conservation committee for Oklahoma City Chamber of Commerce.

CHARLES L. GLETT, vice president in charge of Don Lee Television, Hollywood, is in New York for two weeks conferences.

WEBBER RESIGNS

Was Tallcorn Sales Mgr.

RESIGNATION of George W. Webber as sales manager of the Iowa Tallcorn Network, effective Jan. 12, has been announced by Paul E. Millen, Cedar Rapids radio executive and president of the 14 independent station network.

According to a network official, Mr. Webber's decision was brought about because of constantly increasing pressure of sales and management activities at KWDM Des Moines, of which he is president.

Simultaneously, Mr. Mullen announced that a new representative firm, the Tallcorn Network Representatives, 501 Garver Bldg., Des Moines, has been named to succeed Mr. Webber in the sales job. Principals in the new group include Max Friedman, Don Alt, Arnold Cecka and Virgil Crain. Everett-McKinney Inc. will continue as national representative for the entire network, Mr. Millen said.

'Cisco Kid' Sales

FREDERIC W. ZIV Co. has announced sale of its transcribed *Cisco Kid* show for sponsorship in the following markets: Crewe, Va.; Lake Charles, La.; New London, Conn.; Richmond, Va.; Norfolk, Va., and Oklahoma City, Okla.

Respects

(Continued from page 38)

it wrote its own finis, but out of it blossomed the "full network discount plan," now standard in network radio.

Still intrigued by station relations work, Mr. Sill found a job to be done in the just-reorganized Mutual organization, so in 1945 he left CBS and joined forces with Miller McClintock at the beginning of his regime. He handled station relations for MBS in the east until the second year of Edgar Kobak's administration.

At this stage of his career, Mr. Sill took time off to write *The Radio Station*, and after its publication in 1946 he re-entered the broadcasting business via the agency route. As radio director of New York's Tarcher Agency, he handled such major accounts as Grove Labs., Benrus Watch, McKesson and Robbins, Tums and a score of others.

Deciding in 1947 to "quit telling other people how to do it and try it myself," Jerry Sill took over WMLO (now WMIL) Milwaukee three months after it was founded. When he arrived, WMLO was an "anemic" case, but within a few weeks his "programming in a straight line to the hearts of our listeners" started paying dividends. He developed old-time music as the basis of his program policy and today, with a great variety of original local programming, WMIL is one of the highest rated independents in existence.

Other Activities

In addition to managing the station, Mr. Sill is secretary-treasurer of the corporation that owns it, as well as president and general manager of the Belle City Corp. in nearby Racine, licensee of a new station, WRAC, in that market. He has been active in the formation and development of Assn. of Independent Metropolitan Stations, and continues his writing activities. He also lectures at universities, among them Marquette, Stanford, Oklahoma, St. Lawrence and New York U.

Mrs. Sill, the former Ethel Streusand, was a copywriter at the Bates agency when Mr. Sill wooed and won her. They were married March 7, 1928. The Sills now have two children, Peter Lewis, 10, and Joan, 19, and make their home in suburban Whitefish Bay, Wis. Joan is a junior at Stanford.

"Joan is majoring in drama," says her Dad, "but that isn't my fault. It's just that some diseases are hereditary. There isn't much I can do about it."

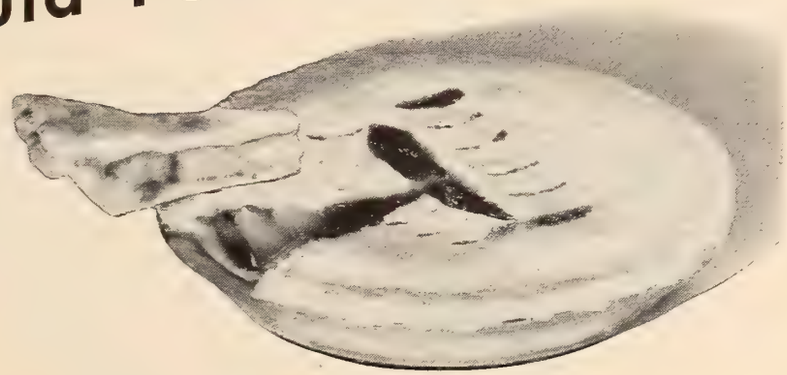
Aside from his active business life, Mr. Sill finds time for membership in the Radio Pioneers and Radio Executives Club of New York and the Milwaukee Athletic Club. But when it comes to hobbies, his work is his favorite.

ASSOCIATED Program Service, New York, signs Dick Jurgens Orchestra to exclusive contract.





Which would YOU take?



Are you eyeing the bigger one? That's natural. We all want the most for our money.

And that makes a point about the audience you get when you advertise on WGAR.

The pie is bigger than it was last year. The potential audience is greater!

*Sept. Oct. '48 Sets-in-use	21.9
Sept. Oct. '49 Sets-in-use	23.4

And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

*Sept. Oct. '48 Share of audience	23.1
Sept. Oct. '49 Share of audience	24.8

This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.

Call your Petry man for facts about Cleveland's Friendly Station.

CBS

WGAR

50,000 WATTS • CLEVELAND

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

Represented Nationally by Edward Petry & Company

Commercial

DUDLEY TICHENOR joins WKBW Buffalo, N. Y., as commercial manager succeeding **ROGER M. BAKER,** appointed assistant to the president. Mr. Tichenor was previously with KVOR Colorado Springs, Col., first as sales manager and later as general manager. After that he was national sales manager for KLZ Denver and opened and managed WNAO Raleigh, N. C. He was also national sales manager for WWL New Orleans, La.



Mr. Tichenor

JACK GAINEY, former sales manager of WAYS Charlotte, N. C., joins sales staff of WBT-AM-FM and WBTV (TV) Charlotte.

JAMES BROWN resigns as account executive at WBKB (TV) Chicago to rejoin sales staff of WBBM Chicago. He worked in TV sales at WBKB for a year and a half, and was member of CBS Chicago sales force four years.

WILLIAM P. DIX Jr., formerly with ABC, joins New York radio sales staff of Katz Agency, station representative. Mr. Dix, former Marine, last summer was radio director for U. S. Atlantic Fleet during maneuvers.

WADE S. (Pat) PATTERSON, with KCRG and KCRK (FM) Cedar Rapids, Iowa, since 1947, appointed local sales director for both stations.

T. B. BRAINE, local sales manager for WCAX Burlington, Vt., appointed commercial manager.

JOHN PRITCHARD, formerly on sales staff of CKEY Toronto, joins CHUM that city, in same capacity.

GEORGE A. STROBEL joins sales staff of KFAB Omaha, Neb.

JACK NINO, member of sales staff of WORZ Orlando, Fla., appointed sales manager of station.

ROGER D. RICE, account executive for local sales on KING Seattle since June 1947, becomes head of station's new national sales department Feb. 1.

JOHN H. PINDELL, formerly printing salesman, joins KING to handle local accounts.

HOMER HOGAN, formerly manager of KYW Chicago, KWBU Corpus Christi, Tex., and midwest manager of Hearst Radio, appointed commercial manager of KCUL Ft. Worth, Tex.

JOHN E. PEARSON Co., New York, appointed national sales representative of WSTV Steubenville, Ohio, effective Feb. 1.

ARTHUR McPHILLIPS, traffic manager of WJR Detroit, named assistant general sales manager of station. He has been with WJR for 20 years.

BILL MORGAN rejoins WHOK Lancaster, Ohio, as salesman and announcer. He was with WHOK until last February when he joined WWSO Springfield, Ohio.

W. L. KING, formerly with KATE Albert Lea, Minn., joins WKLK Cloquet, Minn., as commercial manager and sports director.

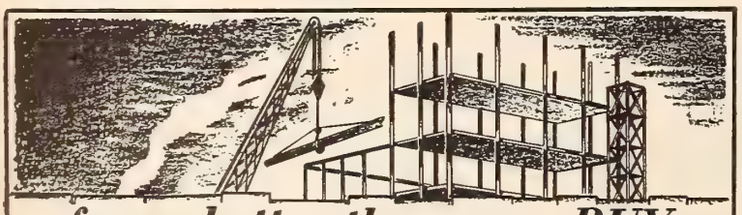
JOHN W. COLLINS, former advertising director and business manager of Columbia (S. C.) *Record,* joins WAGA-TV Atlanta, Ga., as commercial manager. He has been in advertising since 1926.

W. A. ROBERTS, commercial manager of KRLD-AM-TV Dallas, Tex. addressed Dallas Lions Club Jan. 13 on "Television Today."

Names Advisors

APPOINTMENT of eight Washington state broadcasters to serve as an advisory board on radio for Washington State College has been announced by Dr. Wilson Compton, president of the school. Members of the board are:

J. Elroy McCaw, president, KELA Centralia-Chehalis, and part-owner, KLZ Denver; Richard Dunning, president, KHQ Spokane; H. E. Studebaker, president and general manager, KUJ Walla Walla; H. J. Quilliam, president, KTBI Tacoma; Loren B. Stone, general manager, KIRO Seattle; R. G. McBroom, general manager, KFIO Spokane; J. W. Wallace, general manager, KPQ Wenatchee, and R. L. Black, general manager, KIMA Yakima.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

FM PROMOTION

Group Plans Programs To Whet Public Interest

AN EFFORT to whet the public appetite for FM broadcasting by ambitious programming was launched last week by a group of independent FM broadcasters in the New York area.

At a meeting Jan. 16 in the office of William W. Boyne, general manager of the Zenith Radio Corp. of New York, six FM stations were represented. They were promised financial aid in their programming project by Mr. Boyne.

Called at the behest of August A. Rickert, program director of WFUV-FM Fordham U., the meeting was attended by Kenneth Joseph and Julian H. Ginns, WGNR-FM New Rochelle, and by these representatives of the New York City stations: Harold Hirschman, WABF-FM; Roy Oelrud, WGYN-FM; Gordon Myers, WGHF (FM); Hartley Samuels, WFDR (FM). Mr. Rickert represented WFUV-FM.

Among proposals made by Mr. Rickert was one to have an orchestra comprising members of the New York Philharmonic. Another was to bring to New York audiences up-state college basketball games, such as contests involving Cornell, Syracuse and Army.

Exclusivity Would Stimulate

Entire purpose of the programming would be to create exclusive features which would stimulate the public to FM tuning because the features could not be heard in any other way. The programs would be promoted by all the stations, not on the basis of selling their individual outlets but on the basis of selling the FM medium.

The stations themselves would carry the programming as a group by relays. They would be permitted to obtain their own individual sponsors for the programs. Fordham, however, does not sell its programming.

Mr. Rickert said that FM stations owned by AM outlets would be permitted to participate but the special programming would not be available for AM transmission.

A further meeting to discuss specific programs for the group is called for tomorrow (Jan. 24).

KSVP CHANGES

Shifts Staff and Schedule

COMPLETE reorganization of the staff of KSVP Artesia, N. M., and an increase in its daily broadcast schedule have been announced by Dave Button, manager of KSVP, licensed to the Artesia Broadcasting Co.

New alignment includes Mr. Button as manager; Wayne Griffin, commercial manager; Bobbie Aldredge, traffic department; Bob Meeker, chief engineer; Bob McDaniels and Bill Parker, announcers-engineers. Station also has added an hour and a quarter daily to its schedule, signing on at 6 a.m. and off at 10:15 p.m. Public service and local coverage are being emphasized, according to Mr. Button.

BAKERY SUCCESS

Owner Credits Radio

RADIO has played a major part in success of Bungalow Bakery, Great Falls, Mont., according to Ed Harberson, owner and president of Montana Bakers Assn. It has been his major advertising media for many years.

Mr. Harberson added a "Hostess Room" in the basement of his bakery three years ago for parties, dinners and socials, and he credits radio advertising for making that a paying success too.

Using one-minute and 60-second announcements, he started his advertising campaign originally on KFBB Great Falls, adding schedules on KXLK and KMON Great Falls when they took to the air. Although newspaper space was utilized too, Mr. Harberson declares that didn't produce the wedding and church party business that is credited to his radio announcements. Mr. Harberson believs in the effectiveness of the spoken word as against print.

WIRY DEBUT

Set For Next Thursday

WIRY Plattsburg, N. Y., is scheduled to take the air next Thursday (Jan. 26), according to Joel H. Scheir, president, general manager and treasurer of Clinton County Broadcasting Corp., station permittee. It will operate fulltime with 250 w on 1340 kc.



Mr. Scheir

Final testing was carried out last week, with a five-hour inaugural ceremony program on the agenda for Wednesday, Jan. 25, at 6 p.m. Mr. Scheir formerly was commercial manager of WMFF (now WEAV) Plattsburg for seven years. Other officers of the station are W. H. Petterson, vice president, treasurer and station manager; Betty Kraus, program director, and John M. Nazak, chief engineer.

Studios, transmitter and offices are housed in a new building erected in Plattsburg. WIRY is an MBS affiliate and will use AP news service and Standard Library. W. S. Grant Co. is its national representative. Station employs Gates equipment.

RCA-Victor Div., Camden, N. J., announces bi-monthly production of *On Air,* new publication of Broadcast Equipment Section.

AUTO RADIOS
Pulse Lists 72.5% in L.A. Area

IN Metropolitan Los Angeles, 72.5% of passenger automobiles have radios of which 32.8% are in use sometime between 8 a.m. and 8 p.m. daily, ranging from a low of 27.2% at 8:45 a.m. to a high of 39.6% at 7 p.m. These percentage figures are based on a survey conducted by Pulse Inc. for the Southern Broadcasters Assn. during the week of Dec. 10-16, 1949.

The survey also revealed that the average car radio is heard by 1.66 passengers in 8,908 cars checked at widely scattered intersections in the metropolitan area. Of these, Pulse reports, 6,450 had radios, 2,114 radios were turned on and 3,500 passengers were listening.

Robert J. McAndrews, managing director of SCBA, said that Los Angeles' 72.5% for radio-equipped cars tallies closely with the 72.8% discovered in the Pulse New York survey for WNEW last summer. It far exceeds national estimates and slightly exceeds the 70.4% discovered by a U. of Southern California survey in the spring of 1949," he stated.

Patricia Hart Wed

MARRIAGE of Patricia Weiss Hart and John Austin Armitage took place Jan. 7 in Vienna. Mrs. Armitage, formerly member of Information and Education Service staff of U. S. Embassy at Prague, is the daughter of Mr. and Mrs. Lewis Allen Weiss. Mr. Weiss is chairman of the board of Don Lee network and member of MBS board of directors. Mr. Armitage is now head of economics division in American legation at Berne, Switzerland.

News

GLENN B. WEBBER, announcer and newscaster at WJPS Evansville, Ind., appointed news editor of station's news department.

HARRY GIANARIS, former news and sports editor of WHAN Charleston, S. C., named news and special events director for WTMA Charleston.

STONEY McLINN and **BOSH PRITCHARD,** Philadelphia Eagles football star, join WCAU Philadelphia, bringing to eight the total of sports figures on staffs of WCAU and WCAU-TV.

JAMES LAWRENCE, formerly news director of KSD-AM-TV St. Louis and now editorial writer for St. Louis *Post-Dispatch,* newspaper affiliate of KSD, cited by *Pathfinder* magazine for his editorials attacking violence and mayhem in many TV programs.

TRANSIT MEET
Optimistic Forecasts Given for 1950

OPTIMISTIC forecasts for 1950's Transit Radio business were voiced Jan. 9-10 at a meeting of 18 affiliated FM stations of Transit Radio Inc., holding its second annual national sales convention at New York's Hotel Roosevelt.

Steadily mounting revenues from local, regional and national advertisers were reported, as well as unusual "cash register results" obtained by sponsors in the new medium. An excellent renewal record was cited by members, with one station reporting 16 renewals in one week among 17 users.

Public service programming was discussed at a half day session, with instances cited of traffic rerouting due to fires and other local emergencies, as well as safety and other civic drives.

Limitations on commercials were stressed as important to the continued public acceptance of the service. Copy limits of 65 words on announcements and 30 seconds on transcribed commercials, to be spaced at least five minutes apart, were approved by the sales managers for recommendation to the Transit Radio board, which met Jan. 12, also at the Roosevelt.

Recommendation was also made for a cooperative promotion and advertising campaign, with all stations to participate.

Guest luncheon speakers were Frank Silvernail, manager of radio time buying, BBDO, and Carlos Franco of Kudner Agency. Both lauded Transit Radio affiliates for their efforts in standardizing sales data, rate card format, traffic data and other materials required by agencies and advertisers, and advocated continued effort as new affiliates are added.

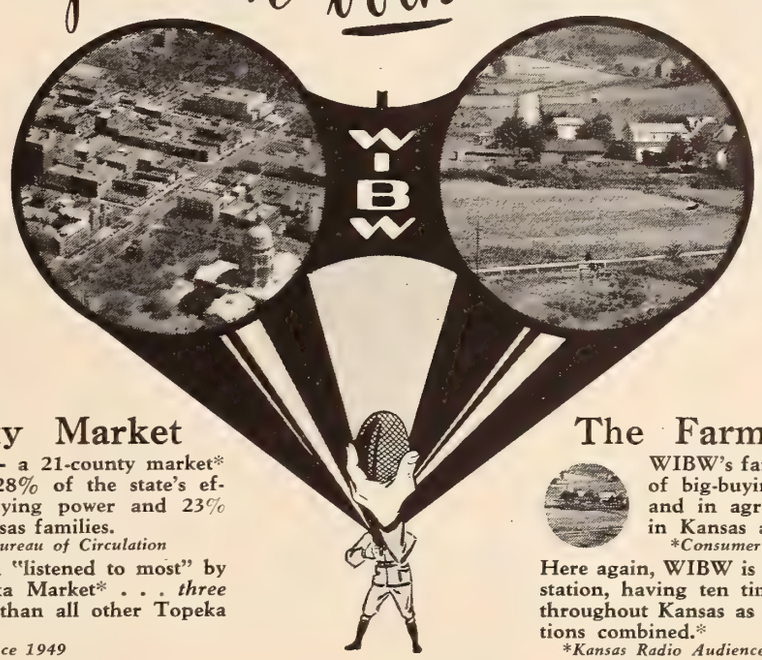
Delegates to the meeting included:

Raymond F. Kohn and Horace Gross, WFMZ(FM) Allentown; Ernest Lang, WMAR-FM Baltimore; Robert F. Bender, WCTS(FM) Cincinnati; Jack Harris, KPRC-FM Houston; Paul R. Fry, KBON-FM Omaha; Joe Hartenbower, KCMO-FM Kansas City; Charles Dewey and Charles Kreitzer, WKJF(FM) Pittsburgh; Robert Hyland Jr., KXOK-FM St. Louis; Helen Mobberley, WWDC-FM Washington; Dick Evans, WIZZ(FM) Wilkes-Barre; C. Robert Manby, WGTR(FM) Worcester; Bill Lemmon, WJW Enterprise, Cleveland; Jerome McCarthy, WHOA(FM) Trenton; J. Sova, WAJL(FM) Flint, Mich.

Representing Transit Radio Inc., were Frank E. Pellegrin, vice president in charge of sales; William H. Ensign, eastern sales manager, and Carlin S. French, Chicago, western sales manager.

WTTM Trenton, N. J., airing five-minute, across-the-board weather broadcast from Trenton's Weather Bureau, by permission of U. S. Weather Bureau.

"give 'em both barrels!"



The City Market



Topeka — a 21-county market* that has 28% of the state's effective buying power and 23% of all Kansas families.
**Audit Bureau of Circulation*

WIBW is the station "listened to most" by buyers in the Topeka Market* . . . *three times more listeners* than all other Topeka stations put together.
**Kansas Radio Audience 1949*

The Farm Market

WIBW's farm market is made up of big-buying families on farms and in agricultural communities in Kansas and adjoining states*
**Consumer Markets, 1949*

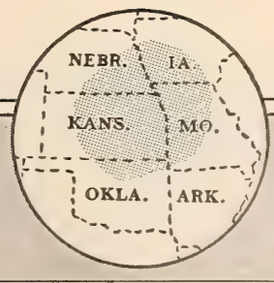
Here again, WIBW is the "most listened to" station, having ten times as many listeners throughout Kansas as all other Topeka stations combined.*
**Kansas Radio Audience 1949*

Just *one* station—WIBW—gives you the hardest hitting selling force in *both* city and farm markets.

FOR THE CITY MARKET
FOR THE FARM MARKET

ALL YOU NEED IS WIBW

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

SENATE STUDY

Carriers Meet McFarland

A CONFERENCE between Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee, and heads of major telegraph communication carriers, including Brig. Gen. David Sarnoff, chairman of the board of RCA, was held Jan. 12.

Sen. McFarland, whose group also has initiated a study of the use of radio frequencies by government agencies and allotment of radio spectrum space to private commercial broadcasters through FCC, stated that "substantial progress" had been made. Further conferences will be held shortly before final recommendations are presented, he added.

The subcommittee is exploring the records communications problem first in its proposed two-ply inquiry of the general communications picture, Sen. McFarland told BROADCASTING. Comments and reactions already have been elicited from numerous government departments—among them the military, State Dept., etc.—which use valuable frequencies.

Carrier officials reported to Sen. McFarland the results of their studies and discussions to date. They included, in addition to Gen. Sarnoff, heads of International Telephone & Telegraph; Western Union Telegraph Co.; RCA Communications Inc.; American Cable & Radio Corp.

The White House is expected shortly to name personnel to a government commission which would probe the use of spectrum space among its own agencies.

AP Bureau Expands

WITH establishment of a sending bureau at Fargo, N. D., Associated Press announces start of new and expanded regional news service in that state. At the same time arrangements were completed for AP to serve four more North Dakota stations: KFYR Bismarck, KILO Grand Forks, KGCX Sidney-Williston and KLPM Minot. All have been elected to AP membership.

Production

JACK D. PARKER, former program director at WBCM Bay City, Mich., and WJIM Lansing, Mich., and after that program director and assistant manager of WSAM Saginaw, Mich., joins WCRG and KCRK (FM) Cedar Rapids, Iowa, as program director. He spent two years in New York assisting in writing and production of ABC Ted Malone program.

WAYNE FARRAR, formerly on announcing staff of KDNT Denton, Tex., joins KMAE, McKinney, Tex.

JACK PYLE, former disc jockey for WLW Cincinnati, joins KYW Philadelphia as m.c. of *Midday Revue.*



Mr. Pyle

JOHN VAN OSCH, formerly of WIND Chicago and later announcer for WFOX Milwaukee, named program director of WFOX.

ED STOKES, announcer for WMGM New York, injured in auto accident fortnight ago. **BOB WILLIAMS** is filling in on Mr. Stokes' *Theatre of the Air* assignments.

ED HOWARD GREEN, formerly with KVFD Ft. Dodge, Iowa, as announcer, joins announcing staff of WCOJ Coatesville, Pa.

DOUG NEWMAN, formerly with KFUO St. Louis and WEW same city, joins announcing staff of KXOK also St. Louis.

VIN LINDHE, formerly with Radio City Music Hall, New York, producing her own show, *Easy Chair Plans,* on WFFA-AM-FM Dallas, Tex.

KEITH CONNES, formerly with WNEW New York, WHCU Ithaca, N. Y., and WOWO Ft. Wayne, Ind., joins WQXR New York as continuity writer. He also worked with J. Walter Thompson, New York, and operated his own agency in Oneonta, N. Y.

KEN WALLACE, formerly of KYA San Francisco, and **RALPH ROGERS,** formerly with KSJO San Jose, join announcing staff of KGO San Francisco. They replace **MARK JORDAN,** transferred to KECA, Los Angeles, and **LEE GIROUX,** who resigned to freelance.

EDGAR B. CALE, associate professor of political science on leave of absence from U. of Pennsylvania, appointed civic advisor of WIP Philadelphia.

ROGER CLARK, formerly with WGTN Georgetown, S. C., and WHAR Clarksburg, W. Va., joins WNOR Norfolk, Va., as announcer-engineer.

RED BLANCHARD for four years disc jockey and program director of KPRO Riverside, Calif., and Broadcasting Corp. of America's "Western Network," resigns. He is to join KCBQ San Diego.

CEDRIC ADAMS, commentator for CBS and WCCO Minneapolis, will broadcast his CBS five-minute show, *A Little Talk and a Little Tune* to foreign listeners via Voice of America.

BILL HERSON, morning man on WRC Washington, cited as "Citizen of the Month" by American Legion, department of District of Columbia. Award was based on his work in connection with WRC Doll House which reportedly broke all records in soliciting Christmas toys for underprivileged children of Washington.

LIONEL (Chico) SESMA, former trombonist with Russ Morgan and other orchestras, will have his own recorded program on KOWL Santa Monica, Calif., starting Feb. 1.

Mrs. BEA BYERS, formerly of WTHI Terre Haute, Ind., joins continuity staff of WIRE Indianapolis.

GEORGE B. WILLIAMS, formerly of KATE Albert Lea, Minn., joins program and news department of WKLK Cloquet, Minn.

RODDY McDOWELL is m.c. for new half-hour talent competition television show, *Hi Talent Battle,* on KLAC-TV Los Angeles.

CY NELSON, former sports director of WGIL Galesburg, Ill., appointed program director of station. He was formerly with WEMP Milwaukee.

PAUL KEEFE appointed program director of WOTW-AM-FM Nashua, N. H. He was formerly with WCOP and WHDH, both in Boston, as announcer.

SAM ARRAZATE, KEEN San Jose, Calif. disc m.c., is the father of a girl, Diane.

STEWART MacPHERSON, who recently joined WCCO Minneapolis as m.c., received British National Radio Award for outstanding voice of 1949. He was formerly with BBC.

GEORGE MOORE, formerly program director of KAMQ Amarillo, Tex., joins announcing staff of WKY Oklahoma City.

ROBERT (Smokey) MOAK, staff artist at WENR-TV Chicago, is the father of a girl, born Jan. 12.

MARY MARGARET McBRIDE makes Midwestern debut in February on WGN Chicago after 15 years of broadcasting in New York. Negotiations handled by General Manager **Frank P. Schreiber.** Transcribed show will be aired Monday through Friday, 9:15-9:30 p.m. CST. Each show will feature six participation spots per day.

JACK WEBB, star of NBC *Dragnet,* is the father of a girl.

CHARLES CRAIG succeeds **ELEANOR BARNEY** as supervisor of Don Lee Broadcasting System, Hollywood, traffic department.

SARAH SELBY of CBS *Junior Miss* is the mother of a girl, Star.

HOT NEWSCAST

WONE Staffers Tape Fire

HALF-MILLION-DOLLAR fire in downtown Dayton, Ohio, provided WONE with its hottest news broadcast on record. The fire started about 6:30 p.m., in a cafeteria in the same block with the studios, and was confined for several hours to one building. Shifting winds about 11 p.m. caused a back draft and the building exploded threatening the whole block.

Ray Rayner, news editor of WONE, and Art Burnham, continuity director, manning a tape-recorder, gave a graphic on-the-spot description of the fire's progress. The drama hit its peak when it looked as though Mr. Burnham was trapped in a burning market a few minutes after the explosion. On the air shortly afterwards, he commented—"I feel like Chapter 13 of *Straight Arrow.*"

Reports from Mr. Rayner were heard by Dayton listeners five minutes after they were taped. WONE provided Miami Valley listeners with the only radio coverage of the blaze—one of the worst in Dayton's history—which sent 43 firemen to the hospital.

* * *



MR. RAYNER (r) congratulates Mr. Burnham for his "boy stood on the burning deck" participation in recording the Dayton fire. Jack Gibbons, WONE program director, is in the center.

Lang-Worth Renewals

FOUR stations have signed new contracts for the eight-inch Langworth library, and 18 have renewed their contracts, Lang-Worth Feature Programs Inc., New York, announced last week. The new clients are: WAND Canton, Ohio; KENM Portales, N. Mex.; WCRS Greenwood, S. C., and KTRF Thief River Falls, Minn.

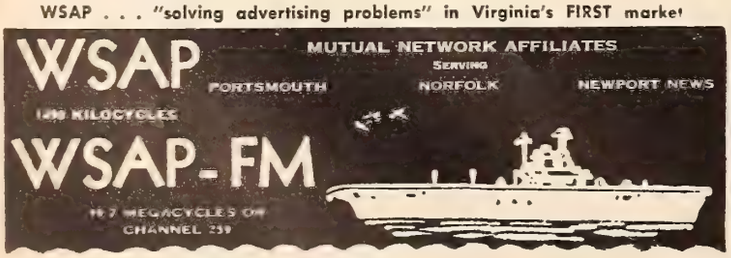
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market



B. Walter Huffington, General Manager — Ask Ra-Tel!

RICHARDS CASE

FCC Denies Petition, Hearing March 13

FCC HAS REFUSED to call off its inquiry into G. A. Richards' news policies and has ordered hearing to commence in Los Angeles March 13 on the news questions and on the proposal to transfer control of his three stations to trustees.

The action came Jan. 12 in a memorandum opinion and order denying a petition filed last November on behalf of Mr. Richards, principal owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit.

The vote was 5-1, Comr. Rosel Hyde voting for a grant of Mr. Richards' request that the hearing on renewal applications of Mr. Richards' stations be postponed pending hearing on the transfer applications. Comr. Frieda B. Hennock did not participate.

The Commission majority said it was not "indifferent" to the state of Mr. Richards' health, which is such that spokesmen have expressed fear for his life if FCC goes through with its projected hearing. FCC said it would make "every reasonable provision and accommodation for his physical comfort and well-being" and that it felt a hearing could be held "in such a manner as to impose no unaccustomed physical strain on him."

Deletion Requested

In their petition, counsel for Mr. Richards had requested deletion of the news-policy issues from the transfer proceeding. They also asked that these issues be stricken out of the three stations' renewal proceedings or, alternatively, that the transfer proceeding be handled in advance of the renewal question [BROADCASTING, Nov. 14, 1949].

The FCC majority rejected the plea for action on the transfers ahead of the renewals, because:

. . . In the past the Commission has in a number of cases refused to permit transfers by licensees who have been found to be unqualified and has regarded the resolution of outstanding questions concerning the qualifications of licensee-transferors as a condition precedent to consideration of a transfer application. When such questions have been resolved in the licensee's favor a transfer has been permitted. Conversely, if the licensee has been found unqualified, the transfer application has been dismissed. . . .

To Mr. Richards' claims that FCC's proposed investigation of news policies amounts to censorship and violates the guarantee of freedom of speech, the majority replied:

. . . in our opinion the lengthy argument along these lines is not in point. It seems clear that the question presented by the present petition is not one of Richards' private views and his right to express them, but rather whether Richards, whatever his own views, has and will adequately discharge the responsibilty of a licensee. . . .

Nor did the majority feel that its decision to go ahead with a hearing is inconsistent with the implication of its action, last March, in postponing the then-scheduled hearing and making provision for submission of the trusteeship plan. The March postponement order, it was pointed out, made clear that after the trustee application was filed FCC would then decide as to hearing.

With respect to Mr. Richards' illness of heart disease, the majority said:

. . . It seems clear . . . that the burden is on an applicant to go forward with his application; and that the inability of an applicant, because of permanent physical incapacity of key witnesses or for other reasons beyond the control of the Commission, to prosecute his application by availing himself of the opportunity to be heard afforded him by the Commission, does not necessitate the conclusion that the Commission act favorably on the application despite the applicant's failure to make the legally requisite showing.

Officer To Be Named

FCC said a presiding officer for the March 13 hearing would be named later.

The questions with respect to Mr. Richards' news policies relate to charges, filed by the Radio News Club of Hollywood, alleging that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups [BROADCASTING, March 8, 29, 1948].

Under Mr. Richards' trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

1950 **January 23** 1950

Call Frazier & Peter re: Study of our rates

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

KISW (FM) On Air

KISW (FM) Seattle went on the air last Monday (Jan. 16) on 99.9 mc, with 2.1 kw. Licensed to Ellwood W. Lippincott, the station emphasizes programming for university district housewives. KISW broadcasts 8 a.m. to 10 p.m., with a 24-hour schedule planned.

He's Varying the Pitch While Recording!

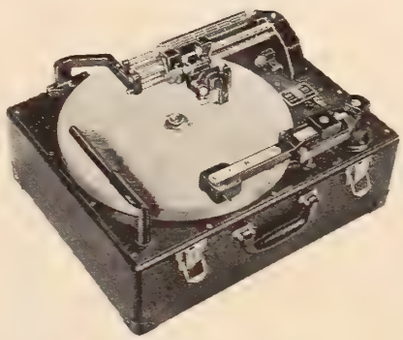
With the Fairchild Studio Recorder, Unit 523, George Piros of Reeves Sound Studios is cutting a microgroove, long playing disk. George varies the pitch while recording. There's no overcutting on loud passages — no need to closely ride gain on the audio. He just changes pitch to follow pianissimo and fortissimo. Result . . . unusual dynamic range on a long-playing disk!



The Fairchild Studio Recorder Unit 523 offers continuously variable *control of cutting pitch operable while recording.* You don't have to change feed screws, belts, pulleys or other mechanisms. Simply rotate a conveniently located knob for smooth and vernier control of cutting pitch. This gives you continuous and instantaneous variation of pitch from 80 to over 500 lines per inch during the actual recording.

FILM-SYNCHRONOUS

Fairchild Disk Recorders



Fairchild Unit 523 is used in fixed studio installations for dubbing sound tracks for motion picture production. Absolute lip synchronism is guaranteed for use with your cameras and projectors. You get this same performance with the portable Fairchild Unit 539-G Disk Recorder shown at left. Many motion picture sound tracks are first recorded on FAIRCHILD SYNCHRONOUS DISK RECORDERS.

New, illustrated article contains a complete discussion of recording techniques. Write for your copy today. Ask for reprint SR.

Fairchild

RECORDING EQUIPMENT CORPORATION

154th STREET AND 7th AVENUE WHITESTONE, L. I., N. Y.

Out of Season

A BASEBALL broadcast on New Year's Day? With all the football bowl games scheduled for Monday, Jan. 2, Sports Director Jack Sandler of KOWH Omaha came up with a new twist for the previous day. Using an old Western Union telegraphic report, Mr. Sandler did a rebroadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on Oct. 4, 1948. During the broadcast, the KOWH sports announcer asked for telephone calls as to what the fans thought about it. The response was 99 to 1 in favor. Now Sports Director Sandler plans to rebroadcast a hockey game on the Fourth of July.

TENN. GROUP

Meet Set for Feb. 24.

THE Tennessee Assn. of Broadcasters, representing 37 stations, will hold its next meeting on Friday, Feb. 24, at the Andrew Jackson Hotel in Nashville. According to F. C. Sowell, TAB president and manager of WLAC Nashville, the meeting will be confined to a single day.

Highlights of the agenda will be the first Tennessee showing of NAB's All-Radio Film, presented by Maurice Mitchell, BAB head, and the annual election of officers.

Current TAB officers, in addition to President Sowell, are Earl Winger, WDOD Chattanooga, vice president; Jack Draughton, WSIX Nashville, secretary - treasurer; John Hart of WBIR Knoxville, T. B. Baker of WKDA Nashville, and Marshall Pengra of WATO Oak Ridge, members of the board of directors.

McDonald Elected

JOSEPH A. McDONALD, vice president, general attorney and secretary of ABC, has been elected a member of the board of directors of Television Broadcasters Assn. He succeeds Robert E. Kintner, ABC president, resigned.

APS EXPANDS

Adds Space and Personnel

EXPANSION of Associated Program Service's program and promotional departments has been announced. These units have moved to new quarters on the ninth floor of the Evans Bldg., giving the firm four floors at the 46th St. New York address.

New offices provide an additional sound-proof audition room for use of Associated's staff of programmers and complete facilities for functions of promotion department members. Air conditioning is to be installed. Other departments, including offices, studios and cutting rooms, are on other floors.

ABC CHANGES

WALB, WJMX Affiliate

ABC last week announced the addition of an affiliated station and the replacement of another to bring its total to 287.

WALB Albany, Ga., 1 kw on 1590 kc, will join ABC Jan. 29 as a fulltime affiliate. H. L. Tallman is the manager. The station formerly was affiliated with MBS which does not intend to replace it, the network said. WJMX Florence, S. C., 5 kw on 970 kc daytime, will replace WOLS in that city as the ABC affiliate. Paul H. Benson Jr. is manager of WJMX.

KIFW Joins CBS

KIFW Sitka, Alaska, has joined CBS as the network's sixth Alaskan radio affiliate, bringing to 186 the total of CBS affiliates. Others in the Alaska group include KRFB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KFQD Anchorage. The 250 w station is the newest of the Alaska Broadcasting System group, and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

SERIES of 23 vinylite children's records, produced with orchestra, sound effects, organ and singing, being offered to stations throughout the country by Continental Dist. Co., New York, at manufacturers cost of 25¢ per record.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff Rose

CHATTANOOGIE SHOE SHINE BOY

On Records: **Bing Crosby—Dec. 24863; Red Foley—Dec. 46205; Bill Darnel—Coral 60147; Tommy Duncan—Cap. 40282; T. Texas Tyler—Four Star 1411; Frank Sinatra—Col.* (*soon to be released). Tony Romano and Johnny Bradford—Vic. 20-3685.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Promotion



McCLATCHY Broadcasting Co. stations — KFBK Sacramento, KWG Stockton, KMJ Fresno and KERN Bakersfield, all California —are jointly sponsoring, in conjunction with their affiliated newspapers, annual spelling bee for children under 10 in 28 counties. City and county school superintendents are contacted in regard to entrance of pupils. Winner receives $600 college scholarship and county champions are given $50 bonds plus expense-paid trips to Sacramento for spell-down.

KSTP Reprint

REPRINT of story on Bernice Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous Gourmet," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that her show, *What's Cookin'*, is "most-watched daytime program on Twin Cities television."

ABC Signs

INSTALLATION of new ABC Hollywood signs atop network's new Vine St. studios at 1539 N. Vine now underway. Valued at $15,000, installations will include 12-foot ABC microphone outlined in neon lighting, sign reading "American Broadcasting Co." in large neon-lighted letters and new marquee with interchangeable letters.

Hot Firecrackers

RED mailing tubes, dressed up to resemble giant firecrackers and labeled "It's Hot," sent to trade. Ends of tube are filled in with cardboard, and string resembling fuse is attached to one end to facilitate opening. Inside of "firecracker" is bulletin promoting Motorola 1950 TV set line. "Firecracker" was distributed by Simon Distributing Corp., Baltimore and Washington.

KYW Series

LATEST in series of promotion pieces by KYW Philadelphia is one-page bulletin featuring cartoon of Ben Franklin. On kite Mr. Franklin is flying is written, in part, "Earth-bound Ben Franklin . . . wasn't satisfied to *wait* for the lightning to strike . . . he sent his kite up *after the lightning*. Sales lightning won't strike your product (or service) 'kite' either unless you *send it after* the business . . . KYW . . . is your best 'lightning rod' . . ."

Mr. Plus Again

BUFF, white and black folder, is latest in series of Mr. Plus promotions to be sent to trade by MBS. Cover of folder carries drawings of ten-gallon hat and lasso. Caption reads, "Mister PLUS ropes a BIG one . . ." Inside is report on Nielsen Index and graph illustrating results pointing out that six listener families can be reached for price of five on Mutual.

Gold Nuggets Are Prize

TWENTY-FIVE thousand dollars in gold nuggets will be grand prize in new eight-week "Mystery Star" contest launched Jan. 22 by Jimmy Fidler on his regular ABC broadcast. Contest conducted on behalf of National Kid's Day Foundation Inc. of which Mr. Fidler is founder. Each week different "Mystery Star" and his family will be presented on program in conversation containing clue to his identity. Listeners will be invited to write in identifying personality and submitting slogan of 10 words or less for National Kid's Day. Three weekly cash prizes of $1,000 each will be awarded, with weekly winners competing for grand prize of $25,000.

Selling To Dogs

LETTER accompanied by list of statistics concerning number of dogs in Greater Boston area sent to 50 local dog food manufacturers and their agencies by WCOP Boston. Letter points out process by which statistics were found and tells potential sponsors that same effort is used by station in promotion of its advertisers.

Help for FM

ALL out promotion for FM being conducted by WCSI(FM) Columbus, Ind. Station is airing frequent spot announcements and station breaks pointing out FM's advantages, and sending brochures to agencies containing similar matter. WCSI also is working on motion picture trailer series with which to educate public to advantage of FM.

Personnel

Mrs. HELEN DRENNEN appointed director of promotion and publicity for WHIO-AM-TV Dayton, Ohio.

JACK THOMPSON, former promotion director for CKEY Toronto, joins CHUM same city. He will be in charge of sales promotion and work under **PHIL STONE,** publicity director.

ROBERT S. KELLER Inc. appointed national sales promotion representative for WLAU Laurel, Miss.

Mrs. PEARL BAUM, promotion manager and director of women's programs for WCSC Charleston, S. C., to be included in new volume of *Who's Who in the South and Southwest.*

E. R. LEIBERT, inactive partner in public relations counseling firm of Pendray & Leibert, appointed director of public relations and development for Town Hall Inc., New York.

WAYNE L. ANDERSON, publicity director at WSB-AM-TV Atlanta, Ga., is the father of a boy, Wayne Jr., born Jan. 10.

QUARTER-finals, semi-finals and finals of Golden Gloves boxing tournament from Turner's Arena, Washington, will be carried by WWDC-AM-FM Washington.

WBAL
means business in Baltimore

Feature

(Continued from page 12)

Coast Show of that time. He soon was named chief announcer, and by the time he left for the AAF in 1942 had risen to assistant operations supervisor. Entering the service as a second lieutenant, he was discharged as a major four years later.

George put into practice his war-time idea of a sales career a few months after his return to WBBM. He sold himself to WGN Sales Manager Bill McGuineas, and 1947 found him working on such "old standby" WGN accounts as Evans Fur, Nelson Bros. Furniture, Canadian Ace Beer, Norge Appliances, "Meister Brau" Beer, Northern Trust Co. and Studebaker.

A year later he became one of Mr. McGuineas' three lieutenants as western sales manager, the other two being the eastern sales manager and the sales manager of WGN-TV, the *Tribune's* video station. His duties embrace assisting in the direction of sales promotion in the station's home division, and liaison between management and programming.

George Guyan was born in Monticello, Iowa, where his father was postmaster. At Grinnell College he was active in dramatics for two years, but transferred to the U. of Iowa to take advantage of its advanced speech and radio courses. He was graduated in 1935.

Although he met his wife, the former Helen Holst, at Stephens College, Mrs. Guyan was brought up in Onslow, Iowa, only 12 miles from George's home town. They have two children—Gwen, 11, and George Jr., 1½. The family—and that is George's only hobby—lives in Wilmette, Ill.

'NEW ERA'S' NEW ERA

WHOP Aids Paper in Storm

A SLEET storm in Western Kentucky isolated Hopkinsville from the rest of the world a fortnight ago, making it impossible to get any telephone calls through, either in or out of the city, for two days. Also, the *New Era*, local paper, was faced with the necessity of editing the newspaper with no outside news since its wire service line was out.

There was only one teletype line open—the one at WHOP Hopkinsville. The *New Era* called the station and WHOP turned over all the material needed to publish two editions of the paper.

From the paper's editor, WHOP received a letter which, in part, said: "We at the *New Era* want to express our appreciation for the splendid manner in which you rallied to our suport while we were having trouble with our wire on account of the storm. We used a lot of the copy you turned over to us— and made it possible for us to get out a paper. Thanks a million. Call on us when we can help."

A Man Bites Dog Story

BROADCAST news coverage by WHP (CBS) and WKBO (NBC), outlets in Harrisburg, Pa., has been lauded by a competitor, the *Mechanicsburg Daily News,* in its column "Rid'n the Airways." The paper said: "In our opinion, both WHP and WKBO have performed a vital service to listeners in the Harrisburg area by diligently and accurately reporting the local news in the best traditions of a free press and radio."

On All Accounts

(Continued from page 12)

intents and purposes were the property of the station until the end of the open house showings when the buildings reverted to private ownership.

Public's knowledge of what was going on at the site, KFH says, gave ample testimonial to the effectiveness of the *Notebook* program. Station cites visits from people who traveled from distant cities for the sole purpose of seeing the homes. The projects also have stimulated Wichita civic and other clubs in centering interest on such a building trend and the new styling typified.

The homes were built in an undeveloped area within the city. They were designed to utilize the potentials of modern concrete, and floor plans were designed after exhaustive studies of housewife footsteps and traffic patterns. Other features in the homes, which were not for sale, included the use of pumic concrete (with high insulating value), use of building units of various sizes and radiant hot water heating.

SAFETY AWARDS

Radio-TV Entries Invited

RADIO and TV stations and networks are among the public information media invited to submit nominations for the National Public Safety Council's 1949 Public Interest Award.

The awards, according to the council, are in recognition of exceptional service to public safety in 1949. One of the nation's foremost social problems, accident prevention has been receiving "growing and unstinting support from all public information," according to the council. "This magnificent team play has helped us bring the accidental death rate to the lowest point in history," said Paul Jones, council director of public information.

Nominations for the non-competitive awards must be self-made on official blanks obtainable from the National Safety Council, 20 N. Wacker Drive, Chicago 6, Ill., before closing deadline March 15.



Advertisement

From where I sit *by* Joe Marsh

Why Scoop No Longer Works Here

Scoop Blake paid us a friendly call at the Clarion's office last week and we were talking about the time when he was a reporter here.

"Remember how mad I got when I found out you were writing that election story right from your desk?" I asked him. "And how I made you get out and learn what a sheriff's job was all about?"

"I sure do, Joe," said Scoop. "I want to thank you for teaching me the 'hat-trick'—putting on my hat and finding out the facts, that is." Then we both had a good laugh together because he found out so much about the job that darn if he didn't run and get elected sheriff himself!

From where I sit, we should find out the facts before we try to talk about anything. When we do, we're inclined to be more tolerant . . . we're apt to understand a little more about the other fellow's preference for, say, his political candidate or for a temperate glass of beer now and then. I say, if you don't want to get tripped up, don't leap to conclusions!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Pacific Nielsen-Ratings Top Programs

(TOTAL PACIFIC AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
NOVEMBER 1949
NIELSEN RATING*

Current Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK				
1	McGee & Molly (NBC)	1,096	24.6	+3.6
2	People Are Funny (NBC)	1,083	24.3	+1.0
3	Bob Hope (NBC)	976	21.9	+3.0
4	Lux Radio Theatre (CBS)	972	21.8	—1.6
5	Judy Canova (NBC)	949	21.3	+1.1
6	Red Skelton (CBS)	909	20.4	—0.6
7	Bing Crosby (CBS)	900	20.2	+4.0
8	Let George Do It (CPN)	869	19.5	+1.9
9	Charlie McCarthy (CBS)	860	19.3	—2.2
10	Big Town (NBC)	833	18.7	+5.9
11	Grand Ole Opry (NBC)	829	18.6	—0.5
12	You Bet Your Life (CBS)	793	17.8	+2.9
13	Godfrey's Talent Scouts (CBS)	784	17.6	+4.1
14	Dennis Day (NBC)	784	17.6	—0.5
15	Mr. District Attorney (NBC)	771	17.3	—0.9
16	Bob Hawk (CBS)	749	16.8	+1.5
17	Truth or Consequences (NBC)	749	16.8	—1.6
18	Jack Benny (CBS)	731	16.4	—3.6
19	My Friend Irma (CBS)	726	16.3	0.0
20	Inner Sanctum (CBS)	718	16.1	+0.6
EVENING, MULTI-WEEKLY				
1	Beulah (CBS)	415	9.3	—0.4
2	Lone Ranger (ABC)	397	8.9	+1.2
3	Light Up Time (NBC)	374	8.4	—0.4
WEEKDAY				
1	Captain Midnight (MBS)	446	10.0	+2.4
2	Straight Arrow (MBS)	423	9.5	+0.9
3	When A Girl Marries (NBC)	410	9.2	+0.8
4	Young Widder Brown (NBC)	406	9.1	+0.9
5	Challenge of the Yukon (ABC)	406	9.1	+3.0
6	Backstage Wife (NBC)	392	8.8	+0.8
7	Romance of Helen Trent (CBS)	392	8.8	+2.4
8	Our Gal, Sunday (CBS)	388	8.7	+2.5
9	Portia Faces Life (NBC)	388	8.7	+1.6
10	Right to Happiness (NBC)	383	8.6	+0.4
11	Tom Mix (Wk. 1 Only) (MBS)	379	8.5	+0.7
12	Lorenzo Jones (NBC)	370	8.3	+0.6
13	Young Dr. Malone (CBS)	365	8.2	+1.8
14	Pepper Young's Family (NBC)	365	8.2	+0.3
15	Guiding Light (CBS)	361	8.1	+1.4
DAY, SATURDAY				
1	Stars Over Hollywood (CBS)	521	11.7	+1.5
2	Grand Central Station (CBS)	450	10.1	+3.0
3	Armstrong Theatre (CBS)	428	9.6	+0.2
DAY, SUNDAY				
1	Jack Benny (CBS)	793	17.8	+0.8
2	True Detective Mysteries (MBS)	642	14.4	+1.2
3	Amos 'n' Andy (CBS)	615	13.8	—1.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Howard Confirmed

HUBERT E. HOWARD was unanimously confirmed by the Senate last Tuesday as chairman of the government's Munitions Board. In his new post he will be charged with responsibilty for procurement of electronic equipment for the military as part of the overall mobilization program. Mr. Howard has been serving as chairman of the Defense Dept.'s Personnel Policy Board since last September.

Canadian Meet Set

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, will be one of the main speakers at the forthcoming annual meeting of the Canadian Assn. of Broadcasters at Niagara Falls, Ont. He is scheduled to talk at the afternoon session, March 30. The Canadian premiere of the promotion film "Lightning That Talks" also is scheduled for the CAB session.



WREN OPERATION

Now Under Co-Management

WREN Topeka, Kan., the first of the year began operation under a co-management plan, according to an announcement by the stockholders following the resignation of John S. Major as general manager.

Under the new setup, Fred L. Conger will serve as business manager, Max G. Falkenstein as program manager and Carl B. Bliesner, technical manager. All three men are veteran employes of WREN. Mr. Conger formerly was program manager, Mr. Falkenstein served as a sportscaster and commentator and Mr. Bliesner was chief engineer for 17 years.

CBC Expense Inquiry

AT REVIVED hearings Jan. 10 of the Royal Commission on Arts, Letters and Sciences at Quebec City, the Quebec Chamber of Commerce presented a brief asking for an inquiry into the Canadian Broadcasting Corp. finances with view to cutting expenses. Chamber also asked that listener fee not be doubled as suggested by CBC, and asked for decentralization of CBC program structure. The Chamber was emphatic in its brief that CBC should not be in competition with privately-owned broadcasting stations and at the same time regulate broadcasting.

SHIP-TO-SHORE

WNAX Claims Beat on Ward

SHIP-TO-SHORE conversation between Art Smith, news editor of WNAX Yankton-Sioux City, and members of Angus Ward's Communist-detained group enabled the station to give its listeners a first-hand account after the party left Japan.

While Mr. Ward said he would issue no statement until he returned to Washington and checked in with the State Dept., WNAX contacted Fred Hubbard Jr., vice consul to China and resident of Edgemont, S. D., and got a first-hand account. Attempt was first made the morning of Jan. 2 but contact was not re-established until the following morning because of atmospheric conditions.

Mr. Hubbard had advised a Marine operator he would contact WNAX from San Francisco, but Mr. Smith preferred the ship-to-shore conversation. The material was used on the 12:35 p.m. news period—two and a half hours after the call was completed.

RECORDING of programs now for release on NBC during summer announced recently. First to be recorded will be 13 *Trouble with the Truitts* programs scheduled during next two months. Approximately 15 to 20 programs will be made available in this way.

Allied Arts

HAROLD N. ALTMAN, recently manager of KBLF Red Bluff, Calif., named radio director of California State Grange with headquarters at Sacramento. He will act as radio liaison between Grange and all California stations. Grange is offering 5, 10 and 15 minute programs and spot announcements to stations on commercial or sustaining basis. First programs will be available in about a month.

E. L. GARDNER appointed vice president of RCA Victor Co. Ltd. of Canada, Montreal. He joined company in 1923 in accounting department.

ELOISE DAVISON, former director of New York *Herald-Tribune* home institute, joins Hill & Knowlton Inc., public relations counsel, New York, to handle women's interests.

FRED NILES, television director of Kling Studios, Chicago, spoke at luncheon meeting of Chicago Television Council fortnight ago.

JULIUS KLEIN Public Relations, Chicago, appointed by Elgin American, Illinois Watch Case Co., Elgin, Ill., to handle public relations.

ADVERTEST RESEARCH, New Brunswick, N. J., announces availability of Television Audience Research—1949 Report. Booklet is sent free to agencies, TV advertisers and stations on request.

CHESHIRE ASSOC., Hollywood, syndicates transcribed, five weekly, 15-minute disc jockey program, *Lonesome Gal,* to seven stations including WFAA Dallas, WOWO Fort Wayne, WHDH Boston, WDEF Chattanooga, KTSM El Paso, WRNL Richmond and KERO Bakersfield.

JOHN MEADOR, formerly with WJMR New Orleans, joins Woodruff Assoc., New York, television package producer and consultant, as sales manager, replacing **THOMAS A. BROWNELL,** who resigned to join RCA Recording. Also joining Woodruff sales is **RICHARD HAMMOND,** formerly program director of WGAT Utica, N. Y.

TRENDLE-CAMPBELL ENTERPRISES, Detroit, retains Jack Perlis, public relations consultant, New York, to represent its radio and television properties, among which are *The Lone Ranger, Challenge of the Yukon, Green Hornet* and *Ned Jordan, Secret Agent.*

Equipment

A. GEORGE ROGERS, former manager of Illinois Ordnance plant of Wilder Mfg. Corp., appointed assistant manager for Westinghouse Home Radio Division, Baltimore. He succeeds **HAROLD W. SCHAEFER,** resigned.

MILES REPRODUCER Co., New York, produces "Walkie-Recordall" combination sound recorder and reproducer, weighing only eight lbs. Recorder is self-powered and battery operated.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

Open Mike

(Continued from page 34)

tower will be the tallest in the world.

Just in order to clear the records, I thought it best to call to your attention and to the attention of Mr. Aderhold (to whom I am sending a copy of this letter) the advertisement which Truscon Steel Co. published in your magazine, issue of June 13, 1949, copy of which is attached hereto.

Truscon Steel Co. has already shipped three of these 1,220-ft. towers to the United States Government. Their ultimate destination cannot at this time be announced, but we are quite positive their location is within the limits of this world; hence, Mr. Aderhold's claim would seem to be slightly farfetched.

George F. Bateson
Sales Manager, Steel Joist & Tower Div.
Truscon Steel Co.
Youngstown, Ohio

[Carbon copy to David Carpenter, WCON.]

* * *

And in Reply:

Mr. GEORGE F. BATESON:

I appreciate your sending us a copy of your letter of Jan. 5 to Sol Taishoff in the "battle of the towers"—since it appears that you have flung down the gauntlet. While we know that if you say you shipped those 1,220 ft. towers to the government, that that's a fact, but still, nobody knows where they are. Besides we are not talking about radio towers—we say that WCON is erecting the tallest *television* tower in the world.

When your fine company (we have four of your towers) actually builds and can locate a television tower that exceeds 1,056 feet, we will be very glad to bow out of our claims.

David Carpenter
Gen. Mgr.
WCON Atlanta, Ga.

[Carbon copy to EDITOR, BROADCASTING.]

* * *

Regular Rates, Please

EDITOR, BROADCASTING:

Thanks for bringing to light another distorted facet of radio. It was there all along, but many broadcasters didn't recognize it as the menace it might be in the near future. I refer to your editorial—"The Old Army Game" [BROADCASTING, Jan. 9]. KSJO, Mr. Mallory and Sol Taishoff are to be congratulated and commended for the stand taken on free advertising for government agencies.

I'm sure it would please many broadcasters if BROADCASTING and the many radio stations throughout the country applied pressure for equitable distribution of advertising money in all media indiscriminately.

Shamefacedly, after checking our logs, I must admit that we *donate* several hundreds of dollars in time weekly to different government agencies . . . the same agencies that *pay* for their advertising in other media. You may be sure of our support in any effort to create an equality between radio and other media.

Gordon Gray
Prog. Dir.
KAYX Waterloo, Iowa

* * *

Per Inquiry Plan

EDITOR, BROADCASTING:

May we request that all P. I. pitches be written on good quality, standard size, letterheads. You see, we find they make excellent scratch pads, but irregular sizes are hard to put to use.

Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

* * *

'Let's Clean House'

EDITOR, BROADCASTING:

At last it happened! Congrats to WTAL's L. Herschel Graves [OPEN MIKE, Dec. 26, 1949].

How long will it be before radio script writers, producers, and program directors wake up! Goodness knows we here in the small markets have our hands full enough getting our "share" of the advertising dollar without using our air-time to feed the other media.

Let's clean house on this archaic feeling that unless you read it in the papers, it ain't news! Radio has got to start blowing its own horn, and a sweet note it is too. . . .

Alan Miller
Program Director
KVOS Bellingham, Wash.

* * *

Champagne for Free

EDITOR, BROADCASTING:

Read with interest your article: "Miller Gets Champagne Results on a Beer Budget," in your Dec. 12 issue.

Everybody gets credit except yours truly who only thought up Lawrence Welk's "Champagne Music" tag for free back in '38 or '39.

Philip L. Davis
Continuity Editor
WCAE Pittsburgh

* * *

Opposes Payment

EDITOR, BROADCASTING:

In answer to Mr. Kennedy [BROADCASTING, Jan. 9] I say—"Speak for yourself John Alden." There is no reason in the world why the hams should pay license to pursue their hobby or to give the yeoman emergency and wartime service or to help develop the art as they will continue to do. Financially, most of the hams cannot see where their next piece of equipment is coming from.

The present method of licensing commercial operators is a small burden for the government. Why give the operators another headache to carry on their life's work? They pay income tax. Now Mr. Kennedy, a fee of $2 to $5 for every "ticket" is something else again. . . .

J. W. Eckenrode
Chief Operator
WEST Easton, Pa.

* * *

'Right' FM Approach

EDITOR, BROADCASTING:

For the first time there has appeared on your pages a correct common sense approach to the FM problem. I refer to the John F. Bivin's article on page 35 of your Jan. 9 issue. . . .

I would like to add to Mr. Bivin's thoughts this observation: The metropolitan areas of North Carolina include a smaller percentage of the population than the rural area. The only way the majority of these small towns and rural areas receive satisfactory radio reception is on FM.

W. J. Page
Gen. Mgr.
WABZ Albemarle, N. C.

* * *

'Awarditis' Cited

EDITOR, BROADCASTING:

We read your lead editorial, "Awarditis" (Jan. 9).

From a station which, for four consecutive years, has received first-place honors from the George Foster Peabody Radio Awards for Massachusetts, the following expressions of opinion may seem—shall we say—"unbecoming."

We agree that, like any citation for extraordinary or meritorious conduct, awards in radio can become so common as to be of

(Continued on page 54)

NO P.I. DEALS!... One Rate For All!

WE DO NOT ACCEPT P.I. PROPOSITIONS

It's a matter of principle. We make our money from the sale of time — and we do well. We refuse to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. We sell for **YOU** — Mr. Advertiser — **NOT US!** We're in the business of entertainment and service to the public, providing **YOU** a great audience for **YOU** to reach with **YOUR** sales message.

Any Hooper report will prove that we consistently accomplish that job. Our never-longer-than-now list of clients proves that most advertisers recognize and appreciate that.

WE DO NOT CUT RATES . . . WE DO NOT VARY RATES

We have one rate — and one rate only. No one can buy time on KRNT cheaper than you. No one pays more than you. It's one rate for all. This is a long-established policy. There's no such thing as "get it for me wholesale". Everyone can earn the same low-rate-per-impact.

Our Listeners and Advertisers Have Long Since Learned That Our Principles Are Not for Sale. And That's One of the Reasons That KRNT Is One of the Nation's Most-Used, Most-Believed-In, Most-Proved and Highest-Hooperated Stations.

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Sadowski

(Continued from page 17)

the suits and suggesting some provisions of his own to curb the alleged practices. He is expected to testify at the hearing. He told Rep. Sadowski he could get no action from FCC or the Justice Dept.

The network phase ties in with similar legislation by Rep. Harry Sheppard (D-Calif.) who previously indicated he would press for action on his measure (HR 2410) which would prohibit networks or equipment manufacturers from owning stations [BROADCASTING, Dec. 5, 1949]. He likewise feels a broad network review beyond his bill is indicated.

TV Included

Some members of the Commerce Committee have told Rep. Sadowski they would like more information on television, and have expressed concern because they can't get TV in their areas, Rep. Sadowski said. He added that television will be taken up near the end of the hearing after FCC has completed its color hearings which also begin next month. The whole question of allocation of channels will be brought up, he added.

The subcommittee is expected to go into the question of FM, too—whether its progress has been retarded, as consistently charged by Rep. Francis Walter (D-Pa.), and a measure (H J Res 65) by Rep. William Lemke proposing that a portion of the 50 mc band be set aside for the service.

Rep. Walter told BROADCASTING last week that, while he has no immediate plans to push for FM hearings (or to launch a probe of FCC for alleged violation of his Administrative Procedures Act), he is determined to take action this session. He may testify before the House Commerce committee in its hearings instead of initiating action through the House Judiciary Committee, he said.

Rep. Sadowski's agenda for hearings includes many of the topics and questions raised by Kurt Borchardt, investigating counsel for the committee, and first disclosed to BROADCASTING in its yearend issue [BROADCASTING, Dec. 26]. Notable among the issues, which he said FCC itself had raised, are those dealing with television, the use of frequencies between government and private users and sections of the McFarland bill covering licenses and renewals.



RADIO DIGNITARIES at the Federal Communications Bar Assn.'s annual dinner in Washington [BROADCASTING, Jan. 16] included (l to r): Neville Miller, Washington attorney and former NAB president, who was elected FCBA president for 1950; Sen. E. W. McFarland (D-Ariz.) of the Senate Interstate and Foreign Commerce Committee, author of the McFarland Bill to reorganize FCC procedures; FCC Chairman Wayne Coy; Guilford Jameson, retiring president of FCBA; Chairman Ed C. Johnson (D-Col.) of the Senate commerce committee, who was principal speaker; and Rep. Robert Crosser (D-Ohio), chairman of the House commerce committee.

* * *



ALSO ENJOYING the annual FCBA banquet are (clockwise around table from fore center): Sen. Brien McMahon (D-Conn.); Sen. Charles W. Tobey (R-N. H.); ex-Sen. Burton K. Wheeler (D-Mont.), who now is Washington attorney; Sen. Homer E. Capehart (R-Ind.); Sen. John W. Bricker (R-Ohio); Sen. Owen Brewster (R-Maine); Edward K. Wheeler, Washington attorney; Robert G. Seeks, associated with Wheeler & Wheeler law firm; Ed Craney, head of "XL" group of stations in Northwest, and Kenneth E. Stockton, president of American Cable and Radio.

AP RADIO

Elects 22 New Stations

ELECTION of 22 more radio stations to Associated Press membership was announced last week by Oliver Gramling, AP assistant general manager for radio. Elected at the January AP board meeting, the new members are:

KRMG Tulsa, Okla.; KFYR Bismarck, N. D.; WGN Chicago; WWJ Detroit; KMAN Manhattan, Kan.; WVLK Versailles, Ky.; KIFW Sitka, Alaska; WIRY Plattsburg, N. Y.; KREW Sunnyside, Wash.; KILO Grand Forks, N. D.; WAVZ New Haven, Conn.; KOWH Omaha; KSET El Paso, Tex.; WTOR Torrington, Conn.; KLPM Minot, N. D.; WFIG Sumter, S. C.; KMOD Modesto, Calif.; WBLX Bedford, Va.; WWCO Waterbury, Conn.; KXLO Lewiston, Mont.; WOSC Fulton, N. Y., and KGCX Sidney, Mon.

WOW FARM TOUR

'New South' On Itinerary

COVERING 16 to 18 states and a boat trip to Havana, WOW Omaha will sponsor its third farm study tour in mid-March, according to Mal Hansen, WOW farm director who will conduct the tour. The 6,000-mile "New South" tour will include pre-arranged inspections of farms, ranches, plantations, work projects and industrial plants directly associated with agricultural developments, Mr. Hansen said.

Starting from Omaha in an all-Pullman special train, the tour will be limited to 200 farmer listeners in the area. The tentative general route will be from Omaha to Tulsa, Oklahoma City, Fort Worth, Dallas, Houston, Montgomery, Birmingham, Atlanta, Savannah, Jacksonville, Miami, Cuba, Asheville, Chattanooga, Knoxville, Lexington, Cincinnati and return via St. Louis.

Mr. Hansen will make daily broadcasts for his *Farm Service Reporter* program on WOW, and a daily film program for his WOW-TV *Grass Roots* feature. Last September, a WOW tour conducted by Mr. Hansen took 200 farmers to the West Coast, Canada and Mexico, and a year ago, he conducted 26 Midwest farmers on a study trip through Europe.

RADIO THIEVES

Victimize WWOD, WROV

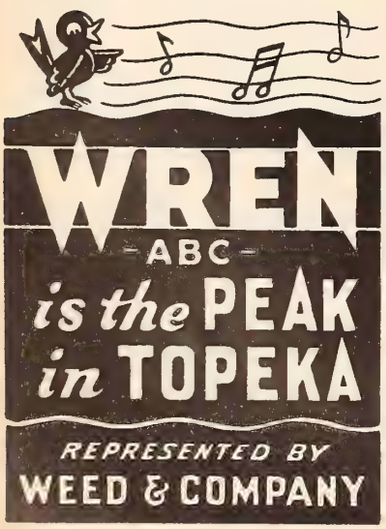
TWO Virginia stations fell prey to marauding robbers last week. Both WWOD Lynchburg and WROV Roanoke, less than 50 miles apart, reported thefts taking place in the very early hours of Wednesday (Jan. 18).

Jay Seibel WWOD program manager, told BROADCASTING the station's transmitter building was entered through a window by thieves who took material valued at about $5,000. Frank E. Koehler, WROV general manager, later in the day, said the station's transmitter building had been entered in the same way, with approximately $2,000 worth of material missing.

Carted away from WWOD were recording equipment, power tubes, recording discs, library books, a Hallicrafter receiver, two Presto turntables and a Presto recorder. Thieves failed to take a new tape recorder and other valuable equipment, Mr. Seibel said. A similar "selective" thievery took place at WROV with the burglars making off with a Hewlett Packard distortion analyzer, an audio oscillator of the same make, a Presto turntable, Raytheon meter panel and a Western Electric limiting amplifier. Mr. Koehler pointed out that the equipment was believed to be of little use to a person or persons not in the broadcasting or radio business.

Radio Knowledge Shown

Both stations reported the thieves apparently were well versed in handling radio equipment as could be seen from the manner in which wires were clipped and the use of tools in disconnecting and dismantling equipment. In both instances, the robbers took equipment which did not interfere with the stations going on the air with AM Wednesday morning. However, WWOD reported its FM facilities were interrupted. Although suspects have been questioned, no arrests had been made. From the investigations made, it is believed the person or persons involved in both robberies were the same.



Luckman Quits

(Continued from page 24)

salesmen. At the age of 24, he was named head of the company's Wisconsin district, and a year later became divisional manager of Colgate's largest district, covering six states.

In 1935 Mr. Luckman joined The Pepsodent Co. as sales manager, and eight months later he was named vice president in charge of sales. In 1937 he became vice president in charge of sales and advertising. A year later he was named vice president and general manager and in 1941 became executive vice president.

In 1943, at the age of 34, he became president of The Pepsodent Co. and when, in July 1944, Lever took over The Pepsodent Co., Mr. Luckman went along to continue as head of the dentrifice firm.

A year and a half later, Mr. Luckman was brought from Pepsodent to Lever Bros. in Cambridge to serve as executive vice president and on July 1, 1946, at the age of 37, he became president of Lever Bros.

Exhibiting, along with his industrial acumen, a remarkable "show" sense, Mr. Luckman was responsible while with Pepsodent for the discovery and development of the *Amos 'n' Andy* show.

Bob Hope Success

A recent feature article in BROADCASTING described his role in the success of the Bob Hope program as follows:

At that time (1937) Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red Hot and Blue," was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself, instead of directing it at others in the cast.

Mr. Hope allegedly spurned the suggestion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful comedians in the history of the industry.

The current Lever Bros. network shows are *Lux Radio Theatre, Bob Hope, Amos 'n' Andy, My Friend Irma* and *Aunt Jenny.*

Lever Bros. Co. actually is a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Mr. Heyworth as chairman of the board, while the Dutch firm is known as Lever Bros. and Unilever N.V. with Mr. Rykens as its chairman. Each man also is vice chairman of the other company. Mr. Luckman was president of Lever Bros. in New York.

Currently Mr. Luckman is chairman of the national Jefferson-Jackson Dinner of 1950.

LEVER PROBE

Langer Wants Oleo Airing

AN INQUIRY into charges that Lever Bros., one of radio's high-ranking advertisers, has violated anti-trust laws by allegedly conspiring to raise the price of oleomargarine was demanded in the Senate last week by Sen. William Langer (R-N. D.).

During the course of the Senate's oleomargarine debate, after which it voted to repeal taxes on the product, Sen. Langer proposed two resolutions—one calling for a probe of Lever Bros. and its affiliate firms, and the other to investigate amount of campaign contributions made by or on behalf of Charles Luckman, Lever Bros. president, who resigned last week (see separate story), and his firm, to either the Democratic or Republican National committees or state branches.

Sen. Langer's first resolution (S Res 213) would authorize an inquiry to determine (1) what connection, if any, Lever Bros. had with raising the price of oleo in the past 10 years; (2) whether it attempted to corner the market; (3) Mr. Luckman's part, if any, in any such attempt; (4) whether there has been a conspiracy on the part of Lever Bros., its subsidiaries or affiliates, or any other concerns.

Under the resolution, referred to the Senate Judiciary Committee, results and recommendations would be filed with the Senate by April 1. The second proposal (S Res 214), referred to Senate Rules and Administration, would direct Mr. Luckman to testify during the investigation.

Lever Bros. traditionally is one of the three top network advertisers in the soaps and toiletries categories.

NLRB ELECTION

CBS Employes Okay Guild

WHITE COLLAR workers at CBS New York headquarters voted for the United Office and Professional Workers of America Radio Guild, 323 to 218, in an NLRB election last Wednesday.

Out of the 576 eligible to vote, ballots were cast as follows: 323 for the Guild; 218 for non-union; 2 void, and one challenged. Only the one union appeared on the ballot.

The pre-election campaign was accompanied by considerable activity by both the union and the network. CBS President Frank Stanton sent a letter to employes' homes stating he hoped they would vote against the union, which he said caused disharmony.

The union now is seeking to resume its negotiations. It is expected to seek equalization money to iron out salary differences caused by merit increases given by CBS recently and then on top of that a $7.50 or 15% increase, whichever is greater. Among other proposals will be a 35-hour week.

Upcoming

Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.
Feb. 9-10: Canadian Broadcasting Corp., board of governors meeting, Ottawa.
Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.
March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.
March 3-4: Western Radio-Television third annual conference, Seattle, Washington.
March 5: Radio and Television Award Dinner, New York.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.
March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-14: NAB Engineering Conference, Stevens Hotel, Chicago.
April 17-19: NAB Management Conference, Stevens Hotel, Chicago.
May 9-11: IRE-AIEE-RMA Conference, Washington.

NBC Staff Changes

PAT STEEL, manager of NBC's broadcasting promotion unit, last week was named manager of audience promotion, and Allan J. Hughes, formerly with CBS sales promotion division, has joined NBC in the same capacity.

THOMPSON FILES

Requests WIBK Facilities

NEW EFFORT to assure continued program service in Knoxville, Tenn., was made last week by Marvin Thompson, manager and part owner of WIBK Knoxville, in an application filed with FCC for WIBK's facilities.

WIBK has been denied a license by the Commission on grounds that Rev. J. Harold Smith, part owner-evangelist, was not qualified to be a licensee and had failed to supply the Commission with full ownership and financial data concerning the station [BROADCASTING, Aug. 15, 1949]. This ruling also had dismissed a request to transfer the station to two local businessmen. WIBK has pending a petition for reconsideration of the decision [BROADCASTING, Sept. 12, 1949].

Mr. Thompson told BROADCASTING that WIBK has earned high listener acceptance, is successful financially and has received numerous citations for its public service programming. In his application for the station's assignment of 1 kw daytime on 800 kc, Mr. Thompson told the Commission that he would have full control of the station. He proposes to purchase Rev. Smith's half-interest for $25,000, for which Rev. Smith would take an unsecured, unconditional note.

FCC's ruling stemmed from an initial decision by ex-Comr. Clifford J. Durr [BROADCASTING, July 5, 1948].

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

"Fran Warren Sings"



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists, including famed RCA Victor recording talent! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

DON LEE

Biggest Year Ever in '50 Theme of S. F. Meet

IN SALES, in promotion, in programming, 1950 is going to be the biggest year ever for Don Lee and its 44 affiliated stations.

This was the optimistic theme of the network's annual winter meeting held Jan. 14 at KFRC San Francisco.

Fifty-one representatives from 37 of the network's affiliates attended the all-day meeting. They discussed local problems and plans for coordinating efforts to realize "the promise of 1950."

William D. Pabst, network vice president and general manager of KFRC, who served as chairman of the conference, said the attitude of all present was decidedly more aggressive and hopeful than at last year's meeting.

In the keynote address of the conference, Ward Ingrim, network vice president in charge of sales, told the delegates:

"I feel particularly optimistic about the future of regional networks in radio and especially for the Don Lee network, which has stations covering even the most inaccessible areas of the Pacific Coast.

"There just is no other medium available to advertisers providing such complete coverage as the Don Lee network," he said.

Mr. Ingrim also indirectly acknowledged a feeling on his part that radio in TV centers would soon face serious competition from the newer medium.

The acknowledgement was expressed in this statement: "The many Don Lee stations in areas where television still is a long ways away, makes me most optimistic about the future of these stations."

The network's promotion plans for the coming year were discussed in an illustrated presentation by George Whitney, network sales manager, who promised the affiliate representatives increased promotional activities aimed at increasing the revenue of all affiliated stations.

Reports of the conference will be sent to those Don Lee stations unable to have representatives at the meeting.

Registration list of representatives to the Don Lee meeting:

Hal Shade, KOOS Coos Bay; Bill Taft, KRKO Everett; Bob Stoddard, KATO Reno; Frank Loggan, KBND Bend; Earl Irwin, Paul Swimelar, KVI Seattle; Chet Wheeler, KWIL Albany; Elroy McCaw, Robert McCaw, KYAK Yakima; Joe Chvtil, KELA Centralia-Chehalis; Riley Gibson, KXO El Centro; Dick Brown, KPOJ Portland; Ernest Spencer, KVOE Santa Ana; Milt Hall, Ken Randolph, Dr. Morgan, Bill Oates, KSBW Salinas; Fran Ide, KGB San Diego; Joe Carroll, KMYC Marysville; Sheldon Anderson, KCOK Tulare; Lee Little, KTUC Tucson; Gene Lee, KFXM San Bernardino; Woody Woodling, KHSL Chico; Tom Olsen, KGY Olympia; Les Hacker, KVEC San Luis Obispo; Fred Steulpnagel, H. E. McCarty, KVCV Redding; Frank Wilbur, KAFY Bakersfield; John Hogg, Al Johnson, KOY Phoenix; Gene Chenault, KYNO Fresno; Lee Bishop, KORE Eugene; Myron Elges, KXOA Sacramento; Herb Ferguson Keith Pinion, KXOB Stockton; Charlie Kinsley, KYOS Merced; Bill Smullin, KIEM Eureka; Fred Goddard, KXRO Aberdeen; Don Wike, KRLC Lewiston and KUJ Walla Walla; Ed Kemble, KDB Santa Barbara; Charlie Chatterton, KWLX Long View; George Whitney, Ward Ingrim, KHJ Los Angeles; William D. Pabst, Merwyn McCabe, Jim Richards, Boyd Rippey, Bill Nichols, Dink Templeton, Mel Venter, KFRC San Francisco.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

. . . In the Public Interest

Radio Prompts Confession

HOURLY newscasts over CKEY Toronto, Ont., concerning a hit-and-run driver who left a young boy dead at the side of the road, resulted in the driver's turning himself in. Station broadcast continuous appeals to citizens to be on the look-out for the driver. The motorist informed police that the broadcasts convinced him that he must be the wanted man.

KILO Aids Reunion

A MIX-UP in correspondence between a British mother who had gone to Grand Forks, N. D., to visit her daughter living in a neighboring town, left the mother stranded at the depot after her arrival. Attempts to reach her daughter by telephone and telegraph failed and KILO was asked to broadcast the story. Five minutes after the item was aired, the daughter called her mother and the pair were reunited.

'Happiness Exchange'

REGULAR feature of KLIF Dallas, Tex., programming is the public service *Happiness Exchange* show, conducted by Jimmy Jeffries. Hour and one-half program is made up of calls from the needy which are relayed to the listening audience, and calls from persons listening who wish to respond to requests made. Personal visits to those he has been instrumental in helping are made between shows by Mr. Jeffries.

Radios Through Radio

AFTER receiving a letter from a patient at a tuberculosis rest home asking for a used radio, Bob Maxwell, disc jockey for WWJ Detroit, passed on the request to his listeners. Before he could ask his audience to desist, 43 radios had been sent to the station, more than needed. All, however, were repaired and sent to the sanatorium.

Collections Exceed Pledges

CHARITY fund managers in Baltimore have stated that collections of pledges made during various campaigns are usually less than 65% of the total pledged. WMAR TV there had a different experience. A campaign, for the families of firemen killed in the line of duty, in the form of a TV auction sale, with items contributed by station's sponsors, brought in pledges of $16,000. Auction began at 9:30 p.m. and was conduced by professional autioneers via telephone until 5 a.m. of the following day over WMAR-TV. After the money had been received, the original amount pledged was exceeded by $2,721.88.

Avoiding Disaster

WTHI Terre Haute, Ind., was instrumental in saving North Terre Haute, Ind., from a flood. Bulletins concerning the threatening high waters reached the station at 9:30 p.m., Jan. 3. Newsmen rushed to the scene and returned to describe articles that were needed to stave off waters. Trucks in the area picked up needed items at the homes of listeners who phoned the station. Even after regular sign-off time, 1 a.m., WTHI personnel was still hard at work, airing bulletins and filling in with music. When other areas were similarly threatened, station flashed warnings, sending its staffers into the danger areas for first-hand information.

Help for Students

ALL-COLLEGIATE boxing match was sponsored and telecast by WKY-TV Oklahoma City to benefit the group of U. of Oklahoma students who lost their personal belongings in a dormitory fire Dec. 3. Viewers were asked to phone in their contributions during the 15 bouts staged in city's Municipal auditorium. In less than two hours, 172 viewers had responded with a total of more than $3,000.

E. A. Wheeler Named

EDWARD A. WHEELER, president and general manager of WEAW (FM) Evanston, Ill., has been elected president of the FM Broadcasters of Chicagoland. He succeeds Ralph M. Wood Jr., former president of WMOR (FM) Chicago. Two new directors will be elected tomorrow (Jan. 24). At that time, FM broadcasters will outline plans for an "accelerated sales drive" throughout the Chicago area.

HOWARD CP

Hawaii Hearing Ordered

NEW AM grant made a fortnight ago to Royal V. Howard for Honolulu [BROADCASTING, Jan. 9] was withdrawn by the FCC last week and the application was designated for hearing with the adjacent channel bid of Island Broadcasting Co. at Hilo, Hawaii.

Mr. Howard, consulting engineer and former head of the NAB engineering department, was awarded the construction permit for 250 w fulltime on 840 kc at Honolulu on Jan. 4 by the Commission. Later, however, FCC found that on the afternoon of Jan. 3 the bid of Island Broadcasting for 1 kw fulltime on 850 kc at Hilo had been filed. The Commission indicated there may be interference between the two proposed stations and hence ordered a consolidated hearing to commence in Washington March 28. Mr. Howard's application had been filed Oct. 13, 1949.

Island Broadcasting's request was stamped received Jan. 3, an FCC spokesman said. It was not publicly reported by the Commission until Jan. 5. Island Broadcasting is a co-partnership composed of John D. Keating, head of his own Seattle station representative firm, and J. Elroy McCaw, 50% owner of KELA Centralia, Wash.; one-third owner of KYAK Yakima, Wash., and 21.5% owner of KLZ Denver. Messrs. Keating and McCaw also are chief owners of KPOA Honolulu, assigned 5 kw on 630 kc.

EXCISE TAXES

Radio Group Urges Repeal

LEGISLATION to repeal "discriminatory" wartime excise taxes on radio receivers, phonograph records and other equipment has drawn the written support of a national committee comprising several well-known radio and allied industry figures.

A petition to Rep. Anthony F. Tauriello (D-N. Y.), inserted in the *Congressional Record* last week, was signed by Edward Wallenstein, president, Columbia Records Inc.; J. V. Heffernan, vice president, RCA; Milton R. Rackmil, president, Decca Records Inc.; Henry P. Bristol, president, Bristol-Myers Co.; Arde Bulova, vice chairman, Bulova Watch Co., and others.

McCarthy Seeks Loan

GLENN McCARTHY, wealthy Texas oilman and owner of KXYZ Houston, has applied to the Reconstruction Finance Corp. for a $70 million loan, Washington RFC officials said last week. The money reportedly would be used primarily for development of Mr. McCarthy's oil properties. A $70 million loan would be the largest made to private business since the war.

Transit Music

(Continued from page 23)

been using the Muzak facilities, Mr. Porter and Mr. Strouse pointed out. These are stations in Houston, Worcester, Mass., and Washington. Muzak is owned by Sen. William Benton (D-Conn.), recently named to Congress.

Mr. Porter also denied any relationship between Muzak's decision to withdraw from the Washington transit field and its proposed petition to FCC, which he described as "more important" than the WWDC-FM contract.

Regarding WWDC-FM's entry into the functional music field, Mr. Strouse pointed out that the type of programming used on WWDC-FM and other FM stations "lends itself to use in commercial and non-commercial establishments now using music supplied by the Muzak monopoly." Muzak recordings were never an essential, anyway, in beaming programs usually heard on transit radio, he added.

WWDC-FM has at least 600 recordings suitable for transit fare, and will subscribe to other transcription services, according to Norman Reed, WWDC-FM program manager.

Another firm, Field Enterprises' Functional Music Inc., currently plans to sell FM franchises and equipment for a service excluding commercials from FM programming aired in public concerns similar to those served by Muzak Corp. [BROADCASTING, Dec. 26, 1949].

COLLEGE NETWORK

Southwestern Unit Formed

REFLECTING the need among southwestern schools for a regional intercollegiate network, the Southwestern Collegiate Broadcasting System was established at a regional college radio conference at Southern Methodists U. in Dallas, Jan 6-7.

Purposes of the network, as set forth by the conference are: (1) to facilitate the exchange of ideas and programs between carrier current stations on college campuses; (2) to serve as a mean of proving to the industry that experience gained in campus stations is effective as preparation for a career in radio, and (3) to create closer relations between southwestern colleges.

To carry out the network's program, the following four officers were named to serve as interim research directors until a spring conference at which time permanent machinery will be established: Jack Lyle, Baylor, chairman; Wayne Poe, Hardin-Simmons, programming; Al Welch, S. M. U., engineering; Lou Emma Breckenridge, Oklahoma A & M, promotion. The spring conference is to be held at Baylor U. in Waco, Tex.

FOUR evening concerts of National Symphony Orchestra from Constitution Hall, Washington, will be carried by WQQW-FM Washington.

DON LEE WILL

Merrill Named Sole Heir; Plans No Change

R. D. MERRILL, 80, partner in Merrill & Ring Co., Seattle lumber concern and uncle of the late Thomas S. Lee, was named sole heir to the latter's $9,500,000 estate in a will dated Dec. 15, 1934, it was revealed last week.

Mr. Lee, 44, whose interests included the Don Lee Broadcasting System and associated radio-television properties as well as extensive automotive enterprises, either fell or jumped to his death from the 12th story of a Los Angeles office building on Jan. 13 [BROADCASTING, Jan. 16]. He had been in poor health for many years.



Mr. Lee

Private funeral services were held in Hollywood last Tuesday. Cremation followed. At 2 p.m. Tuesday the four Don Lee owned-and-operated stations observed one minute of silence in tribute.

After reading of the will in Hollywood last Wednesday, Mr. Merrill expressed the desire that everything go on as has been in the radio and automobile properties. As far as is known to Zagon, Aaron & Sandler, attorneys for Mr. Lee and his estate, the 1934 will was Mr. Lee's last and Mr. Lee was fully competent at the time it was executed.

Mrs. Nora Patee of Pasadena, Mr. Lee's maternal aunt and personal guardian, was generally expected to be a major beneficiary. It was not known at this time whether she and other relatives will contest the will, which was to be filed and admitted to probate this week in the Los Angeles superior court. Executors will be approved at this time.

Radio Unchanged

Operation of the Don Lee Broadcasting System will continue under Lewis Allen Weiss, board chairman, and Willet H. Brown, president. It is known that Mr. Merrill has confidence in both executives and for the present plans no organization changes.

Mr. Lee had inherited the multiple businesses of his father, the late Don Lee, valuation of which were approximately $10,000,000. He was nominal head of Thomas S. Lee Enterprises Inc., which included Don Lee Broadcasting System, Don Lee Motor Corp. and KTSL (TV) Hollywood, which the younger Lee had helped to pioneer and build.

Guardians were appointed to handle his affairs in August 1948 when Mr. Lee was declared incompetent as result of injuries received in an auto accident several years ago. Messrs. Weiss and Brown were named guardians of the estate.

Mrs. Patee about a year ago petitioned the court to discharge her personal guardianship of Mr. Lee, maintaining that he was again well enough to conduct his business. This was denied by the court.

In addition to KTSL, the Don Lee radio interests include KHJ Los Angeles, KGB San Diego, KFRC San Francisco and KDB Santa Barbara. Don Lee is also television applicant at San Francisco.

Applications for involuntary transfer of these properties to Mr. Merrill would be filed upon settlement of the estate. Two transfer applications still are pending Commission approval, one from Don Lee to Thomas Lee and the other from Thomas Lee to the guardian of his estate. Comr. Frieda B. Hennock cited these requests in her dissent to FCC's proposed renewal of the Don Lee stations in its investigation of network practices [BROADCASTING, Jan. 2].

PRODUCTION OF CANADIAN radio receiving and television sets for the first nine months of 1949 totalled 509,700, according to report of Dominion Bureau of Statistics, Ottawa. Value of 460,800 sets shipped by factories for domestic consumption plus 25,100 shipped for export in first months amounted to $33,326,000.

NBC Chimes Patent

NBC's three-note station-break chimes, heard on the

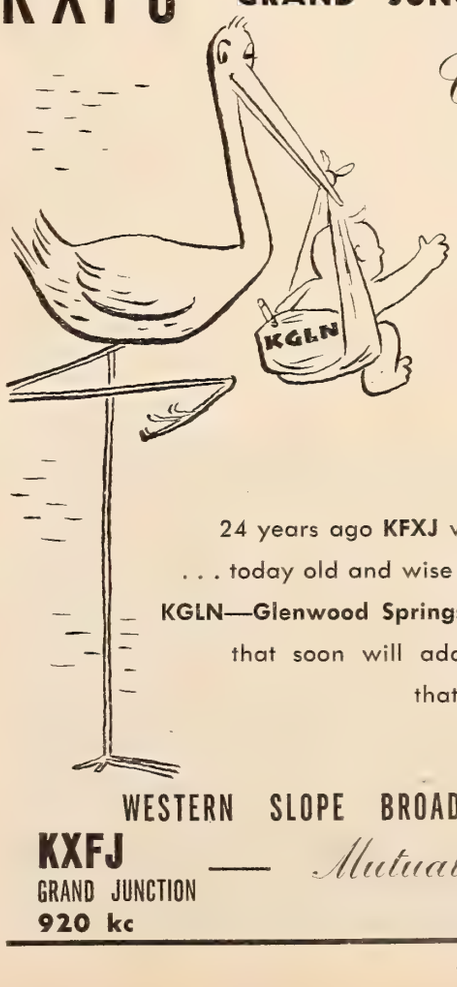


network's radio and television stations, last week became the first "purely audible" trade mark to be dealt with by the U. S. Patent Office, the network announced. The government department's *Official Gazette*, published last Wednesday, contained the allowance of the NBC application to register its chime signal as a "service mark" of the network.

Heinz Names Dimond

ARTHUR DIMOND, department head in charge of media with H. J. Heinz Co. sales department, has been promoted to manager of the company's advertising division. Mr. Dimond started with the company in 1922, while a freshman at college, as a parttime visitors' escort.

KXFJ GRAND JUNCTION COLORADO



Celebrates a

BIRTHDAY

and a

BLESSED EVENT

24 years ago **KFXJ** was a new born infant . . . today old and wise it is a new parent . . . **KGLN—Glenwood Springs** is the new offspring that soon will add a youthful voice to that of its Pioneer Parent

WESTERN SLOPE BROADCASTING CO.

KXFJ GRAND JUNCTION 920 kc — *Mutual* — **KGLN** GLENWOOD SPRINGS 1340 kc

Open Mike

(Continued from page 49)

progressively less value. The more numerous the awards, the more numerous the winners. The more numerous the winners, the less distinguishing the awards.

We are licensed to perform specific service. Why, then, should we be rewarded for doing what we originally begged for a chance to do. . . .

"Awarditis"—as far as artistry in radio competition is concerned—suffers from gross unfairness in pitting (as alleged "competitors") persons who should be in no wise considered as opponents. About that we'd like to see something done. . . .

Howard S. Keefe
Prom. Mgr.
WSPR Springfield, Mass.

* * *

EDITOR, BROADCASTING:

Although KRNT has won its share of national radio awards, I personally and heartily congratulate you on your editorial, "Awarditis." We have thought that for some time. Evaluating radio properly on a nation-wide basis is an almost impossible task and could be done only as you suggest.

Joe G. Hudgens,
Prom. Mgr.
KRNT Des Moines

* * *

'FM What You Make It'

EDITOR, BROADCASTING:

A lot has been said pro and con about FM in the OPEN MIKE column which I read with great regularity . . . as the owner of an FM Class A station 930 ERP in Madison, Wis. . . . I am perfectly satisfied with FM and the progress we have made to date. Our experience indicates FM is what you make it and we've done our best to make it good. . . .

. . . We intend Sept. 1 of this year to broadcast 24 hours a day every day. It is our sincere belief that reducing schedule likewise reduces listeners, likewise reduces results to advertisers, likewise reduces FM. It is our opinion that expanding schedule expands listeners, expands results to advertisers, expands FM and sells more sets. . . .

Earl W. Fessler
Pres. and Gen. Mgr.
WFOW-FM Madison, Wis.

* * *

For FM in '50

EDITOR, BROADCASTING:

Let's Fight For FM in Fifty.

In 1949 most of us were talking gloomily about a depression and unhealthily so. . . .

In the Jan. 9 issue of BROADCASTING, there appeared reports about FM, both damaging and informative, that had me alternately frowning and smiling. . . .

. . . The lack of FM progress can be traced to those of us engaged in the AM-FM business, who failed to make of it a sales audience building opportunity, but rather acquired an FM component just to keep somebody off our pasture. . . .

. . . Let's unify our efforts and pull together, and providing the FCC cooperates fully, FM will become a going proposition. . . .

Roger Stebbins
Announcer
WERC Erie, Pa.

* * *

Lauds Royster Stand

EDITOR, BROADCASTING:

HOORAY—for Nat L. Royster of WHED Washington, N. C., for his splendid letter, "What Ails Radio," appearing in your Jan. 2 issue.

"Doctor" Royster is absolutely correct in his diagnosis of why many small town stations are sick financially. As a former time salesman and agency man I wholeheartedly agree with his statement that any small station properly staffed can create programs that sell for the clients. Better pay always gets the better trained men in radio as elsewhere and station managers should keep this in mind when forming their staffs.

Best wishes for the continued success of BROADCASTING and keep up the good work.

Bud Miller
Prog. Dir.
Wayne Farrell School of Broadcasting
Jacksonville, Fla.

* * *

WFMJ Repeats Pearson

EDITOR, BROADCASTING:

In your BROADCASTING DEADLINE section of your Jan. 16 issue, you included a story on Drew Pearson's DB on WTOP Washington. You said "It would be first of a kind involved on a repeat basis for Mr. Pearson, it is understood." This is to inform you that WFMJ has had Drew Pearson on a repeat basis since Dec. 11, 1949, 10:30-10:45 p.m., Sunday nights.

Robert B. Mackall
Program Mgr.
WFMJ Youngstown, Ohio.

No Station Break

EDITOR, BROADCASTING:

Enclosed herewith is something new (?), a photo-cartoon, complete with caption.

. . . The subject of the photo is



"Due to circumstances over which we have no control, the tape-recorded program originally scheduled for this time will not be heard."

* * *

Will Carlson, WKBN announcer. The idea was conceived and produced by our production manager, Don Brice. The photo was taken by myself. . . .

Howard Rempes
Prom. Mgr.
WKBN Youngstown, Ohio

* * *

Likes Foreign Story

EDITOR, BROADCASTING:

. . . Congrats on your foreign radio market article [BROADCASTING, Nov. 21, 1949].

R. E. Edwards
25 Harlow Road
Rainham
Essex, England

* * *

TV Set Demand

EDITOR, BROADCASTING:

. . . Many distributors and retailers informed us that they ran short of television sets during the Christmas season, receiving numerous orders for future delivery which will be reflected . . . a month from now.

Robert B. Elverman
Dir., Publicity & Prom.
WAVE Louisville

Double Take

THE PFANSTIEHL stork is going around with its wings in splints after delivering twins at George Washington U. Hospital, Washington. The doubly blessed are Mr. and Mrs. Cody Pfanstiehl, parents of a boy and girl born Jan. 19. Mr. Pfanstiehl who claims "Business is Always Better in Washington" [BROADCASTING, Jan. 9], is director of promotion and press information at WTOP Washington.

They Say

"THE RESPONSE to my recent column on FM radio was large, and so gratifying, that I am almost persuaded that my suggestion for 'subscription stations' might be made to work. . . . This is exactly what has happened in Berkeley, Calif., where . . . KPFA is run on a non-profit, listener-sponsored basis. . . . There is little to choose between the evils of commercial broadcasting in this country and government broadcasting in Britain. Our only escape . . . is publicly-supported FM stations, by and for the people who will not submit to the vulgarity and venality that infects the air today."

From Sydney J. Harris' column in the
Chicago Daily News

* * *

"GROWTH of the television industry in the United States in comparison with its development in France, Great Britain and Canada provides an impressive object lesson in how a new business may thrive under the free enterprise system while it stagnates elsewhere under government domination. Throughout all of France there are only 15,000 television receiving sets . . . In Great Britain, where television also is a government monopoly, only 70,000 television sets had been licensed at the end of 1948. . . . Canada started off 1950 with not more than 2,200 receiving sets. . . .

"Free enterprise obviously is more conducive to the rapid development of a new industry than is a government monopoly."

From an editorial in the
Fort Worth *(Tex.)* Star-Telegram.

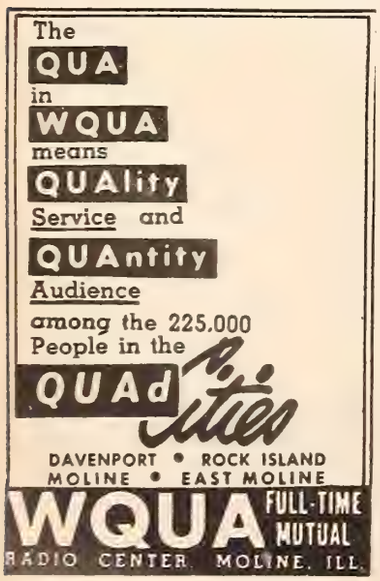
STUDIO GUESTS

ABC Chicago Records '49 High

HIGHEST attendance record for audience shows in ABC Central Division history was hit last year, according to a report issued by the guest relations department. More than 415,000 persons visited radio and television originations at the network's Civic Studio, the former Civic Theatre in the Civic Opera House, and at the College Inn of the Hotel Sherman.

Most popular AM broadcast was *Breakfast Club,* which originated before 145,000 persons. *Super Circus,* most popular television program, played to a studio audience of 40,000.

SEMINAR on public service and special events conducted by Harvey Olson, program manager of WDRC Hartford, Conn., at Randall School there. Charles Parker, control room operator for WDRC, conducts seminar in technical operation of radio station.



PEABODY AWARDS

N. Y. Recommendations

RECOMMENDATIONS of the New York listening post of the George Foster Peabody Awards were announced last week. No recommendations were made in the regional stations category (no. I), but those in others were:

No. II—Local Stations

1. WMCA (Education) for its overall informative service to the community on important matters with special emphasis on the series, *New Blood.* WMCA deserves special commendation for the excellence of production of this series.

2. WMGM (Education) for *Books on Trial* because this presents a series of programs which not only acquaint the public with outstanding examples of current literature, but also furnishes a forum for discussion of important controversial topics.

3. WPIX (TV) (Education) for its over-all constructive treatment of various issues confronting the community it services; for its foresight in acquainting its audience with its own civic government, and for the generous amount of time allocated for such public service.

No. III—News

1. Erwin D. Canham (ABC) for his fine reports of the news and especially for his objective analysis.

2. Clifton Utley (NBC) for his profound and yet dynamic interpretation of current affairs.

Citations: 1. WNYC—for its continuous morning and afternoon broadcasts direct from Lake Success during the general assembly meetings there.

2. WMCA—for its nightly broadcasts on "Report of the Nations."

No. IV—Drama

1. *Studio One*—TV (CBS) because of general excellence in production, direction, casting and camera work and because the material presented is uniformly top grade, including a high percentage of classic stories and plays.

2. *Amos 'N' Andy* (CBS) because of its gentle humanity and warmth, achieving a continuous and lasting entertainment appeal.

3. *Dragnet* (NBC) because of its reality of story materials, atmosphere, action and dialogue. Particularly because of the novel narrative technique employed.

No. V—Music

1. *Metropolitan Opera* (ABC) for the way in which the operatic listeners' enjoyment is enhanced by the skill with which the intermission features are handled. They are both entertaining and musically valuable.

2. *At Home With Music* (ABC) because of its high entertainment value with Sigmund Spaeth as master of ceremonies, as well as educational content in the realm of music.

No. VI—Education

1. *College by Radio* (formerly *University of the Air*) (NBC) for the entire project which included *Living, 1949, Chicago Round Table, NBC Theatre* and *The Pioneers of Music.* Home study courses based on these programs have been developed by numerous educational institutions in cooperation with *University of the Air* and credits are given to those completing the courses. The committee recommends this award to the only consistent and continuous educational project on the network.

2. *Meet the Press* (MBS) although this may be considered a news program, it also covers a wide range of current controversial topics and is also commended for its forthright and challenging presentations.

3. *Court of Current Issues*—TV (DuMont) for its continuous series originating from WABD (TV). The committee feels that this is the only worthwhile educational project on any network developed especially for television. It presents the vital issues of the week, whatever they may be, in a unique presentation with outstanding public figures serving as witnesses, lawyers, judges and jury.

No. VII—Youth

1. *Youth Forum* (local station WQXR) for its outstanding and consistent high performance in programming for young people and for making it possible for youth to participate in thinking and discussion of current interests to the nation and the world. With the limited number of truly fine programs for youth on the air, the increasing effectiveness of *The Youth Forum* is worthy of first consideration in the entire youth classification.

2. *A Child's World* (ABC) for its fine presentation and excellent interpretation of the joint problems of youth and parents.

3. *Kukla, Fran & Ollie*—TV (NBC) because it appeals to adults as well as the child's audience to which it is directed, because of the subtlety with which it makes its points and humor.

No. VIII—International Understanding

1. Radio Diffusion Francaise—In recognition of its efforts to link the peoples of the United States and France, and to promote international understanding and cooperation through an extensive exchange of programs between countries and continents; and the 200 stations in the United States, Alaska, Canada, Panama, Puerto Rico and Hawaii, affiliated to the International Goodwill Network established in April 1949 by Radio Diffusion and Television Francaise to promote better understanding and increase goodwill between the peoples of the world.

Citations: 1. Junction in Europe (United Nations Radio).

2. NBC—for its long and constant effort on behalf of the United Nations.

3. CBS (and the Ford Motor Co.) for their vision and initiative on the United Nations TV show.

WOV A RESCUER

Helps Italian Film Star

WOV New York, specialist in the Italian language field, early this month went to the rescue of Lamberto Maggiorani, star of the Italian film, "The Bicycle Thief," reported in the Jan. 6 issue of New York's *Herald Tribune* as seeking employment in Italy.

The station sent the following cablegram to George Cueto, chief of its Rome studios:

Contact immediately Maggiorani, star Bicycle Thief. Try work out job apprentice recording technician WOV Rome. Also explore possibilities using him in programs. Press here says he needs work. Contact McGurn Herald Tribune for details. Letter follows.

According to the station, if Mr. Maggiorani is in as dire straits as the story indicated, it seeks to assist him and benefit simultaneously its Rome operations. An airmail letter to Mr. Cueto outlined possibilities of a series on life today in Rome. Station is awaiting reply.

WCSI (FM) Columbus, Ind., adds *Kentucky Ridge Runners* six-weekly show, heard at from 6:30-7 a.m. and *Especially for You* at 9:30 a.m., to its schedule of programs.

FARM SURVEY

On-Spot Shows Favored

TWO-THIRDS of farmers recently surveyed by Louisiana State U. and related organizations favor programs actually originating on farms rather than at studios, according to a report on "Radio Habits in Rural Louisiana." Other preferences covered best listening times for men and women, length of programs, number of participants in farm broadcasts, and summer programs.

Most farmers listen weekdays between 12 noon and 1 p.m., the survey showed, with listening reaching a peak Saturday between 8 p.m. and 9 p.m. Except for the 5-6 a.m. and 10-12 midnight periods, a substantial portion of farm women give some attention to their radios. On Saturday, fewer women listen in the morning than on weekdays, but after 6 a.m. at least one-third of the potential rural homemaker audience is tuned to some station, the report added.

WWRL New York claims to be most multi-lingual outlet in area. Station carries broadcasts in 14 different tongues.

TAPE EXCHANGE

Seen in Proposals to NAB

NAB's board of directors has been asked to adopt standards which would permit the free exchange of tape recordings between broadcasters. Disclosure of the proposals came last week from Neal McNaughten, directing NAB's Engineering Dept. and chairman of its Recording and Reproducing Standards Committee.

The proposals include for the first time a recommended standard hub and flange for use in reels containing magnetic tape, Robert M. Morris, of ABC, said. Mr. Morris, chairman of the recording group's executive committee, transmitted the recommendations to Mr. McNaughten. The latter said if approved by the board, the proposals would be incorporated into NAB's 1949 Recording and Reproducing Standards.

Considered for Some Time

Mr. Morris pointed out the hub and flange recommendation has been under consideration for more than a year because of its importance as a link in the exchange of magnetic tape between reproducing machines of different makes. The free exchange of tape recordings, Mr. McNaughten added, "will no doubt lead to the general issuance of tape libraries. This is the standard which will assure the broadcaster that the fidelity and quality of the program material on the tape will reproduce on his machine regardless of make, with the same fidelity and quality with which it was recorded."

Other standards proposed relate to the "wow" factor of reproducing machines, diameter of the reproducing turntable platen, and the concentricity of the center hole. The Recording and Reproducing Standards Committee is scheduled to meet in Chicago during NAB's 28th annual convention, April 12-19.

NEW TITLE, *Sports for All* given to *Fishing and Hunting Club of the Air* show on MBS Thursday, 8:30 p.m. and telecast by DuMont TV Friday, 9 p.m.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Hooper Sale?

(Continued from page 15)

cern. At time of the offer, BROADCASTING (June 23, 1947) reported: "in essence the plan calls for the purchase by BMB 'guaranteed by ANA, AAAA and NAB,' of the capital stock of C. E. Hooper Inc. for $1 million, payable in quarterly installments of not less than $25,000, with interest at 3% of the unpaid balance. BMB would then publish, copyright, bill and service Hooper's continuous reports, including Network Program Hooperatings, Comprehensive Hooperatings, Pacific Hooperatings and City Hooperatings.

"A new company organized by Mr. Hooper and his associates would make a 10-year contract with BMB to do the field work, tabulating and computations for these services on a basis of cost plus 10%."

That deal did not materialize and subsequently Mr. Hooper proposed that his organization be engaged to collect and compile the station and network listening data for BMB's next nationwide study [BROADCASTING, Sept. 1, 1947]. The proposal included adoption of a Hooper technique for collecting the field data in place of that used by BMB, which Mr. Hooper argued would produce better results at about half the cost that BMB had estimated for its next survey. The BMB board did not agree with Mr. Hooper's reasoning and this proposal was likewise rejected.

As recently as last November, Mr. Hooper proposed (to NAB directors who were to consider BMB's future at their Nov. 15 board meeting) that BMB continue to function in its present form but that for future studies it should adopt the Hooper area coverage index as its basic technique, contracting for C. E. Hooper Inc. "To apply our method concurrently to an all-station, radio and TV, county-by-county, city-by-city survey. This contract would be cost plus."

C. E. Hooper Inc. was formed in 1938 as successor to Clark-Hooper, which in 1934 had begun measuring audiences of network programs through use of the coincidental telephone technique on which today's Hooperatings are still based. In 1939 the National Network Ratings were supplemented by Pacific Hooperatings and the following year the City Hooperating service was launched.

A long-drawn conflict with Cooperative Analysis of Broadcasting, which measured program audiences by a recall method, resulted in, first, CAB's abandonment of this technique in favor of the coincidental method and, in July 1946, by the suspension of the CAB ratings service. A. C. Nielsen Co., rating programs by means of the Audimeter, a device that registers all dial tunings of a radio set, is today Hooper's only competitor in the national radio program rating field.

In January, 1948, the first U. S. Hooperating report was issued, starting a new service which offered program ratings projectible to the entire country's radio families. A month later, Hooper began reporting on New York's TV audiences and last year expanded that service to provide national Teleratings.

Early this month Mr. Hooper launched a campaign to rid radio research of techniques that have arisen since the war, particularly on the local level, which he claimed are invalid and unable to deliver dependable data to advertisers who base their appropriations on research findings. In an address to the Radio and Television Research Council of New York, he urged this organization to take the lead in setting sound standards for radio audience measurements [BROADCASTING, Jan. 16].



THESE executives of WHBC Canton, Ohio, put in a long session at the radio when they established a "listening post"—for 18½ hours—to check on the station's over-all performance. L to r are Paul Gilmor, sales manager; Gervis Brady, program director; Julius Glass, promotion manager, and Bob Fehlman (standing), station manager.

'HAMS' HELP

KDRS Gets News in Storm

THE pioneers of radio — the "hams"—have long stepped into the breach during emergencies. Latest helping hand came when ice storms crippled news services in northeast Arkansas.

After the storms disrupted long distance lines and silenced the AP teletype printer on Friday, Jan. 6, General Manager Ted Rand of KDRS Paragould, Ark., sought help from veteran shortwave amateur, Eads Douglas of Paragould, a former co-owner of KDRS. Then Mr. Douglas sent out a general call for "ham" operators in the Little Rock area. Before the next morning, 21 "hams" from Louisiana to Oklahoma had offered to help if possible in the relaying of news to Paragould's community station.

With permission from AP, news emanating from Little Rock was relayed by amateur Cole Ogletree in North Little Rock to a neighbor shortwaver, Richard Hall, who, because of his favorable location, was elected by the "hams" to transmit the news. Mr. Douglas rigged up a tape recorder in his radio shack and Mr. Hall's news bulletins were recorded for use in the KDRS newsroom. The amateurs were on the job until after press wire service was restored to KDRS the following morning.

NEW series of gardening talks to be started on CKWX Vancouver, B. C., Jan. 30. Shows will be heard nightly at 8:15 by transcription on sustaining basis.

SPECIAL program commemorating 35th anniversary of Kiwanis International was broadcast from 12-12:30 p.m., Jan. 22, on WMAL Washington.

History by Dates

SCHOYER'S VITAL ANNIVERSARIES OF THE KNOWN WORLD for 1950. Vol. III. Pittsburgh: Will Schoyer & Co. 32 pp. $2.

THIS pamphlet summarizes historical anniversaries and "firsts" in world history in short paragraphs under date headings. It is designed particularly for people engaged in the writing field, although applicable as well to those in the advertising and related fields. Firm calls the pamphlet "comprehensive treasury of basic events; history and biography, human interest, oddities and anecdotes."

NEWS department of WFAA Dallas has acquired portable self-powered tape recorder for on-the-spot voice coverage.

Milestones

► Adrian Michaelis, program manager of NBC *Standard Hour* since its inception in October 1926, recently celebrated his 30th year with Standard Oil Co. of California. For the occasion fellow employes honored him with a luncheon and a *Standard Hour* program in miniature.

► Traffic Manager Sterling V. Couch of WDRC Hartford, Conn., is observing his 22d anniversary with the station this month.

► KVOO Tulsa, Okla. celebrated its 25th anniversary Jan. 14. Station started in Bristow, Okla., as KFRU, and call letters were changed one year later. In 1928 W. G. (Bill) Skelly purchased KVOO from its founder, E. H. Rollstone, and moved its studios to Tulsa, increasing power from 500 w to 5 kw. In 1932 William B. Way became vice president and general manager of the station and Gustav K. Brandborg, now commercial manager, joined the organization as a salesman. Also in 1932 power was increased to 25 kw and 50 kw transmitters were installed. In 1938 the station became fulltime and in 1941 full 50 kw power was granted. Today KVOO has a staff of 60 fulltime employes, 18 of whom have been with it more than 10 years.



Mr. Skelly



Mr. Way



Mr. Brandborg

► Grace Cassidy, traffic manager of WLS Chicago, received a watch from fellow-employes Dec. 22 in honor of her 26th Christmas at the station.

► Dr. Charles E. Fuller, Los Angeles pastor and director-speaker on the transcribed *Old Fashioned Revival Hour* sponsored by Gospel Broadcasting Assn. on 235 ABC and 275 independent stations, observed his 25th year in radio on Jan. 8.

► The 500th consecutive broadcast of the Sunday morning *Nature in New England* program over WTAG-AM-FM Worcester, Mass., was aired Jan. 8.

► Nancy Osgood, director of women's activities for WRC Washington, began her eighth year with the station on Jan. 2.

Time Sales

(Continued from page 15)

FM revenues in 1949 would fall between $6 and $7.5 million.

Radio Gross Billings

Radio's gross billings—advertising volume at the one-time rate—were estimated at $637,200,000, compared to $616,500,000 for the preceding year. Of the 1949 total, local time sales accounted for $274.6 million; national networks, $192.5 million; national spot sales, $160 million, and regional networks $10.1 million.

Advertisers by Product

Five product groups continued to account for almost three-fourths of network advertising in 1949. These are: Food products, toiletries, drugs and drug products, tobaccos, and soaps and cleansers.

The following table shows the top five and their respective expenditures in 1949, as estimated by the *Broadcasting Business Index* on the basis of a Publishers Information Bureau report for the first 10 months:

TOP NETWORK ADVERTISERS

Product Group	$ (Millions)	% of Total Network
Food & food products	$45.80	23.8%
Toiletries	31.38	16.3
Drugs & remedies	22.14	11.5
Soaps, cleansers, polishers	19.83	10.3
Smoking materials	19.63	10.2

Comparison With Other Media

Newspaper lineage figures for the first 10 months of 1949 reflected a 2% increase in newspaper advertising as compared with the same period of 1948, according to Media Records reports. This increase, comparable to radio's 3% gain, was substantially below newspapers' 13% increase in 1948.

Magazines Down

The Publishers Information Bureau reported that general magazine advertising declined about 3%, farm paper advertising remained approximately the same, and Sunday magazine space sales showed a modest increase during the first 10 months compared to the same period of 1948.

Additional tables and graphs charting the course of radio's revenues in recent years are presented in the *16th Annual Business Index*, 1950 BROADCASTING-TELECASTING YEARBOOK.

* * *

TABLE I

RADIO NET TIME SALES 1948-1949

Class of Business	*1948*	*% Total*	*1949 (Estimated)*	*% Total*
National Network	$133,723,098	32.1	$127,590,000	29.8
Regional & Miscellaneous Networks*	7,329,255	1.7	7,500,000	1.8
National & Regional Non-Network	104,759,761	25.1	112,000,000	26.2
Local	170,908,165	41.1	181,900,000	42.2
TOTAL	$416,720,279	100.0	$428,990,000	100.0

*Includes miscellaneous network and stations.

ANDY'S MARRIAGE

Congressmen Discuss Legality for CBS

CHINA and the State of The Union are not the only matters getting attention on Capitol Hill these days. Solons, thanks to the ingenuity of a New York public relations man, were reported last week to be deep in talk in corridors and cloakrooms on the question of whether Andy, of the celebrated CBS *Amos 'n' Andy show*, is legally married.

George Weissman, with Benjamin Sonnenberg of New York, which handles publicity for the show, joined members of CBS' Washington news corps and with the use of WTOP Washington recording facilities transcribed 30-second statements from Senators and Representatives on Andy's situation.

Andy Duped

On Dec. 11, Andy was duped into a trip down the aisle with Abigail Simpson, who paid a fee to "Kingfish" for the marital set-up. "Kingfish" was to have pressed into service a "stooge" to "object" at the last minute—but failed to supply the objector. Result was Andy's flustered "I do" with question in his voice. Andy is still involved in the problem of freeing himself from the marriage. Recorded Congressmen's statements discuss the legality of the marriage. Discs will be circulated to CBS affiliated stations as promotional pieces.

Congressional Comment

Among the many comments: Sen. Warren G. Magnuson (D-Wash.), a bachelor, said Andy is not married as there is no intent; Sen. Milton R. Young (R-N. D.) demanded an investigation as Andy "has many friends on the Hill"; Rep. Harold H. Velde (R-Ill.) said the words, "I do," constituted acceptance and that Andy "has gotten himself in a mess"; Rep. Hardie Scott (R-Pa.), sympathetic bachelor, predicted it would take the "best legal talent in America" to relieve the radio personality "from the lost freedom," and Rep. Chester A. Chesney (D-Ill.) found the incident of "shotgun category."

Plum comment came from Vice President Alben W. Barkley, who said: "I don't know if Andy is married or not. All I know is I am certain I am."

CCBS Renews Opposition to Foreign Frequency Inroads Attempts

RENEWED OPPOSITION to foreign attempts to make inroads into U. S. channel rights was voiced by the Clear Channel Broadcasting Service in a regular meeting last Monday in Cincinnati.

Most of the meeting was devoted to consideration of developments in the NARBA conference at Montreal last fall, the forthcoming U. S.-Cuba sessions and subsequent resumption of the full NARBA conference on or after April 1.

The group endorsed the actions taken by its representatives at the Montreal phases of the NARBA conference. These were CCBS Director Ward Quaal; Louis G. Caldwell, CCBS attorney; John H. DeWitt Jr. of WSM Nashville, chairman of the CCBS engineering committee, and G. F. Leydorff of WJR Detroit.

Officials said their opposition to Cuban or other intrusions on U. S. broadcasting rights was based not only on the harm such inroads would cause to clear channel stations but also on the damage that would be done to regionals.

Director Quaal's report to the CCBS members included statements from some 10 farm organizations at the state, regional or national level in support of clear channels.

NCFC Backs Stand

These included the National Council of Farmer Cooperatives, which in its annual meeting in Chicago on Jan. 13 went on record for maintenance of the clears and for higher power to extend the rural service of clear-channel stations.

The resolution also put the farm group on record for a "firm stand against the attempted inroads of foreign nations" on U. S. channel rights.

The farmer council contended that "many of the rural people depend to a large extent upon clear-channel stations for their radio service" and that "such service should be protected and improved."

This is "even more true," the resolution said, since television will not reach many rural areas "for an indefinite period."

The resolution continued:

Therefore, the Council requests that no action be taken by Congress or the FCC which would allow the breaking down of "clear channels" serving rural areas. On the contrary, the Council urgently recommends that such clear-channel stations be granted sufficient facilities to serve farm communities and rural areas not presently enjoying the superior radio service available to all metropolitan areas.

In recent months, the U.S. has been a party to an international radio frequency allocation conference with other North American nations. During that conference, the Council vigorously protested the demands of the Cuban Government for broadcasting rights on channels which are so essential to the people of the U.S.

The Council again requests that the U.S. Dept. of State maintain a firm stand against the attempted inroads of foreign nations on radio channels utilized by stations in the U.S.

The CCBS meeting in Cincinnati was under the chairmanship of E. W. Craig of WSM Nashville, chairman of the board of the clear-channel group. Others attending the meeting:

J. Leonard Reinsch, WSB Atlanta; Ralph Evans and Paul Loyet, WHO Des Moines; Victor A. Sholis, WHAS Louisville; J. H. DeWitt Jr. WSM Nashville; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Harold Hough, WBAP Ft. Worth; William Fay, WHAM Rochester; W. B. Ryan, KFI Los Angeles; James D. Shouse, Dwight Martin and Washington Attorney D. M. Patrick, WLW Cincinnati; Glenn Snyder and Harold Safford, WLS Chicago; Howard Summerville and J. D. Bloom, WWL New Orleans; Hugh A. L. Halff, WOAI San Antonio; G. F. Leydorff, WJR Detroit; CCBS Director Quaal and Mr. Caldwell and R. Russell Eagan, CCBS attorneys.

WRNL Richmond, Va., inaugurates new daily show prepared especially for information and entertainment of listeners in rural areas. Program, *The Virginia Farm Show*, heard Mon.-Sat., 12:45-1 p.m.

SESAC Inc. has compiled catalog of moods, themes and bridges to be used with its transcribed library. Over 2,000 numbers are listed. Catalog will be sent to SESAC subscribers.

Mr. N. F. McEvoy
Cunningham and Walsh, Inc.
New York City

Dear Mac:

Been pokin' 'round th' permotin' office again here at WCHS an' I seen a whole stacka program schedules with pitchers uv our advertizers on th' fronts. I remembers way back las' June when th' big boys here thunk up th' idee o' takin' pitchers o' th' folks what use WCHS an' havin' them tell why they likes us. They says then thet if they cud jest keep hit goin' fer a few months, boy what a thing thet ud be! Well, Mac, here hit is six months later an they's still goin' strong! Yessir, I seen six full months o' schedules and a whole lotta pitchers stacked up fer th' fewture! B'lieve hit or not, they's a waitin' list o' peepul who wants to indorse usin' WCHS! Now thet's pretty good, an' hit jest goes ter show thet our local merchants knows what a good job WCHS does fer 'em. Thet's sumpthin' you nashunal fellers orta keep in mind, Mac.



Yrs,
Alay

WCHS
Charleston, W. Va.

RADIO, TV's EFFECT

Lies in Simplicity—Moran

SIMPLICITY is the keynote of effective radio and TV commercials, according to Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam. Addressing the Radio Executives Club of Boston, meeting at the Hotel Touraine, Jan. 11, Mr. Moran advised advertising men to recall some of the lessons learned in the early days of radio. One of these, he said was "commercials should cover only one specific point about a product and only such subordinate ones as serve to build or emphasize it."

If an effective sales job can be done in two minutes on a half-hour show—do it, he advised. The same points which determine good radio copy also apply to TV commercials, he said, adding that whether TV commercials should be live or film can easily be determined by the product, all things being equal such as expenditures. He further pointed out that present-day television commercials are "too devicey."

Elected unanimously to serve as additional members on the REC board of directors were Harold E. Fellows, WEEI Boston; Gerald Harrison, WMAS Springfield and WLLH Lowell; Paul Provandie, Hoag & Provandie Inc.; Stacy Holmes, Filene's Sons Co., and Bert Georges Transcast Corp. Craig Lawrence, president of the REC and general manager WCOP Boston, presided at the meeting.

COLORADO FIRE

Radio Beams Forest Fight

FOREST FIRE which swept uncontrolled near Colorado Springs last Tuesday enabled Colorado's radio outlets to perform another public service. Stations were instrumental in informing residents of the fire's progress, which at one time threatened the city.

Among the many stations on the scene were three outlets which reported their typical experiences. KFEL Denver staffers were on a 24-hour coverage stint. Newsman Warren Clark was on the scene within two hours after the fire was declared out of hand. He was relieved later by Newsmen Dick McDaniel and Duncan Ross in a mobile unit. Telephone checks periodically sent to the station were edited and compiled into regular newscasts and into *Mutual Newsreel* by KFEL's News Director Jack Fitzpatrick and Night Editor Bob Erickson.

News staff of KOA Denver also employed a mobile unit airing nine complete broadcasts in a 22-hour period. Included in these was a feed to the full NBC network where a description of the fire was used on Morgan Beatty's *News of the World*, 7:15 newscast.

By sign-off, midnight, KVOR Colorado Springs closed the book on a day-long broadcast that had started about 4:40 in the morning. KVOR had two mobile units covering the disastrous fire. Broadcast facilities were set atop the Exchange National Bank Bldg., where activities could be seen. Station aided county sheriff's office, state courtesy patrol, city police and fire departments, and reported it was credited by local authorities with being a major factor in bringing fire under control.

WCOP Claims Beat

WHEN Brink's Inc., armored car firm, suffered the loss of over a million dollars in last Tuesday's Boston holdup, WCOP Boston claimed it landed first exclusive interviews with the victims. News Director Ron Cochran being out of town, WCOP Program Director Gene King handled the tape recording of the interviews which were aired on four morning newscasts. WCOP says it beat the town on the report of the holdup and aired the story coast to coast over ABC on the 11 o'clock newscast the night of the robbery.

FCC Amendment

TO EXPEDITE FCC procedures, the Commission last week amended Sec. 0.145 of its rules to authorize the Secretary to act upon applications for new noncommercial educational FM stations upon securing approval of the Bureaus of Law, Engineering and Accounting. Heretofore the Commission itself has ruled on these requests.

ENGINEERS MEET

NAB Plans Repeat Success

A REPEAT attendance figure of 500 radio engineers is expected at the NAB's fourth annual engineering conference April 12-16 at Chicago's Stevens Hotel. Neal McNaughten, NAB Engineering Dept. director, said last Thursday the conference again would be a top feature of the 28th annual NAB convention.

Plans already are underway for the AM-FM-TV conference, he said. Questionnaires have been sent to broadcast engineers and other interested parties to cull suggestions on subjects and speakers. Last year, the conference, at which noted radio engineers presented technical papers, was held for the first time ahead of the management conference portion and lasted three days. The same schedule is set for next April, Mr. McNaughten said.

Only Such Meeting

Mr. McNaughten underscored that, as in previous years, the engineering conference is the only nation-wide engineering meeting designed solely for and presented by broadcast engineers. He said the attendance this year would reach 1949's figure of 500.

Of additional interest to conferees, he said, is the traditional NAB Convention exhibition of transmitters, engineering products and developments. The exhibit, largest of its kind in the world, will be open through the management and engineering conference, he said.

STATION-OWNED NEWS SERVICE

Canadian Co-op Plan Augments National Coverage

NEW BRUNSWICK, Canada, boasts a news gathering association that is radio owned and operated. C. Austin Moore, sales and promotion manager of CFNB Fredericton, says Radio Press Ltd. has emerged from a two-year baptism of news fire, and now is ready to add still other stations in the eastern section of the Dominion.

Stations that originated Radio Press are anchor points in a roughly-drawn triangle of coverage (CFNB, CKCW Moncton and CFBC Saint John). Since its founding, Radio Press has annexed an additional station and three newspaper subscribers.

The cooperative association, Mr. Moore points out, was begun to facilitate, improve and broaden news coverage of a local nature. And, of equal importance, it was designed to keep the cost of extensive local news coverage to a minimum.

Since all members are also subscribers to the British United Press, the latter's teletype facilities are utilized as a source of world news and time splits are arranged for the transmission of the local material. BUP in return gets complete provincial news coverage excluding the need for any bureau or correspondents. Radio Press maintains its own bureaus in every town where a subscriber is located and also correspondents in strategic communities throughout the province.

Apex of Radio Press' service, Mr. Moore says, is the preparation of balanced and timed newscasts as required by the day's schedule to each subscribing station. The operation has worked so well, he adds, that news ratings have climbed steadily to assume top spots on both daytime and evening schedules.

KVTT (FM) Opening

OPENING of KVTT (FM) Dallas, non-commercial educational FM outlet, has been announced by Texas Trade School. Dedication ceremonies will be held Thursday (Jan. 26). Owned and operated by Texas Trade School, KVTT is licensed to operate fulltime on Channel 203 (88.5 mc). Studio and transmitter are located on the school campus at 1316 West Commerce in Dallas.

Telecasting Insert → Pull Out for Filing

WMMW CITED

Manufacturer Files Suit

WMMW Meriden, Conn., has been named in a suit for $50,000 damages filed by a local manufacturing company which claims that remarks made by a political candidate during a campaign speech over the station injured the company "in its reputation, business and credit."

The suit was filed by The Charles Parker Co. after WMMW refused a demand by Parker B. Allen, president of the firm, that the station and Joseph N. DePaola, a candidate for mayor, retract a statement by Mr. DePaola. The firm labeled as "absolutely untrue" the DePaola statement that "this old, famous firm is now 90% out of production and is up for sale. How many jobs will disappear? The staggering total of 1,000 . . ."

In refusing the retraction demand, C. A. Schultz, WMMW president, said the controversy was entirely beyond the station's control. Citing the general requirements of the FCC covering the situation, Mr. Schultz said:

"No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunity to all other candidates for that office to use such facilities, provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate."

BEER ADS

Good Reaction Reported

BEER advertising has a high rate of acceptance, according to a survey made for United States Brewers Foundation, which revealed that 48.7% of those interviewed thought favorably of present beer advertising.

There were 29.4% who had no opinion and only 21.9% made unfavorable comments. Even among prohibitionists, 26% were favorably impressed by the beer advertising they had heard or seen, the foundation said.

"The ratio of almost 2½ to 1 favorable to beer advertising is a tribute to the idividual brewers, indicating that, by and large, they have kept their beer advertising in good taste, since the answers to this question must have been influenced quite largely by the local advertising of breweries as well as by the industry campaign," the survey report said.

NATIONAL Western Stock Show, Denver, will be covered on *National Farm and Home Hour*, NBC Saturday, Jan. 21.

JANUARY 23, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



GET IN LINE WITH CHANNEL 9!

WOR-tv, on channel 9, in New York, is one of the most valuable franchises in New York television today.

Why not get in line with such shrewd tv sponsors as Piel Brothers, Petri Wine Co., Flagstaff Foods, United Air Lines, etc., and nail down a period that will give you a lasting and increasingly valuable monopoly on a good time?

There isn't much time left, so do it *today!*

Remember—WOR-tv—and only *WOR-tv—will bring hundreds of thousands of listeners the famous Brooklyn Dodgers games in New York. That alone makes your time buy double-barrelled!*

WOR-tv *channel* **9**

one of America's great television stations

DETROITERS have the money now



TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now



THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now



1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.

FIRST IN MICHIGAN — *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JANUARY 23, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TV IN SPORTS

Joint Probe of Gate Impact Looms in NBC Offer

INVESTIGATION of television's impact on the sports gate may become a joint venture of the nation's big colleges and the telecasting industry.

That possibility was developing last week following an offer Jan. 13 by NBC President Joseph H. McConnell that network telecasters would be amenable to offering financial aid and assistance to the National Collegiate Athletic Assn. for a study of video's effect on sport box office [BROADCASTING, Jan. 16].

Ralph Furey, chairman of the Television Committee of the Eastern Collegiate Athletic Conference, said he or some official of the ECAC undoubtedly would ask that the NCAA take advantage of the McConnell offer.

Facts Needed

The only way to get the box office facts, Mr. Furey told TELECASTING, is to spend the money required by an adequate national investigation.

The aid of the telecasting industry would be welcomed, in his opinion, in such a nation-wide effort by the NCAA.

It was Mr. Furey, of Columbia U., who caused the NCAA to authorize the setting up of a television committee. That committee, which has yet to be named, is charged with making a thorough investigation of the television problem and with making a report on it to the NCAA executive committee meeting in June.

His recommendation also urged that NCAA members make no television commitments beyond the 1950-51 college year, pending any possible action at the 1951 NCAA convention.

The Furey recommendations were passed unanimously by the NCAA business session which concluded that organization's 44th annual convention Jan. 14 at the Hotel Commodore, N. Y.

The recommendations first were presented the day before at an NCAA round table meeting of the large college and university group at which the topic for discussion was, "Television, and Its Impact on Sports Attendance."

At the latter meeting, Mr. Furey's recommendations were preceded and followed by expressions of opinion from representatives of major colleges. That opinion was mixed, some members believing that television might have hurt attendance, others believing the opposite.

A feature of the meeting was a presentation by Jerry M. Jordan, a student in the graduate school of the U. of Pennsylvania, who made a progress report on an ambitious research study he is conducting on the influence of television on sports attendance.

His study, which is to be completed in April, has thus far shown, subject to change by additional research, that the fear that the telecast of a big college game would hurt small colleges' athletic attendance may be groundless. Mr. Jordan said there is no indication that the telecasting of U. of Pennsylvania games has hurt attendance of the smaller college games in the Philadelphia area.

Studies Reported

His studies also indicate, thus far, that the longer television sets are owned by fans, the less likely video receivers will keep them away from the stadium. In fact, he said, once the television novelty has worn off, TV does not hurt attendance and may even increase it.

He conceded, however, that although college football gates turned in remarkable records in the past year, colleges in TV areas have not fared as well as those in non-TV areas.

Mr. McConnell followed Mr. Jordan, and it was then that Mr. McConnell made his offer of aid for study of the television football problem.

He told the university and college athletic executives that until the facts are all in it would not be wise to blame television for gate declines.

Mr. McConnell cited figures to show that perhaps other factors might be involved in a falling gate. He said that last year attendance of intercollegiate football went up 4% while telecasts were on a wide-open basis whereas pro-football attendance was down 9% in spite of efforts to save its gate by generally denying games to the home viewing audience.

TALENT

Proposals Made for SAG-TVA Partnership

SCREEN ACTORS GUILD has sent the Television Authority proposals for a partnership but at the same time gave notice that TVA's proposals to iron out differences between the two organizations are unacceptable, John Dales Jr., SAG executive secretary, said Friday.

TVA wanted to solve the differences between it and SAG by having the SAG and its sister organization, Screen Extras Guild, send a committee from the West Coast to New York or to use mediation machinery. Further, TVA proposed that both partners meet jointly for discussion and action on such matters as strikes [TELECASTING, Jan. 16].

The latter proposal, it was emphasized in the Dales announcement, was one the Screen Guilds could not swallow.

The guild, in a letter to the TVA board, made it clear that it will not agree to any form of joint membership meeting at which film actors could be "forced to strike or be prevented from striking by other actors who do not work in the motion picture field."

Said the guild letter:

"We feel obligated to make it clear that if you are unable to accept this basic principle, further exploration of partnership would appear to be a waste of time."

And on the same point, the letter stated:

"It is a basic principle of the Screen Actors Guild that on all important matters such as calling of strikes and approval of contracts, our entire membership—not just those who may attend a membership meeting—has the democratic right and must be given the utmost opportunity of voting. On important issues the guild polls its entire membership by mail referendum; therefore your proposal of joint meetings with power to call strikes and approve or disapprove contracts is essentially undemocratic as far as the Guild membership is concerned."

Despite the vehemence of the SAG words, it nevertheless told TVA that it believed that negotiations between them should not be broken off.

Continuation Desired

SAG then proposed that neither it nor TVA conclude collective bargaining contracts without advising the other during the partnership discussions. It also proposed that negotiations be conducted either by TVA sending a delegation to the West Coast to meet with SAG or by exchanging letters.

Major SAG proposals for the partnership included:

Negotiations by the partners to be conducted jointly and all contracts to be subject to approval of both SAG and TVA. Contract for live and film video to be separate.

TVA will have as its area of responsibility and will take the lead in negotiations and administration in:

1. Live telecasts.
2. Simultaneous kinescope of live telecasts for supplementary coverage.
3. Closed circuit kinescope made in the same manner as a live telecast or designed as a substitute for an existing live telecast.
4. Film inserts which are a subordinate part of a live telecast in which only persons appearing in the live telecast appear.

SAG will have as its area of responsibility and will take the lead in negotiations and administration in:

1. All motion picture films made for exhibition on television other than as specified.
2. Films made by means of closed circuit kinescope or allied devices in the motion picture manner, i.e., involving cutting, editing, etc., or designed as a substitute for film.
3. Filmed commercial spot an-

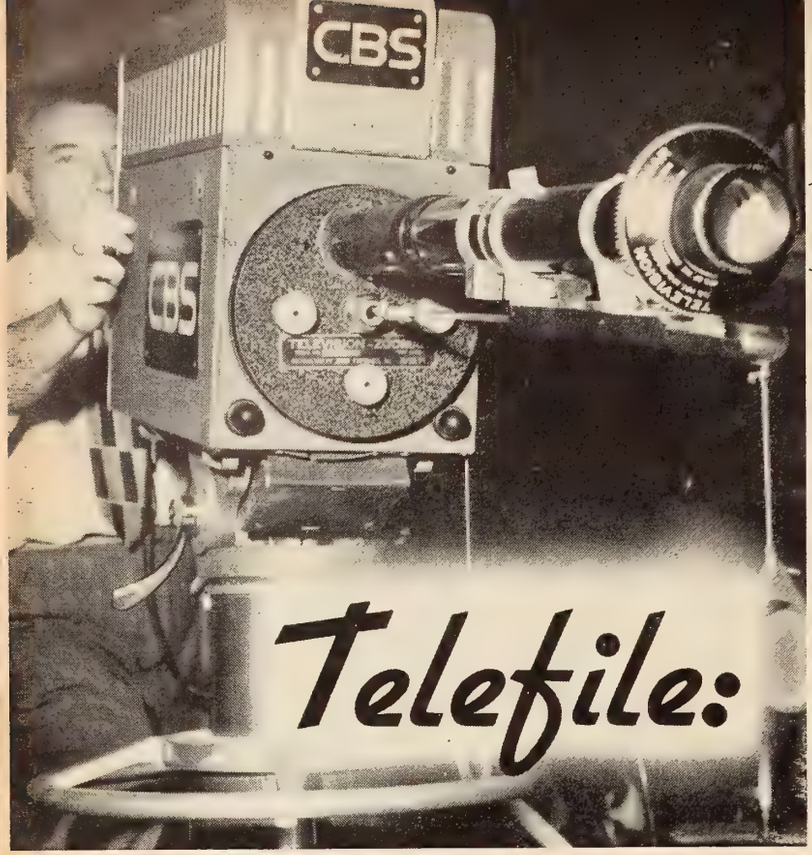
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CBS' NEW YORK STATION COMBINES NETWORK AND LOCAL OPERATIONS

ON July 21, 1931, with New York's Mayor James J. Walker doing the official honors, W2XAB, forerunner of WCBS-TV, inaugurated the first regular schedule of video broadcasting in the U. S. with a 45-minute variety program. The cast included such first-flight talent as Kate Smith, George Gershwin, the Boswell Sisters and, of course, the "Columbia Television Girl," Natalie Towers.

The opening program announced: "Following tonight's inaugural of television station W2XAB, sight-and-sound programs will be broadcast every afternoon and night by this station." Before the end of 1931, William Schudt Jr., then CBS director of television, now director of station relations, was handling a W2XAB schedule of seven hours a day, seven days a week, practically paralleling the 1950 schedule of WCBS-TV.

Operating on a frequency of 2,778 kc, W2XAB covered a wider area than today's TV stations. But the definition of its mechanically scanned pictures was only 60 lines from top to bottom, in contrast to today's electronically scanned 525 lines. It soon became clear that 60-line pictures were not good enough for a national system of TV programming, and on Feb. 23, 1933, CBS announced: "We now feel that further operation with the present facilities offers little possibility of contributions to the art of television, and we have, accordingly, decided to suspend temporarily our program schedule."

More than eight years elapsed before W2XAB resumed a regular schedule of TV programs. On July 1, 1941, when it became WCBW, one of the two TV stations authorized to begin commercial operation on that date, it inaugurated a 15-hour-a-week program schedule. But WCBW did not immediately start selling time to advertisers, deciding instead to concentrate on program experiments for the time being.

Video coverage of the arts, through a series put on in cooperation with New York's Metropolitan Museum of Art; of the dance, from ballet to ballroom and square dancing; of public affairs, through forum discussions; of informal entertainment, such as quizzes and parlor games played by celebrities; of children's stories illustrated by an artist who drew as the storyteller talked; of news, illustrated by maps and other visual material —these were some of WCBW's 1941-42 program experiments.

On Dec. 7, 1941, WCBW telecast a 90-minute documentary on the attack of Pearl Harbor and the nation's reaction to it. Followed war bond drives, with notables selling bonds by TV; a National Defense series in cooperation with government agencies; a Red Cross first aid course and other wartime series. On June 1, 1942, to conserve scarce tubes and manpower, WCBW cut its schedule from 15 to four hours a week, all films.

Live programming, resumed in May 1944 and gradually accelerated toward today's full-scale operation, continued the prewar experiments in TV presentation of all types of programs, from dance to drama, quizzes to commentaries, fashions to sports. In June 1945, WCBW made its facilities available to advertisers on a "working partnership" basis for testing, developing and broadcasting commercial TV programs. On Nov. 1, 1946, when the station changed to its present call, WCBS-TV, it began full commercial operation charging clients for time as well as for program expenses. WCBS-TV now operates on Channel 2 (54-62 mc) with 6.8 kw aural, 13.7 kw visual.

* * *

TODAY, WCBS-TV broadcasts something over 50 hours of program service a week, running from midafternoon until after 11 p.m. Analysis of a typical recent week's operations shows a total of 53 hours of program time, divided into 39 hours and 25 minutes of network service and 13 hours and 35 minutes of local programming. Time devoted to various types of programs breaks down as follows:

	Hrs. & Min.
Films	11:00
Musical Shows	8:30
Dramatic Programs	6:00
Comedy-Variety	5:30
Children's Shows	4:00
Sports, Fashions & Women's Shows	3:15
News	2:15
"How To Do" Shows	1:45
Situation Comedy	1:30
Interviews	1:30
Forums	1:30
Talent Shows	1:00
Giveaways	1:00
Quiz Shows	0:30
Religious	0:30
Exposition	0:15
Total	53:00

Dividing the 53 hours of video air time into sponsored and sustaining hours—spot announcements are not included in this breakdown —shows an almost even division, if the participating time is considered as fully commercial:

Type	Local Hrs. Min.	Network Hrs. Min.	Total Hrs. Min.
Sponsored	2:15	12:40	14:55
Partcip.	7:15	5:00	12:15
Sustaining	4:05	21:45	25:50
Total	13:35	39:25	53:00

The division between local and

Among the Executives Responsible for WCBS-TV Operations



Mr. MINER Mr. SUTTON Mr. VAN VOLKENBERG Mr. ROBINSON

network time is anything but equal, however. Nearly seven-eighths of the sponsored time on WCBS-TV is used by network programs (85%) and network shows account for almost as much (84.2%) of the station's sustaining hours. Only in participating shows do local programs get more time hours (59.2%) than network shows.

The emphasis on network programming is no accident. J. L. Van Volkenburg, newly appointed CBS vice president in charge of network sales (AM and TV alike) and formerly head of all CBS-TV operations, told BROADCASTING: "For the past few years, as TV stations were first appearing in many cities and as facilities for connecting them into networks were being developed, we of CBS television have operated on the theory that our first responsibility was to direct our main efforts to programming of a type that not only was good local broadcasting but that would provide programming for our affiliates as well.

"This phase is now coming to an end," Mr. Van Volkenburg stated. "We expect in the not too distant future to adopt for TV the pattern which has been so successful in AM and to set up a local operation for WCBS-TV distinct from that of the CBS-TV network, comparable to the autonomous operation of WCBS, New York key station of the Columbia radio network."

* * *

CBS TV technical facilities in New York, without trying to separate what is network, what station, comprise a transmitting plant atop the Chrysler Bldg., main studios (four) across the street in the Grand Central Terminal Bldg., four more in Liederkrantz Hall and three theatres. With rehearsal halls, staff offices, carpenter, painting and maintenance shops, storage space, etc., the facilities occupy some 200,000 square feet (4.6 acres) of floor space, roughly one-third of the entire CBS New York operation.

These TV technical facilities include:

9 Live talent studios.
2 Telecine studios.
6 Announce studios (audio).
7 Rehearsal halls (in addition, AM studios are sometimes used for this purpose).
34 Camera chains (representing an investment of approximately $510,000).
7 Film camera chains (five at Grand Central, two at Liederkranz).
12 Projectors (three 35mm, five 16mm, and four Teloptican projectors). (Investment—$72,000).
34 Type 5820 image orthicon tubes in cameras, plus 34 spares. (Investment—$88,400).
7 Iconoscope tubes in cameras, plus seven spares.
6000 Electron tubes in the overall audio-video and radio system.
155 Video isolation amplifiers (sections of distribution amplifiers) over 100 of which are located in TV Master Control at Grand Central.
125 Microphones, including unidirectional, bi-directional and non-directional types.
170 Regulated video equipment power supply units, 110 of which are located at Master Control.
80 Video monitors, 50 of which are located at the Grand Central Studios.
11 Video (camera) control consoles.
12 Audio control consoles.
12 Program and switching consoles.
700 Video selector relays at Master Control.
170 Camera lenses (Investment on this item in excess of $50,000).
85 Racks of auxiliary and terminal audio/video equipment, 47 of which are located at Master Control.
11 Sync. generators.
3 Radio relay equipments.
205 Fluorescent light fixtures.
665 Incandescent light fixtures.
150,000 sq. ft. of scenery and backdrops plus 1,500 bulk pieces of scenery and props.
At least $50,000 worth of test and measuring equipment.

The CBS video operation in New York requires the services of some 580 employes, including 175 technicians, cameramen, etc.; 78 program personnel; 128 engaged in executive, production, sales and general operations; 120 in building, theatre and shop operations.

* * *

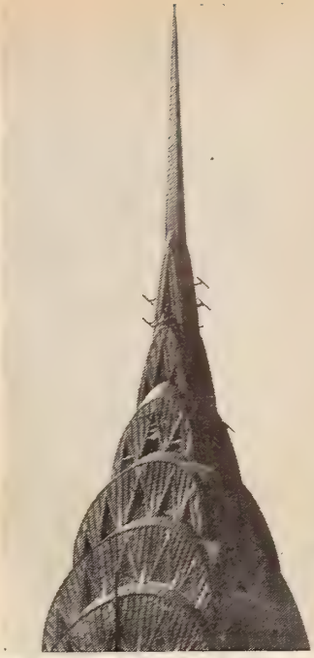
UNLIKE NBC, which has segregated its video operations into an autonomous division, CBS maintains a close integration of AM and TV at the top executive level. Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; Frank Falknor, vice president in charge of program operations; William B. Lodge, vice president in charge of general engineering, are all responsible for TV as well as radio. Edmund Chester, director of news, and Red Barber, director of sports, also supervise video as well as audio coverage of those fields.

CBS executives concerned with only TV include: David Sutton, TV sales manager; Worthington Miner, manager of TV program development; Richard Redmond, director of general TV operations; Paul Wittlig, manager of TV technical operations; Arthur Duram, TV sales promotion manager; Robert Wood, TV traffic manager; John DeMott, TV production manager.

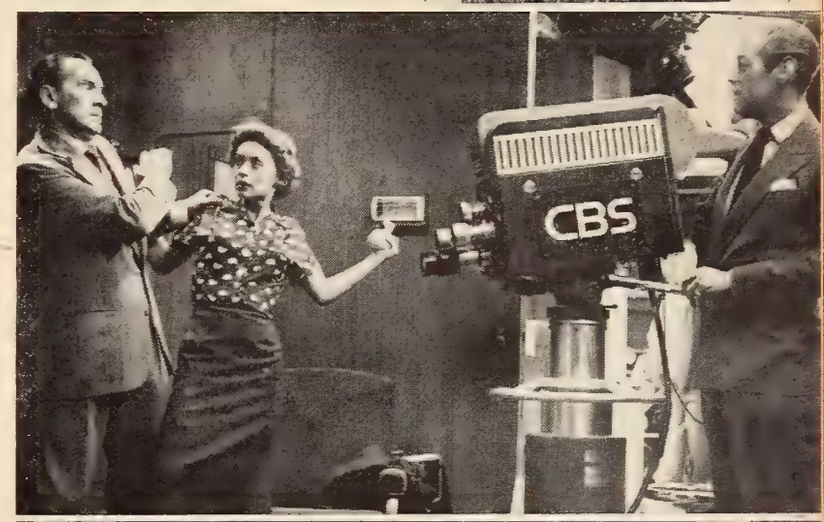
Concentration on network programming has given CBS-TV and WCBS-TV a number of video's top shows, such as Arthur Godfrey's Lipton and Chesterfield programs, *Mama, The Goldbergs, Toast of the Town, Studio One, Ford Theatre, Inside USA* and *People's Platform.* But it has also forced WCBS-TV to drop most of its sports coverage, in which it pioneered with great success from 1944 to 1948. This year even baseball is being discontinued.

Despite the emphasis on programming for the network, WCBS-TV has its share of local business, currently airing *Winner Take All* and *Pantomime Quiz* for New York's Chevrolet dealers, *Faye Emerson Show* for Arnold Bakers

(Continued on Telecasting 11)



FROM these antennae high atop Chrysler Tower, WCBS-TV's signal is transmitted to New York and surrounding territory.





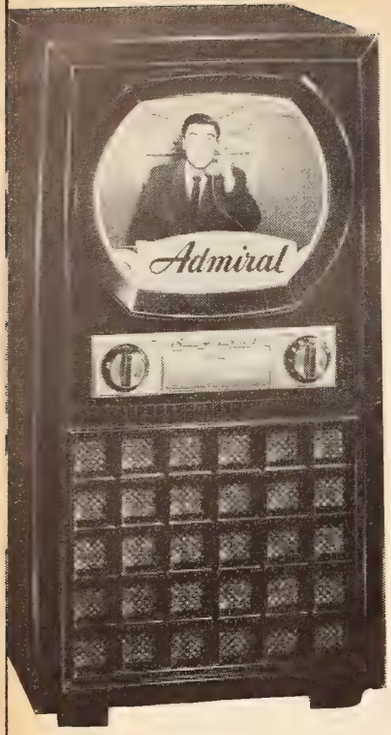


WITH the WCBS-TV operation so closely aligned with that of the network, the combined studio facilities of both are constantly kept busy.

TOP PHOTO—Lilli Palmer and Frederic March rehearse a lively scene for *Ford Theatre* as Miss Palmer's husband, Rex Harrison, observes from the sidelines.

MIDDLE PHOTO — Worthington Miner (left), manager of TV program development and producer of *Studio One,* intently watches the monitors during a program.

BOTTOM PHOTO—This dramatic moment was caught during a scene from "Dr. Jekyll and Mr. Hyde," presented on *Suspense.*



Admiral

SELLS TELEVISION THROUGH TELEVISION

By JANE PINKERTON

"FIRST IN TELEVISION" is no idle claim of the Admiral Corp., Chicago, for it was one of the first major TV manufacturers to underwrite the struggling infant of the entertainment industry. Realizing TV couldn't grow either fast or healthfully without support, Admiral officials have plowed some $1,700,000 into quality TV fare since 1946. This definitely places it among the top television investors.

In 1949 alone, Admiral spent about $500,000 on video shows—$350,000 on *Stop the Music* and $120,000 on *Lights Out*. Continued subsidy of TV has paid off handsomely, for the firm which few, even in television, had heard of before 1948. Admiral has reaped public and industry prestige, national good will and—consoling to stockholders—an impressive and astounding sales return.

Admiral, which claims growth from 52d to first place in the electronics industry in 15 years, grossed $112 million last year, $2 million more than expected six months ago. Between 65 and 70% of this return will be from the sale of television sets. One receiver comes off its production line (reportedly the longest single one in the industry) every 10 seconds.

President and Founder Ross D. Siragusa is no mere guiding spirit behind the firm which he started in 1934 with $3,400. He's an all-too-real protagonist in a highly competitive field, and is known by reputation, if not personally, for his uncanny ability to sense production and consumer trends before straws in the wind are blown on his desk. Other manufacturers attribute his firm's phenomenal growth to the 43-year-old Mr. Siragusa's seventh sense in calling the shots.

His mass production theories on radio ("Build up a large volume by giving good quality at the lowest possible prices") were transferred to television. Although Admiral didn't start its production of TV sets until February 1948, it is now considered one of the nation's top three manufacturers.

Its sudden and flamboyant entry was preluded by a cautious testing campaign which cost the firm $1 million for surveys and equipment. In this period, Mr. Siragusa found the know-how of applying his mass production and pricing policies to the manufacture of video receivers.

Even earlier, his faith in the potentials of television and in the necessity of its subsidy by manufacturers encouraged co-sponsorship of an afternoon variety show on WBKB (TV) Chicago in 1946. Other Chicago set-makers picked up part of the tab in order to have programming available to retailers attempting to sell the "mystery medium" in their showrooms.

* * *

MR. Siragusa's insistence on strictly family consumption for all TV shows has at times complicated programming. Sponsoring the *Admiral Movie Theatre of the Air* on WBKB, he ordered his special representative to screen carefully all motion picture reissues for suggestiveness and sophistication. Reissues in those days, even bad ones, were hard to come by, and each was inevitably a cloak-and-dagger epic laden with brute romanticism and at least one merry chase through a canyon. After about 20 hours of auditions, one film was usually found suitable to the video screen and Franklyn MacCormack's homespun commentary.

Admiral concentrated its TV sponsorship in Chicago for more than a year, building prestige and establishing a brand name in its home territory. From 1948 into early 1949 it sponsored shows spasmodically on WBKB, with sporting events the most popular.

Always aiming at "firsts," Admiral telecast for the first time Notre Dame home football games in the fall of 1948 via microwave relay from South Bend, Ind., as a feed to the Midwestern network. This is believed to be the first network sporting event, and the four-game series cost the company about $30,000.

The first telecast of a world championship professional football game was sponsored by Admiral also, showing brilliant plays of the Chicago Cardinals and Philadelphia Eagles. This cost $10,000. And, because the Cardinals had a good season and were packing in loyal Chicagoans, Admiral went to Detroit for their game with the Lions, bringing it back to Cardinals home territory.

Chicago-area enthusiasm for these events and the resultant product sales convinced Admiral strategists that the East Coast should be penetrated. Buying an NBC four-station hookup (Washington, New York, Philadelphia, Baltimore), the company put Henry Morgan on television for the first time. The show lasted four weeks, and cost about $10,000.

* * *

BY this time Admiral had discovered a TV axiom—Everyone likes a snappy variety show. With this in mind, plus an eternal goal of getting quality production to entertain all members of the family, Admiral developed a format for *Welcome Aboard.* Stressing a natural Admiral and boat theme, the NBC-TV show starred Orchestra Leader Russ Morgan with lively variety acts.

Three of the six weekly shows on the eastern network were headlined by Comics Jerry Martin and Dean Lewis, making their television debut. The *Welcome Aboard* format, still unjelled and incomplete in the minds of firm and Kudner Agency personnel, led to the popular *Admiral Broadway Revue*, which took the air in January 1949.

Comedian Sid Caesar, who has drawn SRO crowds in movie, personal and TV appearances, starred in original musicals woven together with standard Broadway techniques. His humor was foiled and implemented by Mary McCarty and Imogene Coca of the regular cast in elaborate shows produced by Max Leibman.

Broadway Revue was the first regular television show to originate before an audience in a theatre (the International on New York's Columbus Circle), and the first to maintain its own stock company with a crew of technicians and administrators. It was telecast on the 14-station East and Midwest cable network after the juncture in January, and in 15 cities by kinescope.

Although it was a vastly expensive production (more than $25,000 weekly), Admiral hoped to keep the show on the air because of its popularity (second only to Milton

* * *

CATCHY Admiral commercial is previewed before a *Lights Out* performance at NBC New York by (l to r) Norman Nash, copy coordinator at the Kudner Agency; Sid Smith, announcer who takes the role of an Admiral dealer; Edwin J. Sherwood, Admiral's television promotion manager, and Peter Finney, Kudner account executive.









ADMIRAL shows, running the gamut from comedy to drama:

***Left Photo*—BERT PARKS in *Stop the Music* Thursday nights. Firm's half-hour television segment features the Admiral theme song, "Top of the Evening," with a quintet of singers dressed as admirals or other naval officers. After the first telecast last May, Mr. Parks received 40,000 cards in one week from persons interested in being called during the program.**

***Center*—ELABORATE props characterized a recent presentation of Edgar Allan Poe's "Fall of the House of Usher" on *Lights Out*. A stage director cues Movie Actor Helmut Dantine (center), during a suspenseful scene. "Name" stars are seldom used on the NBC package, scripts for which are adaptations of former AM *Lights Out* stories or those in the public domain.**

***Right*—LIFE GUARD's rescue by a modest damsel was enacted in pantomime by Comics Sid Caesar and Imogene Coca when they starred on the *Admiral Broadway Revue*. The show was first telecast last January, and cost the firm an estimated $900,000 before it went off the air late last spring.**

* * *

Berle). The time slot was kept open during the hiatus last summer with sponsorship of *Hopalong Cassidy*. Before the fall season, however, *Broadway Revue* was dropped because of "astronomical" costs—about $1 million. This total more than doubled original budget estimates, according to Advertising Manager Seymour Mintz.

Soaring *Broadway Revue* costs established procedure and thinking which have since been followed by the firm in its television advertising. Because costs on any non-package show on TV can skyrocket out of all relationship to money budgeted in advance, Admiral has found the best answer to be purchase of an entire show, including talent, production and scripts, in one unit.

This is the operating theory of Mr. Mintz, who believes the fixed cost, plus specific time charges, add up to an inflexible total. A package show relieves the company and Kudner of production headaches also. Both of Admiral's current telecasts—*Lights Out* on NBC-TV and *Stop the Music* on ABC-TV—are successful results of this theory.

* * *

EDWIN J. Sherwood, Admiral's television promotion manager, agrees "the only way to avoid trouble in television programming is to insist on a high-quality package show. Then all we have to do is ride herd on it."

Mr. Sherwood has been coordinator between Admiral and Kudner for a year. Before then, while working on the Admiral account at Cruttenden & Eger, he directed the firm's TV interests for one year. He is a former Army public relations officer on Gen. Dwight Eisenhower's Supreme Headquarters staff in Europe. Mr. Sherwood works with 80 Admiral distributors in planning and producing local shows, develops all local commercials and coordinates all national commercials.

Between 60 and 70% of commercials on *Lights Out* and *Stop the Music* are solid sells for television sets. Although "good entertainment will sell anything, including TV sets in TV homes," the ratio of return is going down, Mr. Sherwood realizes. Number of viewers per set is down considerably since last year, and is reaching the average number of persons in a family.

Lights Out, an NBC package, originates in NBC's 106th St. Studio in New York, but without an audience. Shows used, supernatural and psychological fantasies, are adaptations of Arch Oboler's radio scripts for the original AM *Lights Out* series on NBC or of stories in the public domain.

* * *

GIMMICKS, trick shots and suspenseful action are typical of each show, with four cameras making such a variety possible. Unusual format is strengthened by use of only front and end commercials, and the uninterrupted dramatic story has brought bushels of fan mail from grateful viewers.

Jack LaRue, movie and stage star, is host each week, setting the story pace. Some of the gimmicks used the first couple of weeks included a telephone drifting upward and out of sight (by means of an invisible piano wire), people walking through a wall (complex dissolves), candle flame fading slowly on "Lights Out" call (prop man beneath a table pulling the wick down as a film clip of a dwindling flame is superimposed) and a vibrating dagger (wire again).

Telecast Monday, 8-8:30 p.m. CST, the show is produced and directed by NBC's Kingman Moore, who has had Broadway and Hollywood experience. He works with Mr. Sherwood and Peter Finney, Kudner account executive.

The same products are advertised weekly, with Announcer Sid Smith acting as the "Admiral dealer." Products are a 16-inch TV set, radio-phono-TV combination, table model radios, Dual-Temp refrigerator and "Flexo-Heat" electric range. Mr. Smith, who was also seen as the "Admiral dealer" on *Broadway Revue*, gets many product inquiries in fan mail.

Unusual sound and musical effects include a haunting combination of violin and organ playing the Admiral theme song, "Top of the Evening." This was sung and played on each *Broadway Revue*, and is owned by the firm. Special effects are created also by a theramin, a musical instrument akin to a plaintive human voice which has been used in several Alfred Hitchcock psychological horror films.

"Top of the Evening" also is the opening theme on *Stop the Music*, telecast on Thursday, 7-8 p.m. CST. Admiral sponsors the 7:30 to 8 p.m. portion. The song is sung by a quintet of three men and two women dressed as admirals or other naval officers. Another trademark is a yachting cap, worn by Bert Parks at each show opening. This was used also by Sid Caesar in *Broadway Revue*.

* * *



FROM 52d to first place in the electronics industry in 15 years is the claim of Admiral Corp., whose growth has been directed by Founder-President Ross D. Siragusa. Only 43 years old, Mr. Siragusa started with an investment of $3,400 in 1934. In 1949 the firm grossed $112 million.

Stop the Music is a package of Louis B. Cowan. Its action is recorded by three cameras, five for special production numbers. Sid Smith, again as the Admiral dealer, appears in semi-dramatic commercials promoting all products. Mr. Parks broadcasts from the Ritz Theatre in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

The cost of the two shows is shared by 80 distributors and 20,000 dealers. Admiral, however, pays the bulk of the expense. It also chips in on local TV programs planned by distributors.

* * *

THE 1950 budget is following the TV pattern of '48 and '49. "We'll think about changing sponsorship only when the public starts complaining. So far they, and we, are happy," Mr. Mintz said.

This year the new 22-receiver TV line is being advertised. Admiral, again beaming its long line to all possible classes of consumers, introduced its 1950 models at a distributors convention in Chicago's Drake Hotel Jan. 5-7. The current line ranges in price from $179 to about $800, enough variety to adapt to any purse or taste.

More than 95% of Admiral's TV production is centered in its Chicago plant on the city's West side. A few models are made in nearby Harvard. Three thousand of the firm's 5,000 employes in Chicago work fulltime on the TV production line, a single unit about a block and a half long. Thirteen other plants are scattered throughout the country for manufacture of other appliances.

Admiral also foresaw the '50 future when promoting its last year's models to distributors with the motto "It's a gold mine, the Admiral line for '49." Admiral's gold mine, self-discovered and continuing, is beginning to hit pay dirt for the firm which pioneered heavy investments in both TV programming and equipment.

Telestatus

Milwaukee Televiewers' Habits Studied

(Report 95)

MILWAUKEE televiewers rank *Texaco Star Theatre* as their favorite show, tune in TV an average of 3.61 hours per home each Sunday after 6 p.m. and can identify Lipton Tea as Arthur Godfrey's sponsor 97% of the time.

These facts are revealed in the second study of viewing habits among TV homes in the coverage area of WTMJ-TV by the *Milwaukee Journal*, which owns the station. It is the only TV station in Milwaukee and in Wisconsin.

The survey was taken the week of Nov. 27 to Dec. 3 when TV sets in the area totaled about 65,000, more than double the number in use at the time of the first study in August. Fifty-three per cent of the questionnaires mailed to TV homes were returned on the second inquiry, as contrasted with 36.3% for the first study.

Sets-in-use rate as high as 98.7% on Sunday after 6 p.m. The five-day evening and Saturday average is 97.6% and 94.6%. Before 6 p.m., 76.1% of the sets are tuned in during the week, 86.5% on Saturday and 88.5% on Sunday. Number of hours of use also increases in the evening hours and on weekends. Before 6 p.m., the five-day average is 1.91 hours, with 2.26 for Saturday and 2.97 for Sunday. After 6 p.m., the respective totals are 3.55, 3.43 and 3.61.

Viewers Per Set

Number of viewers per set has decreased since the first study. Figures for the week-day average, Saturday and Sunday follow: Before 6 p.m., 2.72, 3.74 and 3.97; after 6 p.m., 3.87, 4.34 and 4.58. The August totals were 3.99, 4.30 and 4.85 viewers per set.

Men and women prefer the same five types of shows, but in different order—men: sports, variety, dramatic, mystery and musical; women, dramatic, variety, musical, mystery and sports. Youngsters under 13 years said they liked children's shows, western, variety, amateur and dramatic.

Texaco Star Theatre, Kraft Television Theatre, Philco Television Playhouse, Stop the Music, Original Amateur Hour, Arthur Godfrey and *Chesterfield Supper Club* were among the 10 ranking shows listed by both men and women. Texaco was first with 77% of the men and 70.5% of the women. Men also enjoyed network professional boxing, *Camel News Caravan* and *Fred Waring*. Women nominated *The Goldbergs, Mama* and *Kukla, Fran & Ollie*.

Most popular local shows with both sexes were wrestling, the *Grenadiers* with Bob Heiss and *Telenews Weekly*. Most popular regularly scheduled children's shows were *Kukla, Fran & Ollie, Wild West Theatre, Super Circus, Howdy Doody* and *Singing Lady*.

Arthur Godfrey's Talent Scouts program for Lipton Tea garnered the greatest percentage of correct sponsor identification, 97.7%. Others noted were *Break the Bank*, 59.4; *Celebrity Time*, 54.3; *Ed Wynn Show*, 68.7; *Dunninger and Paul Winchell*, 83.9; *Goldbergs*, 87.7; Milton Berle, 97; *Original Amateur Hour*, 91.5; professional boxing on the network, 77.3, and *Who Said that?*, 56.6.

WKZO-TV Studies Area Set Installations

FOLLOWING an extensive survey of the area proposed to be covered by WKZO-TV Kalamazoo, Mich., the station reports there are now 45,000 TV sets in use. In the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use although the station has not as yet started operation.

In commenting on this high degree of set penetration, John E. Fetzer, president and general manager of Fetzer Broadcasting Co., WKZO-TV permittee and WKZO Kalamazoo licensee, explained that "the counties to the east of us are within the Detroit orbit of influence. Those to the west fall in the Chicago orbit. Most of the northern counties fall in the Grand Rapids orbit. In the areas to the east and west, sets have been slowly moving in for the past two years. In the Grand Rapids orbit, sets have moved in during the past several months."

Mr. Fetzer also pointed out that many of these sets have been installed under operating conditions which give reception only two or three days a week. When WKZO-TV starts operating he expects the tempo of set installations to increase.

As a result of the current survey, which included interviews with scores of dealers and distributors in the area plus an extensive campaign of counting TV antennas to verify the findings, WKZO-TV reports the following set installations in the primary cities to be covered:

Kalamazoo-Battle Creek	5,169
Grand Rapids	10,712
Lansing-Jackson	6,492
St. Joseph-Benton Harbor	3,375
South Bend-Elkhart	8,466

* * *

KTTV (TV) Los Angeles To Increase Rates

REPRESENTING an increase of 50%, KTTV (TV) Los Angeles hourly rate for Class A time will be increased from $500 to $755 effective Feb. 1. Class B time will go from $300 to $450 per hour.

Increase was announced by Frank G. King, sales manager, who stated that the station will give a six-months rate protection to advertisers who place business before the effective date. He pointed out that TV set ownership in the area serviced by KTTV has increased over 400% since the station started telecasting a year ago.

Other time segments on a one-time basis in class A and B times, respectively, under the rate increase are as follows: 40 minutes, $600 and $360; 30 minutes, $450 and $270; 20 minutes, $375 and $225; 15 minutes, $300 and $180; 10 minutes, $250 and $150; 5 minutes, $210 and $126.

Station breaks and service announcements on sound film will be: Class A, $112.50; Class B, $67.50. Minute announcements on sound film will be: Class A, $150; Class B, $90.

* * *

Video Outshines Radio With Chi. Baseball Fans

CUSTOMERS in 1,300 Chicago barber shops said they prefer to

(Continued on Telecasting 13)

Weekly Television Summary

Based on Jan. 23, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	6,344	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	12,687	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	3,060	Station
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	27,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,982,060

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



BASKETBALL IS BACK!

Again it is the season of hook shots, rebounds, free throws and five-man-weaves . . . and televiewers in America's "hottest Television market" are treated to a full schedule of court thrills over WMAR-TV. Thursday home games of Baltimore's professionals, the *Bullets*, and Saturday home games of the U.S. Naval Academy's cagers in historic Dahlgren Hall are regular features of WMAR-TV's winter season.

Whatever the season, its sports are knitted into a schedule of such year-rounders as wrestling and boxing in a constant menu of thrills for action-loving televiewers of WMARyland . . . and WMARyland reaches from Pennsylvania to the Potomac, from Wilmington to Washington and beyond. It's the area where Television has made its fastest strides.

Baltimoreans bought 11,250 TV receivers in December, bringing the city area's total to 123,767 for New Year's Day. Nowhere in the United States has Television captured as great a slice of the broadcast audience as here. The Hoopers tell our story . . . let us tell yours.



Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

COLOR SUPPRESSED?

Jones Hints Anti-Trust Action

POSSIBILITY that a Federal suit under the anti-trust laws may arise out of the present FCC hearings on color television was advanced Tuesday by FCC Comr. Robert F. Jones in an address to the New York Chapter of American Marketing Assn.

Speaking at an AMA luncheon session at New York's Hotel Commodore, Comr. Jones noted that although the Radio Mfrs. Assn. had produced a series of about 30 tests, which RMA feels should be conducted before any color system is adopted, only the advocates of the systems presented to the Commission—RCA, CBS and Color Television Inc.—have made any move to conduct such tests.

"It's strange to me," he declared, "that some of these manufacturers who have made phenomenal profits from the sale of black-and-white receiving sets have spent little or nothing on color research of their own or in field testing the systems proposed by others. Instead of offering us the results of field tests, we are offered new forms of advisory committees—committees which are but part of a general scheme which frequently reminds me of the interlocking directorates the public utilities used in the heyday of that industry." He continued:

No matter where the Commission turns to get advice to help solve its engineering problems, the same large industry interests are represented in one form or another. These industry advisory committees could serve a wonderful function if they did the job they purport to do. But I am afraid that frequently the record establishes not the advancement of the art but the delay or even the suppression of the art.

I need not remind you that the Justice Dept. has taken steps to use the anti-trust laws where it appeared that an art was being suppressed for the advancement of private interests and to the prejudice of the interests of the American people. Concerted action by these industry groups to delay, if not to prevent, the establishment of color television might well lead to the same type of action.

No Action Yet

Questioned after the speech, Comr. Jones said that no such action has been proposed as yet. He explained that he could not originate such action single-handed and that the other Commissioners would have to join him if the FCC were to ask the Justice Dept. to proceed against the television manufacturing industry.

"I'm not recommending it at this time," he said, "but it could happen."

Reviewing the development of broadcasting in the United States, Comr. Jones told his audience of market researchers that the difference between their conception and that of the Commission is: "You want to reach the masses of men by radio to do a merchandising job; the Commission wants to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment and culture."

He pointed out that the businessman's "conception of how private enterprise could use radio for the greatest net return shaped the early history of radio," with the result that "the largest facilities, the clear channels . . . were constructed in cities like New York, Chicago, Pittsburgh, Philadelphia, Detroit and Cincinnati" while "the wide areas in the middle of the U.S. had relatively little or no service."

Sales Potential

Telling his listeners that "'Channels in the Sky' are to you vehicles of trade and commerce to give private enterprise the most sales potential for the least cost," Comr. Jones noted that "the more 'channels in the sky' you can capture in concentrated population areas, the more avenues are open to you to sell. It is not, therefore, surprising that FM broadcasting does not have the same appeal to private enterprise that it has had to the Commission."

He painted a picture of static-free service for everybody, with full range 15,000-cycle transmission, offered by FM, which attracted more than a thousand licensees to channels which "the Commission carefully allocated to metropolitan, urban and rural areas with limits on power to insure that every American would have a choice of listening pleasure." He continued: "The major figures in the industry, particularly the networks, promised the Commission they would utilize the full capacity of this wonder of sound."

He said:

The truth is, however, that no network programs are sent over the telephone lines which have a greater sound fidelity than just plain old AM broadcasting. Even if it were true that affiliates were not interested in high fidelity, the network themselves owed the duty of tying together their own stations in distant cities with 15,000-cycle high fidelity connections.

Some of the government executives who were preaching the amazing promise of this new art changed hats and became radio executives and practitioners of law and engineering. The Commission FM evangelists of yesterday, as today's leaders of the radio industry, seemingly have lost their zeal to bring to the people this utopia of broadcasting and listening potential.

Not only that, 200 FM licensees have given up the ghost and turned their licenses back to the Commission. Although many people wait for reliable radio service, not a tear is shed by the radio industry, its new or old executives, its new or old practitioners, or by those who use radio to advertise their wares.

Shaky Start

Television, with the same potential as FM, is getting off to a shaky start, Comr. Jones said. Knowing from the beginning that VHF could not provide a nationwide competitive TV service, the FCC listened to the industry claims that not enough was known about the UHF to start operations there. "so television got started in the VHF alone" and "once more the congested cities got [the VHF channels] and the small town and rural areas are still wondering 'if and when.' . . . History was repeating itself. What had happened in AM as a result of non-regulation was happening in television with regulation. The stations are going again to where the dollar is located."

In conclusion, Comr. Jones said:

When private enterprise seeks out the most profitable market for the installation of clear channels and regionals in highly congested areas I find no fault with such action. That is the kind of enterprise I have defended all my public and private life.

But when private industry attempts to use government processes to accomplish the same thing in television or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and infant color, I draw the line. Likewise when the industry tried to use the Commission to thwart or delay reliable television service for towns like Lima, O., that calls for some noise and some infield action.

KEYL(TV) TESTS

Opening Is Set for Feb. 1

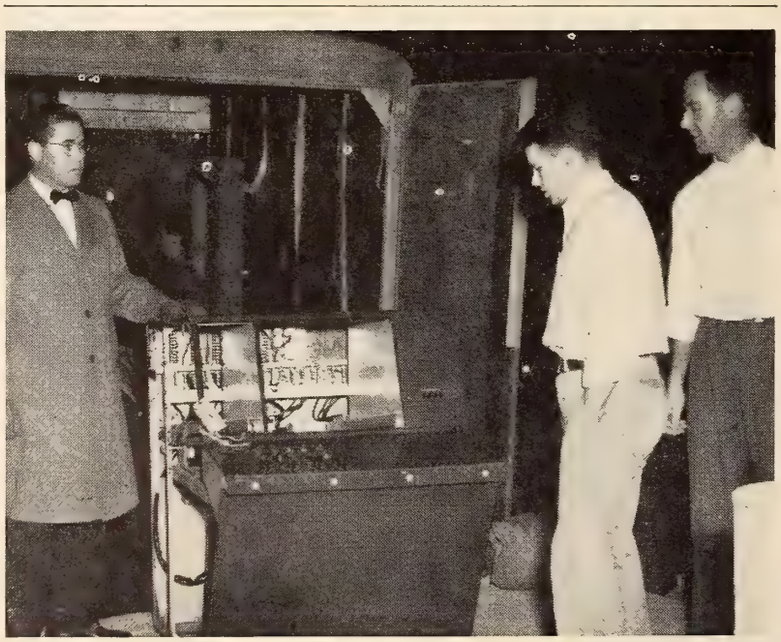
KEYL (TV) San Antonio, now transmitting a test pattern, is scheduled to begin regular operations Feb. 1. The first test image went out Jan. 10 from KEYL's transmitting facilities on the 28th floor of the 32-story Transit Tower Bldg., 63 hours and 28 minutes after a load of DuMont transmitting equipment arrived at the building.

"We believe our engineers set some kind of record," said Sherrill Edwards, KEYL commercial manager. "They worked round the clock . . . between . . . Saturday night and final installation Tuesday morning."

Starting Feb. 1, KEYL will telecast seven days a week, from 10 a.m. daily except Sunday, when it goes on the air at 5:30 p.m. Sign-off time will be 5:30 p.m. on Monday and Tuesday and on other days not earlier than 9:30 p.m., station reports. Programs listed include kinescopic presentations of *Famous Jury Trials, Armchair Detective* and boxing and live programs covering historic and present-day aspects of the Alamo City.

W. B. Miller is general manager and Mort Denk is program manager. KEYL is licensed to San Antonio Television Co. and is owned by W. L. Pickens, H. H. Coffield and R. L. Wheelock, Texas oilmen, who also have applied for TV permits in Corpus Christi and New Orleans.

Station is affiliated with DuMont TV Network and subscribes to Paramount Film Network. Adam Young Television Inc. is representative. Station operates on channel 5 (76-82 mc) with 17.9 visual, 9 kw aural.



COMMERCIAL Manager Edwards (l) is on hand to help engineers into the early morning hours in a rush to install KEYL transmitting equipment. Also on unloading platform are DuMont Engineers Charles Spicer (c) and Cecil Grace.

NEW weekly series, *Burgess' Hobby Parade*, started on WGN-TV Chicago Tuesday 6:30 p.m.

POPSICLE
Signs For CBS-TV Series

THE *Popsicle Parade of Stars*, sponsored by the Joe Lowe Corp., New York, and starring a top talent headliner for each of 10 15-minute programs, will start in mid-May on CBS-TV. The show is said to be budgeted at from $180,000 to $200,000 for time and talent.

The program, signed through Blaine-Thompson Co. Inc., New York, will be on behalf of Popsicle, Creamsicle, Fudgsicle and Ice-Cream-on-A-Stick and will feature Arthur Godfrey, Groucho Marx, Dick Haymes, Margaret Whiting and other stars.

Telecast day and time and order of stars' appearances will be announced shortly. All available facilities of CBS-TV have been purchased by the sponsor for the program.

Telefile

(Continued from Telecasting 5)

and *Prize Party* for Messing Bakeries, all half-hour shows. Another half-hour WCBS-TV local commercial series, *John Reed King Show*, is scheduled to start Feb. 11 for Flagstaff Foods.

Faye Emerson, while sponsored by Ansonia De Luxe Shops (New York chain of shoe stores), offered 10% discount cards to viewers requesting them. The three-week offer pulled over 10,000 requests. This program also achieved a rating of 24.0, no mean feat for a local show aired at 11 p.m.

The *Chuck Wagon*, participating program of Western movies presented within a studio show that gives continuity to this six-a-week juvenile series, once told its young viewers that for 15 cents they could get a Sheriff Bob badge. More than 10,000 youngsters sent for badges like that worn by this admired TV character.

BASE rate of WCBS-TV for an hour of Class A time (6:30-11 p.m., Monday through Friday; noon to 11 p.m., Saturday and Sunday) is $1,500. For Class B time (5:30-6:30 p.m., Monday through Friday) the base rate is $900 per hour, dropping to $600 for all other time. Twenty-second station break announcements are $250 in A time, $150 in B time and $100 in C time. One-minute announcements are $320 in A time, $195 in B time and $130 in C time. Participating announcements (one-minute) are $250 each. Frequency discounts run from 5% for 26 times a year to 15% for 208 or more times a year.

Studio facilities for camera rehearsals of live programs are available up to a ratio of five-to-one of air time at $250 an hour. Charges for pre-broadcast film run-throughs range from $75 for five minutes to $250 for a full hour.

On Feb. 1 the WCBS-TV base evening hour rate will be raised to $2,000, with other rates going up proportionately.

CONGRESS REMODELS FOR TV
Video-Suited Walls Aid Reception of Truman Speech

EVIDENCE that television has come into its legislative own in Congress was amply demonstrated when President Truman delivered his State of the Union message to a packed house and peering orthicons, against a backdrop of TV-suited walls.

Once again, as last year, televiewers saw the President in oratorical action through NBC-TV's pickup under a pool arrangement. But this time, they got better reception — Congressional chambers had undergone some renovation which took note of some of TV's own peculiar requirements.

When David Lynn, capitol architect, set out on his remodeling program, he consulted with telecasters and came up with the idea of blue-tapestried, acoustically-treated walls which lend themselves best as background. High-powered floodlights also were installed in the chambers.

NBC-TV technical personnel described it as the best pickup yet of floor proceedings, even though they found the lights too powerful for panning the galleries. They used two cameras (in the galleries) running conduits up to the attic where the equipment was stationed.

When the renovation is completed this summer, they will be able to feed transmission through wall sockets beside either House or Senate chamber, thus locating their mobile units on the spot. Similar permanent provisions are being made at the White House, also under renovation, where every room of any size will be so equipped, it was learned.

TV WRITERS
Hold Craft Meeting

TELEVISION Writers Group will hold a craft meeting tonight (Jan. 23) at the Beekman Tower, New York, on packaging of video shows.

Speakers will be Sylvan Taplinger of Kenyon & Eckhardt, who will present the agency viewpoint; Irvin Sulds, president of National Society of Television Producers, who will give the slant of the independent packager, and Robert Hannum, who will speak for the author-packager.

Prior to the craft meeting, a report will be made to the group on meetings held two weeks ago by the National Television Committee, the latter brought into being last July by the National Television Conference.

At the most recent meeting of the conference, presided over by Author John Hersey, the committee was given the right to accept as members video writers not at present in any of the Authors League guilds. The committtee will be able to assign these new members to a guild or to the Television Writers Group.

WTAR-TV to NBC

WTAR-TV Norfolk, Va., which takes the air Mar. 1, has been signed by NBC-TV as the network's 58th affiliate. It is not affiliated with any other network.

ABC-TV Signs Packard

PACKARD Motor Co., Detroit, through Young & Rubicam Inc., New York, will sponsor a weekly half-hour television show on ABC-TV starting in March. Time and details of the program will be announced later.

KTLA (TV) Multiscope

INSTALLATION of multiscope equipment, claimed to be the first on the West Coast, has been announced by KTLA (TV) Los Angeles. New equipment makes possible simultaneous projection of title cards, news pictures, news ticker tape, maps, time signals and other elements on the television screen. This is accomplished by a contrivance of lenses, tubes and "cold" lights which project images directly upon the iconoscope of the television camera. Through a series of apertures and levers, an operator may thus achieve almost any result desired in multiple picture projection.

Bonafide Renews

BONAFIDE MILLS Inc. has renewed, effective Jan. 27, its sponsorship of *Bonny Maid Versatile Varieties*, telecast Friday, 9-9:30 p.m., on NBC-TV. The one-year contract was signed through Gibraltar Advertising Agency. Show is produced by Basch Radio and Television Productions, New York.

Tele-Pulse Surveys

SAMPLE size of Tele-Pulse surveys has been increased by 14% in all cities, Dr. Sydney Roslow, director of The Pulse Inc., has announced. Number of TV families interviewed has risen from 1,400 to 1,600 in New York and in other markets from 1,050 to 1,200.

Eight Million Sets

PREDICTION of more than $2 billion in television set sales during 1950 and of more than eight million sets in operation by the end of the year was made fortnight ago by Louis I. Pokrass, chairman of the board of Tele King Corp., New York set manufacturer.

Talent

(Continued from Telecasting 3)

nouncements carrying a commercial message. (With regard to such spot announcements, SAG may, however, delegate to TVA its responsibility for organization and administration in those areas where SAG does not have or elect to establish a branch office.)

New members entering television would join TVA if their first employment is in the live field or SAG, if their first employment is in the films. Members' proper classification as to live film would be reviewable every six months.

SAG proposed each partner bear its own expenses for organizing and administering television and each contribute equal capital to the partnership. It further proposed the life of the agreement be two years, which is the present life of TVA, subject to termination by either party on 90 days notice.

N. Y. Central Spots

NEW YORK Central Railroad, New York, through Foote, Cone & Belding, New York, has started a TV spot announcement campaign called *Minute Melodramas*. The spots will be used on a 52 week basis, six times weekly, on WABD (TV), WCBS-TV, WPIX (TV) and WJZ-TV, all New York video stations.

Best Buy In Booming TV Market...

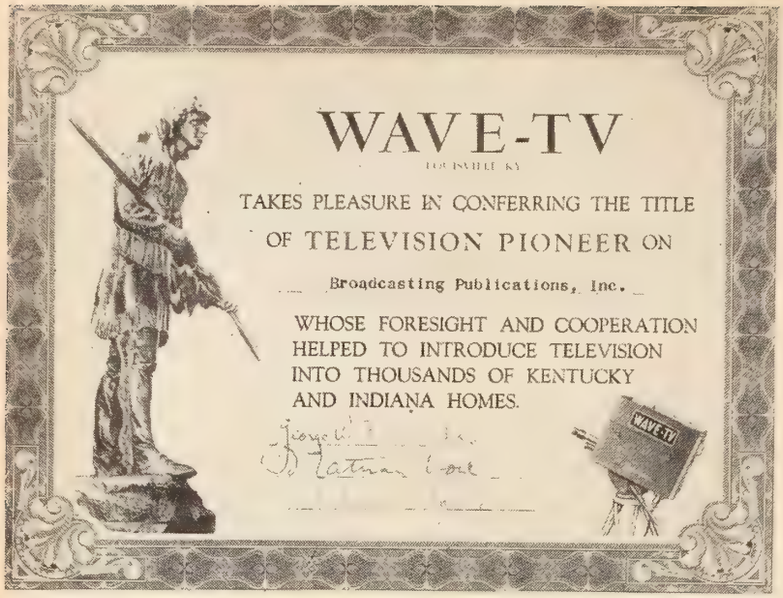
With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLW-Television stations (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.

WLW-TELEVISION

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO



WAVE-TV Louisville is sending out to some of the trade these certificates in recognition of "foresight and cooperation" in helping to introduce television in the area served by the station.

PHONEVISION HIT

Storer Criticizes McDonald

E. F. McDONALD JR., president of Zenith Radio Corp., is performing a disservice to TV and the public by advocating Phonevision, according to George B. Storer, president of the Fort Industry stations. He stated his views in a letter to Comdr. McDonald.

"Periodically I receive a communication from you which indicates that you are master-minding the radio industry," Mr. Storer wrote. He recalled that Comdr. McDonald originally was "a great protagonist for the development of FM."



Mr. Storer

"While we all endorse the advantages of FM from a technical standpoint," Mr. Storer continued, "practically it came too late and has cost our industry vast sums of money, even forcing some broadcasters to sell or reorganize their enterprises.

"Now you come along with an attack upon the development of television and are performing a very great disservice to the American public by again confusing the issue. Only last week I heard of a gentleman who was not buying a television set because he had read some of the 'phonevision' publicity which made him think he would have to pay for the programs received on his television set.

"For your information television is enjoying a healthy growth and in two of our three stations we are currently earning a very modest profit, and anticipating substantially greater earning potential.

"Apparently your idea is that people should not go into television because it is going to cost too much money.

"The development of this great country was solely accomplished by fearless pioneers in all fields and the propagation of the idea that we should not go into television because of its high ultimate cost is utterly fallacious.

"If inexpensive entertainment and educational service through investment in television can be supplied to the American public, with the hope of ultimate profit, then such action is the obligation of every good broadcaster and manufacturer. . . .

"I am reliably informed that the main source of earnings for your good company, which certainly occupies a most outstanding position in the radio manfacturing industry, is currently derived from the manufacture and sale of television sets. Therefore, it would seem that you are harming the very industry which is currently supporting you."

STATION BIDS

20th Century-Fox Drops Five

TO CONCENTRATE on theatre television, 20th Century-Fox Film Corp. last week withdrew its five pending broadcast TV applications.

The applications, on file since 1948, were for Boston, San Francisco, Seattle, St. Louis, and Kansas City. The San Francisco bid was one of six for that area on which FCC hearings were held before the current TV licensing freeze was imposed in September 1948. The others also would have been involved in competitive proceedings.

In petitions filed Friday, the film company said it "should for the time being devote the time and resources which it has available and can obtain for television activities to the special field of theatre television."

The petitions noted that the company has been engaged in research and developmental activities whose purpose is "to establish a nationwide system of theatre television and to obtain from the Commission an allocation of radio frequencies for use in connection therewith."

Withdrawal of the broadcast applications came a week after FCC called an initial hearing on the theatre television question [TELECASTING, Jan. 16]. The film company operates an experimental theatre TV station in New York (KA2461).

The withdrawals leave some six applications pending for Boston, four for Seattle, five for Kansas City, four for St. Louis, and five for San Francisco-Oakland.

The petitions were filed by 20th Century's Washington radio counsel, Vincent B. Welch of Welch, Mott & Morgan and Kenneth C. Royall of Dwight, Royall, Harris, Koegel & Caskey.

Dr. DuMont Speaks

FIRST ANNIVERSARY dinner of WDTV (TV) Pittsburgh tomorrow (Jan. 24) will feature an address by Dr. Allan B. DuMont, founder and president of the Allan B. DuMont Labs. and DuMont TV Network. WDTV was formally dedicated Jan. 11, 1949. Prominent leaders in civic, business, religious and industrial fields attended.

RCA COLOR

Single-Tube Nearly Ready

By J. FRANK BEATTY

RCA DEMONSTRATED a refined version of its compatible color TV in private Washington showings last week and at the same time disclosed it is about ready to unveil a single-tube color system.

Better uniformity in color was attained in last week's showings as the result of a change in technique. This consists of a burst inserted in the transmitted signal that tells the receiver's oscillator the correct frequency and phase. With the added pulse, a simple receiver adjustment locks it at the proper point.

Within a few days RCA plans to deliver two 16-inch single-tube color receivers. One will go to the Bureau of Standards (Condon) committee, conducting a detailed color study, and the other to the FCC Laurel laboratory. RCA refused to give details of the type of single-tube system it will demonstrate. It plans to turn out additional sets at the rate of two a week for use in FCC's TV hearing.

The improved three-tube system was shown at RCA's laboratory at 7836 Eastern Ave., at the District of Columbia line. A half-dozen color sets are in operation along with a receiver equipped to receive CBS color transmissions.

One of the large laboratory receivers used in RCA's test last autumn was employed in last week's demonstration. It is a direct-view type, with three 10-inch tubes whose separate images are blended through a dichroic mirror system.

First picture was a still of a woman in a red blouse. Some magenta was noted across the top edge, ascribed to the mirror system. The same program was shown on an adjacent 10-inch black-and-white set

Live programming opened with a hula dancer wearing red bra and red shredded skirt. Background was a light blue. Color was uniform left to right and top to bottom and did not change noticeably during the performance. Occasionally red appeared in the dancer's hands when they moved rapidly across the screen but this was not conspicuous.

Close examination of the color and black-and-white images showed a dot effect in both but this disappeared at a viewing distance of three or four feet and was ascribed to the sampling and combining process inherent in RCA's system.

Second live program presented Gene Archer, baritone, wearing sand-colored shirt and blue tie against green-blue background.

Buzzer interference was introduced. Its effect on the color picture was no worse than on the black-and-white image.

Color fidelity was shown by a dish of fruit. The yellow shade in two bananas differed in proportion to the intensity of studio lighting. The orange appeared natural as did an avocado. Slight variation was shown in the color of an apple as camera angle was changed.

With colors locked in phase, RCA's system was practically free from the wandering noted at demonstrations last fall. At that time each set had different color values but relative uniformity was noted last week on the half-dozen color receivers in the laboratory.

One of the sets was built into a small cabinet through use of special short-neck 10-inch metal-cone tubes.

RCA officials at the laboratory said they feel they now have demonstrated a basic all-electronic system but did not contend it was by any means "perfected color." The system was shown last week to a number of FCC staff officials.

The color signals were transmitted on Channel 4 by WNBW Washington and could be received in black-and-white on normal sets.

* VIDEODEX REPORT FOR WEEK JAN. 3-9

CHICAGO

Program	Rating	Audience Composition Men	Women	13-18 Yrs.	12 Yrs. Under
xaco Star Theatre	65.4	1.1	1.4	.3	1.
rthur Godfrey	59.	1.2	1.4	.3	.9
ast of The Town	47.	1.4	1.5	.3	1.
per Circus	45.9	1.	1.1	.3	1.4
reside Theatre	45.5	1.	1.1	.3	.7
odfrey Talent Scouts	45.1	1.	1.3	.5	.8
aft TV Theatre	43.6	1.2	1.3	.2	.6
ne Ranger	39.7	.8	.8	.2	1.6
op The Music	36.1	1.1	1.3	.2	1.
valcade Of Stars	35.7	1.1	1.2	.2	.3

* * *

WASHINGTON

xaco Star Theatre	70.8	1.1	1.3	.2	.7
rthur Godfrey & Friends	51.4	1.	1.4	.2	.5
reside Theatre	43.1	1.1	1.3	.2	.4
ne Ranger	41.6	.8	1.1	.3	.9
op The Music	39.9	1.2	1.6	.2	.6
palong Cassidy	39.6	1.2	1.4	.3	1.1
per Circus	39.3	.4	1.3	.2	1.5
ast Of The Town	38.3	1.2	1.7	.2	.5
wdy Doody	38.	.2	.3	.1	2.
xing (Madison Sq. Garden)	35.8	1.1	1.	.1	.1

* * *

NEW YORK

xaco Star Theatre	69.8	1.3	1.7	.3	.6
ast Of The Town	54.2	1.6	1.8	.4	.4
rthur Godfrey	50.2	1.2	1.4	.3	.6
rthur Godfrey Talent Scouts	49.	1.2	1.6	.3	.4
e Goldbergs	42.4	1.3	1.7	.1	.2
ilco TV Playhouse	41.	1.4	1.6	.2	.2
udio One	38.7	1.2	1.5	.1	.1
spense	36.8	1.3	1.5	.3	.1
aft TV Theatre	34.4	1.	1.4	.3	.2
an Against Crime	33.	1.2	1.4	.1	.4

* * *

CINCINNATI

xaco Star Theatre	68.8	1.3	1.4	.3	.9
op The Music	51.6	1.1	1.3	.3	.7
reside Theatre	43.9	1.	1.3	.3	.4
aft TV Theatre	42.7	1.1	1.3	.3	.2
ne Ranger	41.7	.9	.9	.3	1.1
rthur Godfrey & Friends	40.2	1.4	1.4	.3	.6
apt. Video	40.	.9	.7	.2	1.1
valcade of Stars	38.9	1.3	1.6	.4	.7
orey Amsterdam	36.1	1.	1.2	.3	.3
artin Kane, Private Eye	35.7	1.3	1.1	.3	.1

* * *

CLEVELAND

rthur Godfrey and Friends	63.1	1.2	1.6	.3	.5
xaco Star Theatre	58.9	1.3	1.5	.5	.6
odfrey Talent Scouts	57.6	1.	1.4	.3	.6
reside Theatre	54.7	1.2	1.4	.3	.3
ne Ranger	49.9	1.	1.	.5	1.3
op the Music	48.3	1.	1.4	.3	.5
valcade of Sports	44.2	1.5	1.1	.3	.2
ast of The Town	43.1	1.2	1.6	.5	.6
aft TV Theatre	42.8	1.	1.3	.3	.3
udio One	41.	.8	1.3	.1	.1

ultiple weekly shows—the only ones are Capt. Video in Cincinnati and Howdy Doody in Washington. They were surveyed one day only, Thursday for Capt. Video and Wednesday or Howdy Doody.

Videodex has also issued reports for Baltimore, Boston, Buffalo, Cleveland, Columbus, ayton, Detroit, Milwaukee, Los Angeles (off cable), Philadelphia, Pittsburgh, St. Louis, Toledo.

Telestatus

(Continued from Telecasting 8)

ee baseball games on television ather than hear the games or read bout them.

Asked what they liked best to o if they couldn't get out to the ark, the men answered—watch elevision, 72%; listen to radio re- orts, 22.8%, and read news ac- ounts, 4.3 %. Less than 1% listed o opinion on the questionnaire, which was circulated by the re- earch department of O'Reilly, Doty & Sommer, Chicago public elations firm.

The barbers' customers preferred he following radio sportscasters: Bert Wilson, Bob Elson, Bill Stern nd Joe Boland. Local TV favorites were Jack Brickhouse, Pat Flana- gan, Hal Totten and Joe Wilson.

QUIZ KIDS, sponsored by Miles Labs. hrough Wade Adv., Chicago, on NBC- TV, moves to new time Jan. 27. It will be telecast Friday, 7 p.m. (CST) nstead of Monday at 9 p.m. (CST).

PROGRAM COSTS

White Urges Budget Cuts

SMALLER - BUDGETED programs for television were urged by Henry White, president of World Video, New York and vice president of Independent Television Producers Assn., that city, speaking last Tuesday before a regular monthly meeting of Television Producers Assn., in Los Angeles.

"If television is to survive," Mr. White said, "programs on the $2,000 to $3,000 per show level will have to be considered. Most advertisers cannot afford to pay the $15,000 or more required now for a top flight show."

At a meeting following the speech, TPA membership unanimously passed a resolution to form a National Society of Television Producers with Independent Television Producers of New York, in accordance with principles of resolution forwarded by the New York group.

SELLING TV

Seek New Money—Blackburn

"SELL television to new money," and "think big" was the advice given by Norman Blackburn, NBC West Coast head of network television operations, to members of Southern California Advertising Agencies Assn. at their regular monthly meeting last Monday. Mr. Blackburn spoke on "Television Programming in New York."



Mr. Blackburn

Confident that West Coast agencies and branch offices will figure "very importantly" in the national television picture from now on, Mr. Blackburn urged agencymen to establish money for television itself, rather than divert it from other media, and to think of TV in terms of national acceptance. To help determine what national advertisers are buying, he suggested that they watch kinescoped New York shows.

In conclusion, he stated that although New York is now producing "bigger and better shows" because of higher budgets, this is only temporary. With the as yet "untapped reservoir of talent and production brains" on the West Coast, he prophesied Western productions would in the very near future "be crowding Hooper, Nielsen and Pulse leaders."

ART COLORCASTS

National Gallery Praises

BELIEF that color television "should do for art what radio has done for music" was voiced by David Finley, director of Washington's National Gallery of Art, where CBS originated a special colorcast Thursday night.

The gallery telecast, with CBS-TV star Faye Emerson as m. c., was part of CBS' month-long demonstration of its color television system [TELECASTING, Jan. 9, 16].

Meanwhile, though CBS authorities would not confirm the reports, it was understood a CBS colorset had been installed in Blair House for the use of President and Mrs. Truman during the CBS test period.

Color Study

THIRD in a series of Television Research Institute reports "TV in Color—Is Now Too Soon?", will be released at the end of January. The report, according to John H. Eckstein, institute director, will "synthesize all existing information on color television and, from this data, predict the probable outcome of the present controversy."



DON LEE

Plans TV Film Unit

PLANS to produce motion picture films for television for national syndication were announced last week by Don Lee Television, Hollywood. William Dieterle, movie producer-director, was named to head up the production operation. Deal followed 90 days of secret negotiations, according to Charles L. Glett, vice president in charge of network television.

Production Plans

Plans include production of half-hour films based on the book *Secrets of Secret Service* by Capt. Don Wilkie and other stories by him and his father, the late John Wilkie, of their experiences with U. S. Secret Service and Capt. Wilkie's with OSS. To that end the network has signed Capt. Wilkie to a 10-year contract.

William Gordon, network producer-writer, will write scripts for this series, which is scheduled to get underway in April.

Also associated with the new enterprise will be Cecil Barker, executive producer and assistant to Mr. Glett; Lee Garmes, cinematographer, who will supervise photography; and McMillan Johnson, production designer. All were formerly associated with David O. Selznick. Films will be released for national syndication by Blair TV Inc.

According to Willet H. Brown, president of Don Lee network, and Mr. Glett, the new enterprise is "only one step" in the projected plans for the network. Under Mr. Glett, who joined the network eight months ago, production operation was moved from Mt. Lee to Don Lee Hollywood studios on Vine St.

STRONACH

Gets New ABC-TV Post

APPOINTMENT of Alexander Stronach Jr., ABC manager of television programs since September 1948, to the post of national director of television program operations was announced last week by the network president, Robert E. Kintner.

Mr. Stronach will coordinate the program activities of all ABC-TV stations, and will report to Charles C. Barry, vice president in charge of radio and television programming.

Mr. Stronach went to ABC in 1947 from the William Morris Agency where he was an executive in the radio and television department. Previously he had been with Young & Rubicam, joining that agency in 1938 as a writer on the *We, the People* radio program. Subsequently for Y&R he produced and directed that program as well as *Mystery Theatre, The March of Time* and several other commercial shows. He also served as production supervisor, manager of the talent department and program manager for Y&R.



PRINCIPALS in production of motion pictures for Don Lee Television are (l to r): Capt. Don Willkie, author, who will supply the stories for the half-hour films; Charles Glett, vice president of Don Lee Television; Cecil Barker, assistant to Mr. Glett and executive producer of the network; William Dieterle, director of the new operation.

Film Report

WBAP-TV FORT WORTH has produced spots for **Fisher Mfg. Co.** in its film production department to sell new automatic plastic mouse catcher. Station will carry two TV spots weekly on 13-time basis, on item.

Sarra Inc. is producing series of four 20-second and one-minute commercials for **Cribben & Sexton Co.** (Universal gas ranges). Agency: **Christiansen Adv.**, Chicago. Spots introducing firm's new line feature musical jingles and animated cartoon character. . . . **Telefilm Inc.**, Hollywood, producing one-minute television film commercial for **Arden Farms Co.**, Los Angeles. Agency: **Foote, Cone & Belding**, Hollywood.

Jerry Fairbanks, president, **Jerry Fairbanks Productions**, Los Angeles, and **Frank E. Mullen**, chairman, are in New York for several weeks conferences with **Russ Johnston**, vice president in charge of sales and distribution for firm's New York offices. Talks to be on reorganization of eastern division facilities and expansion. . . . **Charles Hutchings** has resigned from copy staff of Erwin Wasey & Co., Los Angeles, to form TV and radio packaging firm with **Todd Russell**. Firm to bear name **Russell-Hutchings Productions**, with headquarters in Los Angeles.

Telepix Corp., Hollywood, producing series of six one-minute television commercials for **Louis Milani Foods Inc.** (salad dressings). Agency: **Jordan Co.**, Los Angeles. Firm also producing three-minute commercial for **Scarfanet** and two-minute film for **Jiffy Stitcher**, both through **Walter McCreery Inc.**, Los Angeles. . . . **Hal Roach Studios Inc.**, Culver City, Calif., has completed one-minute film spots for **Pall Mall, American Tobacco Co., Maxwell House Coffee** and **Procter & Gamble** (Tide).

Langley-Smith Television Productions, 704 S. Spring St., Los Angeles, offering TV stations throughout the country quarter-hour strip, titled *Report to Mrs. America*. Program gives facts on food and nutrition and household hints. Package, using live local programming, consists of complete script and camera outline for each show and still photographs, which may be re-enacted in local studios or shown themselves in close-ups. Program is offered on five weekly basis for 13 weeks. Currently being telecast on KFI-TV Los Angeles.

Quarter-hour film commercial being planned for **De Walt Tool Co.**, Lancaster, Pa., by **IMPPRO Inc.**, Los Angeles. Agency: **Stodel Advertising**, L. A. Firm also planning production of three one-minute film spots for **Richards Television** (large screen TV). . . . **Telefilm Inc.**, Hollywood, has taken lease on one-story building at 6035 Hollywood Blvd. for filming of TV commercials.

DuMONT NAMES

Campbell-Ewald as Agency

THE Allen B. DuMont Labs., Clifton, N. J., has appointed Campbell-Ewald Co., New York, effective March 1 to handle the advertising of the DuMont Receiver Sales Div. (TV receivers) and the Broadcasting Div. including the DuMont Television Network (WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh).

Winslow H. Case, senior vice president in charge of eastern operations for Campbell-Ewald Co., will be in charge of the account.

KPHO-TV EXPANDS

Group to Buy KCNA

EDWIN R. BORROFF, general manager and part-owner of KPHO-TV Phoenix, announced Thursday that Carl Wester, former head of his own Chicago program production agency, has acquired part interest in KPHO-TV and that negotiations have been opened for purchase of KCNA Tucson.

Mr. Borroff resigned two weeks ago as president of Taylor-Borroff, station representative firm, to manage KPHO-TV [CLOSED CIRCUIT, Jan. 16].

He also disclosed that William A. Small, publisher of the *Tucson Citizen*, which owns KCNA, is interested in buying into KPHO-TV. The Phoenix station, only video outlet in Arizona, beams to more than 3,000 TV sets within a radius of 125 miles, Mr. Borroff claims. On the air four weeks, it is affiliated with KPHO, 5 kw AM outlet on 910 kc. Late census figures put the Phoenix metropolitan area population at more than 300,000, Mr. Borroff said.

The former ABC Central Division vice president first became interested in KPHO several years ago while lining it up as a Blue Network station. At the time he was associated with NBC Chicago. Like Mr. Borroff, Rex Shepp, president of KPHO and KPHO-TV, formerly worked in the Midwest as general manager of WIRE Indianapolis.

Mr. Wester, a former NBC Chicago salesman, for several years was associated with radio writer Irna Phillips as business manager of such properties as *Guiding Light, Road of Life*, and *Today's Children*. He has been engaged similarly in Hollywood in recent years and plans to take an active part in management of KPHO-TV because of its proximity to his present California home.

CBS DETROIT SALES

Spadea Now Heads AM, TV

JOSEPH R. SPADEA, Detroit manager of CBS radio network sales, will assume supervision of TV as well as AM sales in that area, effective immediately.



Mr. Spadea

The expanded assignment, according to J. L. Van Volkenburg, CBS vice president in charge of network sales, was due to the need for an on-the-spot CBS television representative in Detroit.

Mr. Spadea joined CBS in February 1945 as an account representative in the Motor City, becoming manager in December of that year. Prior to his 26 months of Army Air Corps service, he was Detroit manager for Scott Howe Bowen, and for Edward Petry Co.

ARAMOUNT

Asks Regular Licenses

RAMOUNT PICTURES Corp. titioned FCC last week for regu- instead of temporary licenses, serting that the anti-trust issues ich were disturbing the Commis- n have now been removed.

Paramount Pictures Inc. was one the major motion picture pro- cers and others involved in anti- st proceedings whose applica- ns have been held up by FCC. In anting temporary instead of reg- ar renewals, the Commission has inted out that it is studying the estion of radio qualifications of rsons involved in anti-trust tions.

Paramount Pictures Corp. point- out to FCC last week that under ramount's anti-trust consent de- ee the company has been divided to two separate firms—New Pic- res Corp., which handles film oduction and distribution, and nited Paramount Theatres, which ndles exhibition.

Applications currently are pend- g requesting FCC consent to ansfer of Paramount's radio and V interests to the new companies BROADCASTING, Jan. 2, 9]. United aramount Theatres would become wner of the old Paramount com- any's 99% of WBKB and WIBK FM) Chicago and its 50% of SMB-AM-FM New Orleans; New ictures Corp. would own KTLA TV) Hollywood and the old Para- ount firm's 29% in Allen B. uMont Labs.

The petition was filed by Paul A. orter, former FCC chairman, now the Washington law firm of rnold, Fortas & Porter.

RANDELL NAMED

Heads ATAS in San Francisco

AVID CRANDELL, director of udio telecasts for KGO-TV San rancisco, Jan. 17 was elected pres- ent of the newly organized San rancisco Branch of the Academy f Television Arts and Sciences.

Other officers elected were: Vice resident, Philip G. Lasky, vice resident and general manager of SFO-KPIX; treasurer, Pat Craf- n, program director of KRON- V; secretary, Jean Lefevre, pro- ram coordinator of KGO-TV.

Larson Named V. P.

G. BENNETT LARSON who a ortnight ago was amed general anager of WPIX (TV) New ork, [TELECASTING, Jan. 9], last week was ap- ointed vice pres- dent of WPIX nc., following a meeting of the ompany's board. Before joining WPIX, Mr. Larson was vice presi- ent in charge of television at WCAU-TV Philadelphia.



Mr. Larson



THIS informal group at a get-together between the FCC and members of the TV Committee of the Theatre Owners of America, includes (l to r): John Balaban, head of Balaban & Katz Circuit and WBKB (TV) Chicago; Wayne Coy, FCC Chairman; Charles P. Skouras, president, National Theatres Amusement Co. Inc., and S. H. Fabian, president of Fabian Theatres.

McCANN-ERICKSON

Eight More Clients Enter TV

McCANN-ERICKSON Inc., New York advertising agency, has had eight of its clients go into television within the past few weeks. This makes 23 clients now committed to the medium—six of whom have network shows.

The new network advertisers are: Congoleum-Nairn, with *Garroway at Large* on NBC-TV; Lehn & Fink, who will participate on *Cavalcade of Stars* and *Cavalcade of Bands* for Hinds on DuMont network, and Pharma-Craft, who will participate on the same DuMont network shows.

The new spot TV advertisers are: California Packing Corp., Columbia Records, Hood Rubber, Ohio Bell Telephone and Southern California Gas Co. The continuing network advertisers are: Westinghouse, with *Studio One* on CBS-TV; Chesebrough, with *Roller Derby* on ABC-TV, and Bell & Howell, with *Action Autographs* on ABC-TV.

AIR CREDITS

AAAA Frowns on Practice

AMERICAN ASSN. of Advertising Agencies last week reaffirmed its long-standing policy against the use of agency names in advertisements in commenting on the recent request of a New York agency for a credit line on a television show.

Kiesewetter, Wetterau & Baker last December was unsuccessful in its request to WNBT (TV) New York for the running of an agency credit line in a special Christmas show sponsored by its client Abraham & Strauss, Brooklyn department store [TELECASTING, Jan. 9].

Although the agency is not a member of the AAAA, the latter organization's operations committee last week, in response to a KW&B request for comment, said the AAAA had for years held a policy opposing the use of agency names in any advertising. The AAAA theory is that such a practice would put the agency between its client and its customers.

WRTV PERMIT

Deletion Appears Certain

DELETION of another television permit, first for 1950, appeared certain last week as FCC granted the motion of Maison Blanche Co. to dismiss its application for extension of completion date for WRTV (TV) New Orleans. FCC earlier had proposed to deny the extension [BROADCASTING, Sept. 29, 1949].

Deletion of the WRTV permit would reduce the total number of commercial television authorizations outstanding to 110. There are 98 stations on the air with 32 of these licensed.

The WRTV application, filed in 1944, was granted in 1947. Hearing Examiner J. Fred Johnson Jr., in his initial ruling to deny further extension of completion date, found that Maison Blanche still had not decided whether it would build the station because of future uncertainty in the industry. WRTV subsequently requested oral argument on this ruling. The motion for dismissal of its extension request was made by WRTV at the argument.

PAULEY

TV Appeal Argued

APPEAL of Edwin W. Pauley's Television California from a 1948 ruling of FCC to sever the TV application of Don Lee Broadcasting System from the San Francisco competitive hearing was argued last Monday in the U. S. Court of Appeals for the District of Columbia.

The Commission severed the Don Lee bid from the Bay Area proceeding [BROADCASTING, July 5, 1948] upon ground of procedural error, since in earlier rulings FCC had indicated the application was being retained "in hearing" in view of the still pending Don Lee network practices case. FCC explained Don Lee's TV request previously was set for comparative hearing in 1946, which was cancelled when dropouts of other applicants left more channels than requests.

Television California's counsel, Vernon Wilkinson, told the court FCC nevertheless had issued other formal orders which indicated the Don Lee request was not considered apart from the other bids. He added that the Commission further allowed informal amendments to be made which would be illegal if the application were "in hearing" as stated. William Dempsey, Don Lee counsel, argued that the Pauley group was late in voicing its objections to the Commission's actions and had sat passively on the sidelines when it had opportunity to oppose Don Lee's petition for severance from the hearing.

Solomon's Contention

Richard Solomon, arguing for FCC, pointed out that applicants have no vested rights in procedural errors made by the Commission. He said the Commission is clearly authorized under the Communications Act to correct such errors brought to its attention, especially where the failure to do so would deprive other parties of rights to which they were entitled under the Act.

There are five applications pending for the two TV channels remaining in the San Francisco area, excluding the third channel sought by Don Lee.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

Just Out!

★

16th in a distinguished series...



The 1950 BROADCASTING Yearbook*

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns —who handles the account?

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook



BROADCASTING • TELECASTING
BUSINESS JOURNAL OF RADIO-TV

* *Mailing starts today.*

BROADCASTING • TELECASTING 450
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00 ☐ Please bill me

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

Programs



NOVEL program on WFOB Fostoria, Ohio, has "doggy" approach. List of dog owners is obtained by Mel Murray, show's m.c., and two or three are called during each program. Owner of dog has 30 seconds in which to make dog "speak" on telephone to Mr. Murray. Any trick may be employed by owner, and if he is successful, dog is awarded certificate for five pounds of Lucky Strike dog food, program's sponsor. Special "dog" used on show speaks every time Earl Welde, program director who reads commercials, says words, "Lucky Strike." Idea for show was developed by Messrs. Murray and Welde.

Fire Coverage

NEWS department of WOC-AM-FM-TV Davenport, Iowa, gave thorough coverage to tragic fire in psychiatric building of Mercy Hospital there. Newsman Bob Frank was at scene of blaze shortly after it started. First bulletins were aired at 6 a.m. when station opened. Mr. Frank devoted his 6:15 newscast to eyewitness account of fire. Interviews with fire and police officers were tape recorded and aired at 8 a.m. Bulletins were aired as bodies were found and identified. Telephone recordings were made for NBC's 8 a.m. *East Coast News* and for WHO Des Moines, KGLO Mason City, Iowa, WDAY Fargo, N. D., and other stations. By 11 a.m., News Director Bob Redeen and Mr. Frank had prepared resume of transcriptions and personal eye-witness comment. That afternoon both men fed quarter-hour program to NBC.

Editorial Series

TAKING advantage of its right to editorialize is WLIB New York. Station recently presented three-day series with two shows daily concerning Federal Fair Employment Practices Commission. Editorial matter was prepared by news staff as well as spot announcements promoting shows. Prominent guest speakers and music were featured.

Live Magazine

SHOW built around magazine format to appeal to entire family has started on WKY-TV Oklahoma City. Titled *The Girls*, program is aired Thursday, 2 p.m. Show begins with Co-editors Dodie Quinan and Jan Kessenich discussing content of week's edition. News, feature stories on family life, hints on party plans, games, home decorating, landscaping, hobbies, reports on sports and other public events in news are demonstrated and explained. "Guest editor" is interviewed weekly. Demonstrations of household electrical appliances tie-in with sponsor, Oklahoma Gas and Electric Co.

Verbal Battles

SERIES designed with special purpose of bringing together most staunch opponents on specific public issues currently being aired on WIP Philadelphia. Titled *City Hall Spotlight*, show is heard Wed., 9 p.m. Speakers are chosen because of their strong stands on mooted public issues. Station has scheduled 12 programs in series, but will maintain maximum flexibility in its nightly programs to allow for immediate coverage in event that major issue comes up in the news.

Legislative Review

EVERY Sunday while South Carolina General Assembly is in session, *State Legislature Review* is aired over WCSC Charleston. Program is written, directed and produced by News Director Robert Truere and is aimed at emphasizing bills and happenings in governing body of particular interest to Charlestonians. A Charleston legislator who has made news during the week is interviewed each Sunday.

Congressional Series

MICHIGAN congressmen and senators in Washington will report government matters to their constituents in new series of weekly programs entitled *Your Congress* on WJR Detroit. Shows are aired from Washington Friday, 10:30-10:45 p.m., as public service feature. Different Congressman each week will air his views on happenings and explain his stand on current issues.

TV Dog Show

FOLLOWING *This Is Your Zoo*, show in which animals from Baltimore Zoo are exhibited on WAAM (TV) Baltimore, is new program, *Dog Session*. Program features Mrs. Winnie L. Heckmann, professional handler and breeder of dogs, giving tips on how to select, train and care for dogs. Live dogs are used as models on show.

Circle Four

NEW children's series on WNBW (TV) Washington has western angle. Called *Circle Four Roundup Rangers*, show features western movie and meeting of special Circle Four Ranger Club each weekday at 4 p.m. Indestructible plastic membership cards are given to interested youngsters for the asking. Four rules of club—play safe, be good, be kind, be fair—should assure popularity of program with children's parents.

Show for Taxpayers

HELPING taxpayers make out income tax returns is job of *Aid to Taxpayers*, new show on WTAG-AM-FM Worcester, Mass. Three-week public service series started over stations Jan. 15 at 12:15 p.m. Tax experts Francis M. Smith, deputy collector of Internal Revenue for Worcester County, and John A. Steen, vice president of Worcester Chapter, National Assn. of Cost Accountants, are featured. Series is presented with cooperation of NACA.

Bible Illustrations

BIBLICAL tales absorb children seated around miniature sand stage on new *Bible Story*, which debuted Jan. 15 on WENR-TV Chicago. Kay Morrow, who has starred in many Chicago TV productions, narrates stories while using small figurines on stage to illustrate action. Commentary is backed by 10-voice children's a cappella choir. Richard Locke is producer.

M.C. in Night Club

EXPANDED *Eddie Newman Show* on WPEN Philadelphia is set in Click night club in that city. New point of origination allows Mr. Newman to feature such things as interviews with acts from local cafes, audience participation gimmicks, amateur show and interviews with members of audience. Station reports that overflow crowds have jammed night spot since Mr. Newman began working from its stage.

Weather Facts

NEW show, *Weather Tele-Facts*, is five-minute signoff studio feature on WBAP-TV Fort Worth, Tex., seven nights weekly. U. S. Weather Bureau employes give latest forecast with aid of big map, describing causes of present weather and predicting what is to be expected in the future. Sponsor is Fair Department Store, Fort Worth.

Sesqui Series Aired

CONCERT series of 13 programs, entitled *Freedom Sings* and dedicated to 13 original colonies, will be aired by WASH(FM) Washington, and Continental-FM Network. Programs are made up of guest artists appearing with U.S. Army Band and chorus. Band is regular feature show over station and network on Wednesday evenings. Special series is in honor of sesquicentennial celebration of Washington, D. C.

Tri-Sectioned Show

NEW locally produced show, designed especially for housewives, premieres today (Jan. 23) on KSD-TV St. Louis. *Homemaking with KSD-TV* features food preparation, cooking, menu planning and household hints, and is aired five times weekly, 3-3:30 p.m. Esther Lee Bride, noted home economics teacher and author, conducts show in three segments — homemaking hints, recipe of the day and kitchen "tricks." Sponsorship is on participating basis.



HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 5,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives



When you pride yourself on mechanical and electrical equipment that holds noise better than 50 db below your program level, but still get noisy reproduction...

DON'T BE MYSTIFIED...



Switch to Presto Discs

Surface noise on Green Label discs is 60 db below program level.



World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

'King of Hearts'

JACK BENNY, CBS comic, has been chosen "America's King of Hearts for 1950" by the American Heart Assn. He will accept the award in New York on his Sunday night, Feb. 5, Lucky Strike program, which will be dedicated to the 1950 drive for $6 million. Honor is in recognition of the comedian's aid to the Heart Campaign for the past two years.

WCTS TRANSIT ADS

Two New Accounts, 5 Renewals

TRANSIT RADIO Inc., New York, last week announced two new and five renewed accounts reported by its affiliate WCTS (FM) Cincinnati. New campaigns were begun in that city by the Biedenbender Co., for men's furnishings, and RKO Midwest Theatres Inc., for a new picture promotion.

Renewals were by the Home Federal Savings & Loan Assn., Alms & Doepke Department Store, Becker Clothing Co., John Shillito Department Store and Cincinnati Times-Star Co.

'Obscene' Records

SENATE companion bills to legislation introduced in the House by Rep. Emanuel Celler (D-N. Y.), banning transportation of "obscene" records or electrical transcriptions in interstate commerce, have been proposed by Sen. Pat McCarran (D-Nev.). Measures (S 2811, 2812) would prohibit not only transportation of certain matters but also their importation in foreign commerce. Any articles "capable of producing sound" would be included.

Walter A. Maier

REV. DR. WALTER A. MAIER, 56, conductor of the *Lutheran Radio Hour*, died Jan. 11, in St. Louis of a heart attack. Dr. Maier first went on the air in 1927. At the time of his death the *Lutheran Hour* talks were heard each Sunday over 435 MBS stations and some 765 independents in the U. S. and Canada. The talks were translated into 36 foreign languages.

Wis. League Meet

THE League of Wisconsin Radio Stations will hold its first meeting of the year on Monday, Jan. 30, 11 a.m., at the Plankinton Hotel, Milwaukee. Ben Laird of WDUZ Green Bay is president of the league and Joseph D. Mackin, WMAM Marinette, vice president.

WPAT Paterson, N. J., arranges for sign-off announcements on WMTR Morristown when latter completes its broadcast day at 5 p.m. daily.

E. J. GRADY

R & R Executive Dies

EVERETT JOHN GRADY, 52, executive vice president and director of Ruthrauff & Ryan, New York, died Jan. 17 in Lenox Hill Hospital, New York, after an illness of two weeks.

Mr. Grady joined Ruthrauff & Ryan in 1920 as a copywriter. He was named copy chief in 1925 and executive vice president in 1942. Surviving are his wife, Mrs. Mary C. Grady; a sister, Miss Helen B. Grady, and a brother, Frank A. Grady.

WVOM Revises Rates

WVOM Boston, 24-hour independent outlet, announces a rate revision effective Feb. 1. The new rates set Class A time from 7 a.m. until 12 midnight, daily and Sunday, and Class B from midnight until 7 a.m. According to Benjamin Bartzoff, vice president and general manager, WVOM made a survey in which the effectiveness of the station spot announcements were studied and found to be equally effective day and night.

LINCOLN DAY SHOW

Kearns Named Producer

REP. CARROLL D. KEARNS (R-Pa.) has been named producer of a special radio-television-stage show to be featured as part of the Lincoln Day Box Supper in Washington Feb. 6, Rep. Joseph Martin (R-Mass.) has announced.

ABC reportedly has cleared air time; TV network has not been determined. Show will launch some 2,700 Lincoln Day celebrations sponsored by Republican Senate and House members throughout the country. Washington's supper will be held at Uline Arena.

A onetime bass-baritone with the Chicago Opera Co., soloist with major symphony orchestras in the 1920's, and author of several musical comedies, Rep. Kearns said he planned to call on top-flight radio, movie and stage friends to put on the "best possible show" for Republican women, their guests and radio and television audiences. Rep. Kearns also is an old sparring-partner of James C. Petrillo, AFM president.

Dallas Ad Week

RADIO AND TV shows will be included in the Dallas Advertising League's promotion of its local Advertising Week, starting Feb. 10, and designed to sell the Dallas area on advertising's benefits. Theme of the week is "How Advertising Serves." Ernest Loven, vice president, Tracy-Locke Co., is chairman of Advertising Week Committee.

FTC ADVERTISING MONITORING

Annual Report Shows Increase in Radio-TV Studies

WORK of Federal Trade Commission's radio and periodical division was outlined by the commission in its 35th annual report to Congress. The report covered review of radio and television continuities for the fiscal year ended last June 30.

In radio, the commission cited a new policy, begun last July 1, which provides for sampling of commercial scripts from stations in small cities once yearly; from stations in intermediate-size localities, twice yearly, and those in cities with population of 200,000 or over, three times a year—all on a systematically-staggered basis. National and regional networks have responded continuously every week, while producers of electrical transcriptions (open-end) have submitted all records once a month.

During fiscal 1949-1950, FTC examined 493,528 radio continuities from networks, individual stations and transcription producers, with 2,879 advertising statements set aside for further study.

Reviewing its television procedure, FTC noted script continuities had increased appreciably in volume prior to June 30, 1949, and said it had issued requests to 55 TV stations during the first six months of last year. It received 4,400 continuities from television networks, individual stations and video film producers.

Out of 3,252 scripts, only 121 were marked up for further study as containing possibly "false or misleading" statements, FTC reported. Scripts are examined thrice yearly for sampling per 15-day period each. The four TV networks and film producers have extended their cooperation, the commission added.

All advertisements dealing with alcoholic beverages were subject to special study and set aside for examination by the Alcohol Tax Unit, FTC added. Additionally all advertising was assembled, processed and studied looking toward docketing of applications for complaint where warranted.

WABB INCIDENT

Engineer Injured in Melee

TWO men, one a union official, were arrested Jan. 7 after a radio engineer allegedly was assaulted and slightly injured at the transmitter of WABB Mobile, according to a story appearing in the *Mobile Press Register*, owner of the station. Police identified the victim as Dean M. Durham and one of his alleged assailants as J. E. Tait, whom the Mobile city directory lists as business agent for the Motion Picture Operators Local 519 (AFL).

Union engineers of WABB went on strike several months ago. On Oct. 24, 1949, the *Press Register* offered a $1,000 reward for information leading to the arrest and conviction of the person or persons responsible after potent acid, poured through cable holes, knocked out telephone and WABB-AM-FM lines temporarily [BROADCASTING, Oct. 31, 1949].

RADIO Div. of Indiana State Teachers College, Terre Haute, inaugurates course in radio news writing. Advanced students will work in newsroom of WBOW Terre Haute.

Technical



PAUL E. LEAKE, former chief engineer of KCRA Sacramento, Calif., joins KROW Oakland in similar capacity. He will supervise technical installation of new transmitter building and tower array.

JOHN O. VICK, formerly with technical staff of KSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as chief engineer.

JOHN PARKER, formerly chief engineer for now deleted WORL Boston and with OWI as field engineer, appointed in charge of all technical functions of WLYN Lynn, Mass., which he helped build.

LARRY MILLER, control operator for WCSC Charleston, S. C., is the father of a girl.

TUBE DIV., General Electric Co., announces new three-inch cathode ray tube, believed to be shortest electrostatic cathode ray tube manufactured in U. S., according to firm. Tube is called 3MP1.

R. C. CHEEK, central station engineer, Westinghouse Electric Corp., Jan. 30 will receive Eta Kappa Nu plaque in recognition of his being chosen most outstanding young electrical engineer for 1949 by that group.

INDUSTRIAL DEVICES Inc., Edgewater, N. J., producing new model of Mini-Volt Voltmeter with expanded scale centered on common 110 and 220 line voltages. Model is known as 410A and is accurate to within 2 volts at 110 volts AC.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces new design of Powerstat variable transformers, type 116 and 216. Improvements have been made within old standard mounting dimensions to conform to existing panel layouts.

JIM ALLREAD, engineer at WHOK Lancaster, Ohio, is the father of a girl, Patricia Don.

ELECTRO-VOICE Inc., Buchanan, Mich., announces TV 655, compact microphone with ultra-wide-range, high fidelity dynamic performance and utility. Microphone requires no additional closely-associated auxiliary equipment, firm reports.

MILTON KORF, member of the WBBM Chicago engineering department, is the father of a girl, Kayleen Margaret, born Jan. 8.



ACTIONS OF THE FCC

JANUARY 13 to JANUARY 20

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new AM station to increase power etc. for extension of completion date: KSDO San Diego; WDEL Wilmington, Del.; WSBT South Bend, Ind.; WWRL Woodside, L. I.

License for CP

License for CP new AM station for change in frequency, increase power etc.: KCOL Fort Collins, Col.; KGCX Sidney, Mont.

License for CP new AM station: WJAT Swainsboro, Ga.; WMRY New Orleans.

KVQ-FM Pittsburgh, Pa.—License to cover CP new FM station.

WBEH New Orleans—License to cover CP new noncommercial educational FM station.

WDUQ Pittsburgh, Pa.—License to cover CP for changes in noncommercial educational station.

Modification of CP

Mod. CP new FM station for extension of completion date: KBEE Modesto, Calif.; WDEL-FM Wilmington, Del.; WFNS-FM Burlington, N. C.; KFGQ-FM Boone, Ia.

License Renewals

Requests for license renewals FM stations: WHBS-FM Huntsville, Ala.; KKLA Hollywood, Calif.; WATL-FM Atlanta, Ga.; KSEI-FM Pocatello, Ida.; WMBI-FM Chicago; WHAS-FM Louisville, Ky.; WPAD-FM Paducah, Ky.; WMAR-FM Baltimore, Md.; WHCU-FM Ithaca, N. Y.; WELD Columbus, Ohio; WVUN Chattanooga, Tenn.; WSLS-FM Roanoke, Va.; WKWK-FM Wheeling, W. Va.; WJMC-FM Rice Lake, Wis.

APPLICATION RETURNED

KPLW Plainview, Tex.—West Texas Bcstrs. Inc. RETURNED application to change from 1570 kc to 900 kc and change studio location to Floydada, Tex.

January 16 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. license to increase nighttime power from 1 kw to 5 kw DA-N. on 1170 kc.

License for CP

KFPW Fort Smith, Ark.—License to cover CP new AM station for change of frequency.

License to cover CP new AM stations: KLFY Lafayette, La.; WFRO Fremont, Ohio.

AM—970 kc

Booth Radio Stations Inc., Grand Rapids, Mich.—CP new AM station 970 kc 1 kw unl. AMENDED to request change of name to Booth Radio & Tele. Stations Inc.

Modification of CP

WGCH Greenwich, Conn.—Mod. CP new FM station to change ERP to 0.50 kw ant. to 52.5 ft.

License for CP

License to cover CP new FM station: WKY-FM Oklahoma City, Okla.; WWOD-FM Lynchburg, Va.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date to 7-7-50.

WJIM-TV Lansing, Mich.—Same to 8-21-50.

TV—60-66 mc

Westinghouse Radio Stations Inc., Portland, Ore.—Ch. 10, 192-198 mc, 8.5 kw vis.; 4.25 kw aur. AMENDED to request Ch. 3, 60-66 mc, 15 kw vis.; 6.5 kw aur.

TENDERED FOR FILING

TV—62-72 mc

WWJ-TV Detroit—Mod. CP new commercial TV station to change from 17.1 kw vis., 17.7 kw aur. to 100 kw vis., 50 kw aur. and change trans. to 12700 Eight Mile Road, Oak Park, Mich.

APPLICATION RETURNED

License for CP

WNAH Nashville, Tenn.—Hermitage Bcstg. Corp. RETURNED license to cover CP new AM station.

January 17 Decisions . . .

BY THE SECRETARY

WPIX Inc., Area New York—Granted CP for new remote pickup.

WHHS Havertown, Pa. — Granted mod. CP to make changes in ant.

Following granted mod. CPs for extension of completion dates as shown: WSBT South Bend, Ind., to 5-16-50; KSDO San Diego, to 3-16-50; KSDO-FM San Diego, to 7-13-50; WLYC Williamsport, Pa., to 7-7-50; KGA-79, Hagerstown, Md., to 7-1-50; KISW Seattle, Wash., to 7-1-50; KUHF Houston, Texas, to 6-30-50; WCBM Baltimore, Md., to 6-1-50; KATL Houston, Tex., to 3-26-50; WBCC-FM Bethesda, Md., to 7-6-50; KRMD-FM Shreveport, La., to 8-1-50; WHLD-FM Niagara Falls, N. Y., to 8-1-50; WOC-TV Davenport, Ia., to 5-2-50; WOAK Chicago, to 7-1-50; WGTR Boston, Mass., to 5-1-50; WSVA-FM Harrisonburg, Va., to 7-29-50; WRBL-FM, Columbus, Ga., to 7-1-50; WELD Columbus, Ohio, to 7-1-50; WGAL-TV Lancaster, Pa., to 8-8-50.

WRIO Rio Piedras, P. R.—Granted license new AM station; 1140 kc 500 w-N 1 kw-D, unl.

WPBC Minneapolis, Minn.—Granted license for new AM station; 980 kc 500 w D.

WHFC Cicero, Ill.—Granted license change trans. location and change in ant. and install new trans.

United Bcstg. Co., Area Cleveland, Ohio—Granted license covering facilities as requested KA-5416 (formerly WHKT).

United Bcstg. Co., Area Cleveland, Ohio—Granted license for new remote pickup KA-5415 (formerly WHKI).

White Rose Bcstg. Co., Hanover, Pa.—Granted CP and license for new remote pickup KGA-447.

White Rose Bcstg. Co., York, Pa.—Granted CP and license for new remote pickup KGA-448.

Following granted CPs for new remote pickups: KA-5410 The Boston Bcstg. Corp., Area of Brookline, Mass.; KA-5411, KA-5412, KA-5413, KA-5414, United Bcstg. Co., Area of Akron, Ohio.

WRJW Picayune, Miss.—Granted mod. CP change studio location.

WLEW Bad Axe, Mich.—Granted mod. CP for approval of ant., trans. and studio location.

KPBM Carlsbad, N. M.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type of trans.

WSGW Saginaw, Mich. — Granted mod. CP to change name of permittee corp. to Booth Radio & Television Stations Inc.

KATL Houston, Tex.—Granted mod. CP to change type of trans.

WFRO Fremont, Ohio—Granted mod. CP to change type of trans.

KWBG Boone, Iowa—Granted mod. CP to change type trans. and specify studio location.

United Bcstg. Co., Area Cleveland, Ohio—Granted mod. CP to change frequency to 153.05 mc KA-5415 (formerly WHKI).

United Bcstg. Co., Area Cleveland, Ohio—Granted mod. CP for change in frequency to 26.47 mc., change type trans. KA-5416 (formerly WHKT).

WGBG Greensboro, N. C.—Granted license for new AM station and specify studio location; 1400 kc 250 w unl.

WEGO Concord, N. C.—Granted request for voluntary assignment of license to newly formed corp. Cabarrus Bcstg. Co.; no monetary consideration.

WCOL-AM-FM Columbus, Ohio—Granted request for voluntary assignment of licenses from partnership to corp.—Pixleys Inc., stock of which will be owned by three members of assignor partnership in same ratio as their partnership interest.

WKOY Bluefield, W. Va.—Granted request for voluntary assignment of license from partnership composed of three equal partners to new corp.—WKOY Inc., capital stock of which will be owned equally by three assignor partners. No monetary consideration.

WILM Wilmington, Del.—Granted request for voluntary transfer of control of licensee corp. from Hawkins Bcstg. Co. Inc. (parent company) to Ewing B. Hawkins individually and as trustee and W. W. Hawkins, Jr.

KBTV Dallas, Tex.—Granted license for new commercial television station.

The Findlay Pub. Co., Area of Findlay, Ohio—Granted mod. of license to change frequencies to 26.15, 26.25, 26.35 mcs., and change trans. power output to 26 w KA-5402.

WCAU Inc., Area Philadelphia—Granted CPs and licenses for new experimental TV Relay Broadcast stations KA-5403-04-05.

The Central Utah Bcstg. Co., Area Provo, Utah—Granted CP for new remote pickup KA-5401.

Midland Bcstg. Co., Kansas City, Mo.—Granted CP for change in frequency to 153.11 mc, increase power to 50 w change emission from A3 to special for FM and change equipment. KA-499 formerly KAOH.

WJAR-TV Providence, R. I.—Granted license for designation of ant. as RCA TF-6B in lieu of RCA TF-6A.

WDZ Decatur, Ill.—Granted license install new trans. and change in trans. and studio locations.

WJPR Greenville, Miss.—Granted license covering change in trans. location and employ FM supporting tower as AM vertical radiator and make changes in vertical ant. system.

WCOJ Coatesville, Pa.—Granted license to specify studio location.

WHOW Clinton, Ill.—Granted authority to change main studio location for period of thirty days from date of grant.

KSMO San Mateo, Calif.—Granted mod. license to change studio location.

WDMG Douglas, Ga.—Granted extension of authority to operate main studio at new location, due to fire for period of 90 days beginning Dec. 27, 1949.

KGIA Thatcher, Ariz.—Granted license for new FM noncommercial educational station; (88.1 mc) Ch. 201, 10 w.

Columbia Bcstg. System Inc., Area Minneapolis, Minn.—Granted CP for new remote pickup KA-3894.

Columbia Bcstg. System Inc., New York—Granted CP for new remote pickup KEA-884.

Herman Anderson, Area of Tulare, Calif.—Granted CP for new remote pickup KA-5374.

WEIR Weirton, W. Va.—Granted mod. CP to change corporate name to The Tri-State Bcstg. Co.

KOTV Tulsa, Okla.—Granted mod. CP for extension of completion date to 7-26-50.

WMVA-FM Martinsville, Va.—Same date to 2-1-50.

WVVW-FM Fairmont, W. Va.—Same to 7-31-50.

BY COMMISSION EN BANC

WSUA-AM-FM Bloomington, Ind.—Granted authority to remain silent for period of 60 days from Jan. 15, pending financial reorganization.

(Continued on page 83)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Commercial manager who can do a real selling job for an independent station in prosperous market. A good opportunity for the right man. Send full information, photo and references first letter. Car necessary. KSCB, Liberal, Kansas.

Salesmen

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Salesman wanted. Must have car. If you are wide awake and can produce you will find this market very lucrative. East coast. Box 770D, BROADCASTING.

Experienced young time salesman with references. Will offer salary, salary and commission deal for right man. Chance for advancement. 1000 watt station; also, 250 watt station. Replies confidential. Box 780D, BROADCASTING.

Experienced radio salesman as commercial manager. Progressive small station on east coast. Future opportunity for right man. Write full details in confidence to Box 797D, BROADCASTING.

Experienced salesman, click maximum profits with daytime operation, Southern city. Write Box 821D, BROADCASTING.

Experienced time salesman with car. ABC affiliate in Rocky Mountain division. Good secondary market. Write Box 822D. BROADCASTING.

Experienced time salesman for established 250 watt Mutual affiliate in Louisiana. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 839D, BROADCASTING.

Immediate opening experienced time salesman. Salary and commission to start, straight commission after 60 days. Drinkers and drifters need not apply. High pressure boys won't be welcomed. Small market. If you can sell 'em and keep 'em sold let us hear from you. Snapshot and references in first letter. We will answer all applications. Permanent position and all out cooperation to the right man. Box 886D, BROADCASTING.

Salesman needed immediately. 25-35 years of age. Minimum 2 years selling radio. Salary plus commission with network station in market of 70,000. Write, wire or phone John Allen, KVOB, Alexandria, Louisiana.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Help Wanted (Cont'd)

Enlarging sales staff: Salesmen covering California, midwest, New England desiring increased earnings, write details. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D. BROADCASTING.

Announcer, at least 2 years experience, interview-ability, console operation. References, photo. Midwest or easterner preferred. Midwest station. Box 766D, BROADCASTING.

Combination man. Wyoming station. Disc and photo required. Write Box 824D, BROADCASTING.

Experienced announcer-engineer with good voice for established Louisiana Mutual affiliate. Send audition, references, background and pertinent information first letter. Box 840D, BROADCASTING.

Announcer-musicians. Mike work days, play in modern dance band nights. Perfect set up. Steady, all instruments. Write, state experience, ability. Midwest independent. No cornballs or characters. Box 852D. BROADCASTING.

Commercial man with sports, DJ and console experience for progressive 5 kw in rich midwest area. Send disc, details, salary requirements. Box 857D, BROADCASTING.

Announcer-engineer with first class license. Man with sports background and experience for studio sports shows. No promises regarding play-by-play although opportunity exists. Prefer 5 years experience. Top pay for right man. Send particulars to Box 858D, BROADCASTING.

Wanted—First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Announcer-salesmen sell and air your shows from the heart of the world's richest market over WKBS, Oyster Bay, N. Y.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain network affiliate station. Open now. Send photo and disc. Write Box 823D, BROADCASTING.

North Carolina station needs chief engineer. Station now AM and FM and increasing AM power. Experience with directional operation desired. Personal interview necessary. Wire Box 883D, BROADCASTING.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Program director-announcer wanted. Must be thoroughly experienced, have snappy ideas, wide awake. Good market. East coast. No floaters. Box 769D, BROADCASTING.

Help Wanted (Cont'd)

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 809D, BROADCASTING.

Program director needed at once by 250 watt station in California mountain community. Excellent opportunity for a man all-round knowledge of broadcasting. Suggest applications be limited to west coast residents as personal interview is required. Box 899D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Southern stations—Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watts. Would like to invest if possible. Box 704D, BROADCASTING.

Manager.. Especially familiar with Florida markets. Aggressive. Good background and references. Write Box 776D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. Now managing successful net affiliate. Good record with accent on sales. Family man. Write Box 777D, BROADCASTING.

Manager—commercial manager, presently managing sales metropolitan radio station. Outstanding record in increasing sales under highly competitive conditions. Background includes effective merchandising of advertising at local and national level. Considerable activity in community and civic affairs. Box 825D, BROADCASTING.

Both station manager and salesman-writer of 250 watt (15,000 FM) have growing pains. Hadacol won't help us, but a better opportunity will. Experienced, bondable, best references, late model cars. Box 828D, BROADCASTING.

Now available. Former station manager, program director, continuity director, writer-producer, in chronological order. Unemployed past 3 months due critical illness in family. Now able to accept any sound proposition needing abilities of man who has held above listed jobs. Age 40, married. Best references. Address Jim Fuson, 1207 North Jefferson, Springfield, Missouri.

Salesman

I want good selling job with one of the 25 AM or 7 Television stations in Los Angeles. Now selling 1000 watt independent. Competitive half-million eastern market. Excellent billings. MCing daily audience show. Acting weekly drama. Making $125 weekly. 5 years radio. 4 years Infantry Officer. 2 years acting on Broadway. 1 year Carnegie Tech. 31 years old. Car. Married. Child. Healthy. Sober. Ambitious. Want chance to show I can be asset to your organization. Excellent references. Transcriptions. Photographs. Results for you. Box 844D, BROADCASTING.

Salesman, married, reliable. Good offer preferably midwest. Can announce, write. Box 888D. BROADCASTING.

Crack AM and TV salesman wants future. College graduate. 4 years advertising and promotion. 3 years AM sales 1000 kw to 50.000 kw. A-1 sales record. Sober. Young. Must make 100 per in four months. References. Box 892D. BROADCASTING.

Announcers

Incompetent, irrelevant, incomprehensible. Announcer-copywriter, 2 years inexperience. Voice like corpus delecti. Lusterless personality. Drab ideas, Unsightly references. Single, 25, unengaged. Box 715D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Combination announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 747D, BROADCASTING.

January journalism grad from Notre Dame wants announcing, news writing start. Married, will travel. Disc on request. Particulars, write Box 765D, BROADCASTING.

Announcer, single. College graduate. Will travel. Prefer New England states. Box 794D. BROADCASTING.

Announcer. Have ambition, had schooling, need experience. Salary secondary. Dependable, single, sober. Travel anywhere. Best references. Disc, photo on request. Box 815D, BROADCASTING.

Announcer, experienced, Disc jockey, ad-lib, newscasts, commercials, continuity, board, good voice, conscientious. If telephone conversation adequate, will call at own expense. Box 819D. BROADCASTING.

Announcer, copywriter, salesman desires position with a future in a good station. Limited experience, college education, married and dependable. Young, prefer early morning, man on the street and chance to develop my own ideas. Box 820D. BROADCASTING.

Disc jockey wants to settle in east. Now successful with highly rated shows. 2½ years experience, 24, family man. Box 829D. BROADCASTING.

Announcer, overall announcing experience including news, DJ, interviews, commercials etc. Some production work included. Can operate console, write continuity. Employed 1½ years in New York City. Married, college graduate, veteran, dependable, conscientious. All replies answered. Box 830D, BROADCASTING.

Announcer. Experience and ability is of little account without opportunity. Box 833D, BROADCASTING.

Experienced announcer, live shows, dj shows, news, western shows, movies. Looking for permanent place. What is your best offer, Box 838D, BROADCASTING.

Announcer, 26, single, veteran, college. 3 years experience. Strong on newscasting. Board and continuity experience. French spoken, read, written. lesser knowledge of Italian, German. Prefer overseas broadcasting. Will travel anywhere. Best references. Box 843D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Selling voice and friendly delivery, worth investigating. Single. Experienced. News, DJ, commercials, no backwoods markets, please. Disc, photo, details on request. Box 849D, BROADCASTING.

Combination man. Recent graduate leading combo school. 1st phone. Inexperienced, seeking all-important start. Willing, able, say when. Prefer east. Box 853D, BROADCASTING.

Dependable, witty, friendly, morning man. Combination, licensed. 8 successful years. Married, employed, $80. Box 855D, BROADCASTING.

Topflight sports, news and special events announcer. 11 years Western Conference football. 8 years baseball. 3 years news writing and announcing. Best references. Available immediately. No prima donna and not afraid of work. Box 860D, BROADCASTING.

Cut operating expenses. Man-wife combination. Man thoroughly versed all phases announcing, news, sports, programming and management. Wife women's programs, promotion, traffic and record library. Both can sell. Interested percentage arrangement. Box 861D, BROADCASTING.

Situations Wanted (Cont'd)

ature announcer with 11 years experience including network and 50,000 atts. Qualified as program director, ws editor and specialized newscaster. arried, two children. Best references. terested only in permanent, good ying position with progressive sta- n. Box 832D, BROADCASTING.

nnouncer, producer, copywriter, 32, ears journalism-radio. Accent news, mmercials, music. Reliabilty proven. st references. Disc, tape, photo, per- nal data. Box 863D, BROADCAST- G.

ews? Special events? Commercials? sc work? Audience participation? n do! I have 5 years of experience exchange for seventy-five starting lary at your independent or network filiate. Box 864D, BROADCASTING.

nnouncer, 5 years top experience, avy on news, presently employed, eks better position, metropolitan nter only. Box 867D, BROADCAST- G.

ombination man experienced all ases, family man, east coast pre- rred. Accent announcing. Box 870D, ROADCASTING.

xperienced morning man whose iendly, easy-going style has taken othing and built it into most popu- r show for city of 50,000. Topnotch ewscaster. Available immediately. ox 872D, BROADCASTING.

aff announcer: Thoroughly trained Radio City. All phases, good selling oice and personality, will travel. Disc ailable. Box 875D, BROADCASTING.

ollege graduate, 24, agency and pub- city experience desires position lead- g to announcing, script-writing with hall out-of-town radio-television sta- on. Voice recording and sample script nt request. Box 877D, BROADCAST- NG.

xperienced announcer, disc jockey, ewscaster, continuity writer, actor. ollege graduate. Married. Disc, photo, ferences available. Thrive on hard ork. Will travel anywhere. Send tails. Box 882D, BROADCASTING.

nnouncer, experienced all phases. vailable after January 25. Prefer mid- est. Box 890D, BROADCASTING.

nnouncer, all-round man. Experienced all phases. Radio, including an- ouncing, acting, newscasting, editing. rration. If you have opening I can ll it. Box 891D, BROADCASTING.

vailable immediately—announcer with ear and half experience with NBC filiate. Capable of doing all phases of nnouncing. Dependable. Hard worker. refer south. Box 893D, BROADCAST- NG.

nnouncer, program director, age 26, ngle, thoroughly experienced, top ferences. Good morning man. Prefer ie midwest, available immediately. ox 894D, BROADCASTING.

nnouncer, general, news, experienced, ntrol board, ambitious, reliable, good oice, single, travel, age 24. Box 895D, ROADCASTING.

ependable, sober family man, veteran roadcaster with plenty experience, nnouncer, hillbilly disc jockey, news- aster. East or midwestern states. Box 96D, BROADCASTING.

ombination man. Age 32. Vet. With months Hollywood station experience. Vants better opportunity. Will go any- here. Disc available. John Anderson, 735 Orchid Ave., Hollywood, Calif.

Morning man, 6 years, deep voice, witty, all letters answered. Box 7432, ourt House Station, Asheville, N. C.

The best of the new announcers are oming from the Pathfinder School of adio Broadcasting, 1222-A Oak St., ansas City, Mo. All trained board perators. Also ready some good writers nd announcer-engineers. Write, wire, hone for discs, etc.

Newsman, newscaster, news editor, pecial events, promotion. 1 year radio, months newspaper. Have done staff nnouncing. Univ. of Minn. Journalism raduate. Married. 26. Bill Rogers, KLIZ, Brainerd, Minnesota.

nnouncer seeking immediate perma- ent position. Will combine sales nd/or continuity. Experienced radio cting, directing, emcee. Write scripts, ews, commercials. Baseball, football, lay-by-play, DJ, man-on-street. Mar- ied, will travel. College. Thomas ugars, 6448 N. Newgard, Chicago, Ill.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Control operator, 3 years clear channel experience. E. E. Degree, married. Prefer midwest area. Box 675D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Experienced, engineer-announcer, chief engineer, sportscaster or what-have-you. Excellent references. Automobile. Available immediately. Box 775D, BROADCASTING.

Any offer considered. I need a job. Preferably transmitter. CREI residence graduate. First phone. Amateur and broadcast experience. Age 21. Box 818D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 83°D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

First phone desires broadcast job. 10 years non-broadcast radio experience. Active amateur, married and Navy veteran. Capable of small or medium station complete wiring job. Recent communication school graduate. Can do combination work. Familiar with broadcast equipment. Box 842D, BROADCASTING.

Engineer, single, young. 1 year experience trans. control. Would like progressive opportunity. Available immediately. Box 846D, BROADCASTING.

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed. Box 848D, BROADCASTING.

Broadcast engineer with own remote equipment, 6 channel amplifier microphones, cables and tools, looking for part or fulltime position. Very experienced, in remotes and all phases of broadcasting. Box 856D, BROADCASTING.

Engineer, 1st phone license, 14 months AM transmitter and remote experience. Graduate of a technical school in AM, FM and TV. Desire position in TV station or AM station with TV construction permit. Box 865D, BROADCASTING.

First class phone. Seek job in broadcasting station, some experience, willing to travel. Box 873D, BROADCASTING.

Engineer, first class phone experience in broadcasting, but desire position in TV station. Graduate of RCA Institutes. Box 874D, BROADCASTING.

Engineers, 2 years experience AM/FM station operation and maintenance, memos, tapes and disc recordings, audio construction, single, car. Box 878D, BROADCASTING.

Former chief engineer 1 kw FM New York, presently employed as audio engineer for CBS network sponsored TV film production. Thoroughly experienced R.F. and audio maintenance-console operation, recording, remotes etc. Married, one child. Desire chief or staff engineering position. Box 879D, BROADCASTING.

Chief engineer experienced all phases AM and FM. Seeking position with progressive station. Box 881D, BROADCASTING.

Engineer, 1st phone desires radio or TV station employment. No experience but have complete technical education as well as some college education: Temple University Technical School, Springarden Institute, Mexico City College. Will travel. Box 887D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer, AM, FM. Working knowledge of TV. Married. Excellent recommendations. Box 897D, BROADCASTING.

Available immediately, engineer, first phone with console and announcing experience. Age 33, married, own car and free to travel. Energetic, conscientious and well educated. Money not primary object. Looking for a future. George Boss, 245 S. 15th Ave., Maywood, Ill.

Engineer ex-Signal Corp. man, approximately 8 years overall broadcast experience. 4 years WINX, Washington, D. C., 250 watts; 10 months WTNT, Augusta, Ga.; 1 year, 9 months WRDW, 5 kw Augusta, Ga. A-1 references. Available immediately, anywhere. E. F. Bryan, Sr. 1949 4th St., N. E., Washington 2, D. C. Phone Adams 1549.

Engineer—1 year broadcast. 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 750 N. Cogswell Rd., El Monte, Calif.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Desire position as broadcast engineer or any position relating thereto. Hold FCC license 1st class. Anthony Gonzalez, 531-18th St., Niagara Falls, N. Y.

Holder of first phone license will consider position in midwest. Richard Lubeck, Lincoln, Kansas.

Phone, 1st class. Seek position in AM, FM or TV station. Will travel, no experience. T. J. Rutledge, 1107 McBride Street. Far Rockaway, N. Y.

Transmitter operator, 3 months experience as vacation relief operator in 5 kilowatt station; radio school graduate. Willing and dependable. Anywhere. Stanley Thatcher, 647 Elm St., Lawrence, Kansas.

Engineer, 1st phone. Experience gained in Army communications. American Television Institute graduate. Married, but willing to travel. Sidney Tressler, Box 96, Beech Creek, Pa.

Engineer, first phone desires combination or engineering position. Married, 27, veteran, own car, willing to travel. Inexperienced but willing to learn. Ambitious and dependable. Keith A. Zehr, Hotel Morris, Omaha, Nebraska, phone Atlantic 3210.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news program or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Writer-producer, col. grad., 28. Experienced dramatic, news, commercial. 5 kw or above. Scripts, transcriptions available. Box 722D, BROADCASTING.

Newsman, experienced collecting, writing, broadcasting news. Capable setting up and running news dept. College grad. (Phi Beta Kappa). Box 725D, BROADCASTING.

Cont. director, wide experience all forms of news, dramatic and sales writing, programming, etc., for large market station. Prefer small market station, but interested only in permanent location. Box 737D, BROADCASTING.

Young lady, fully experienced in continuity, traffic and program departments desires responsible position. Box 785D, BROADCASTING.

Available at once, experienced copywriter, woman commentator. College graduate, single, 24, excellent references from present employer. Box 798D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Experienced young lady air work, program director continuity. Address Box 816D, BROADCASTING.

Commercial writer. Youngster with ability, knowhow. Male, Box 817D, BROADCASTING.

Situations Wanted (Cont'd)

Radioactive mind for hire for your promotion department. Experienced national promotion, announcing, radio news editing; advertising trained Columbia M. A., 25, single. Box 831D, BROADCASTING.

Continuity writer. Conscientious, enthusiastic young woman with 2 years experience as continuity editor, seeks continuity position with progressive station. Excellent references. Box 83?D, BROADCASTING.

Script writer, radio or television. Can direct, announce, produce radio shows. Little television experience. Will locate anywhere. Former army station manager. B.S. Degree in Radio Journalism. Age 27. Box 841D, BROADCASTING.

Program director. Top references on supervision, program building and personal announcing. Prefer south. Box 859D, BROADCASTING.

Program director-announcer, 31, 9 years experience local indie to 5 kw net, college graduate, veteran. Invest $1,000 to $5,000 in AM operation or CP. Join progressive organization only. Box 8?6D, BROADCASTING.

Sales builders? Here's a boy and a girl team that's different! It's sold solid! 2 hour disc show, two-way newscast, afternoon kids pitch. Experience? More than 4 years. Got a local problem? Will write, produce and sell up to 3 hours daily. Prefer Florida. Box 871D, BROADCASTING.

Program-production director, excellent record, past six years WTAG. Wants position where he can plant roots and become part of community. Preferably New England. Married, family. Henry A. Felix, 22 Kalmar St., Worcester 6, Mass.

Receptionist, traffic manager announcer, copywriter. Graduate of Denver University, radio major, one year experience in small market station. Excellent references. Prefer midwest or west, but will consider all offers. Available after February 1st. Contact Carma Haselmire, 1106 Cimarron, La-Junta, Colorado. Phone 1116M or 42.

Television

Production-Programming, others

Girl Friday wants TV job in west. Working knowledge of TV live and film programming. Experienced organizer of stage and radio production details. Box 827D, BROADCASTING.

Film director, 1½ years experience as assistant manager in film department of major TV network. Editor of 16mm and 35mm film. Contacts in film distribution houses and TV stations. Box 876D, BROADCASTING.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. $150,000, principals only. Box 762D, BROADCASTING.

For sale at a sacrifice, 250 watt daytimer and associated fulltime FM outlet in thriving market of 100,000. Minimum competition. Box 854D, BROADCASTING.

Equipment, etc.

WE 639A microphone, new condition with 442A jack. $80. First check. Box 880D, BROADCASTING.

For sale, flourishing Muzak franchise in resort and manufacturing area in Florida. $8000 cash. Address Box 885D, BROADCASTING.

RCA 250 E broadcast transmitter. FCC approved. Completely rewired a month ago when taken out of operation, due to power increase. Crystal 1340 kc. Set of spare tubes. Crated and ready for shipment. Box 898D, BROADCASTING.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

For sale. Blaw-Knox tower complete with exception of lights and insulators. (Tower stored in Washington, D. C.) Perfect condition. Also Shunt tuning unit D-99418. Best offer accepted. Write WAVZ, New Haven, Conn.

(Continued on page 82)

For Sale (Cont'd)

For sale, used WE 443A-1 transmitter, spare tubes, including tuning unit, remote meters, lighting choke, good condition. make offer. WGBG, Greensboro, N. C.

170′ self-supporting TV-FM Lehigh tower; 250 w RCA FM transmitter; REL frequency-modulation monitor. All or part, make offer. G. J. Morey, WNLC, New London, Conn.

Wanted to Buy

Stations

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Equipment, etc.

Wanted—Postwar 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted, 1 used 1 kw transmitter and 1 190′ guyed tower and accessories. Box 826D, BROADCASTING.

Help Wanted

EXPERIENCED RADIO MEN!
YOU CAN OWN YOUR OWN STATION

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity.

Station building constantly higher quality—with TV plans—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 3 men become station-owners and indirectly aided two more; one recently.

It provides for unusual people—*with at least 5 years experience*—salaries equal to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry.

No money needed. No stock to buy. Station seeks greater man-hour production thru team-work with above-average men of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising in area. Good people want opportunity with good pay and good future.

THIS IS IT!!
BOX 868D,
BROADCASTING

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Help Wanted (Cont'd)

Help Wanted
Sales Promotion Manager

A leading 50,000 watt station located in the middlewest is looking for a competent sales promotion manager. Network-affiliated, in a metropolitan market, this sales promotion job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also. Write full details first letter to

BOX 884D, BROADCASTING

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

Situation Wanted

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Announcers

Available February 15th, top Sports Personality. All play-by-play and recreation. Also experience in sales. Will travel within 1000 mile radius of Los Angeles for personal interview.

BOX 834D, BROADCASTING

Wanted to Buy

Equipment, etc.

WANTED TO BUY
ONE KILOWATT TRANSMITTER

Must be in tip-top shape and must be bargain. Write or wire description and price to R. B. McAlister

RADIO STATION KICA
Clovis, New Mexico

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone: Lincoln 9-7260

Miscellaneous

Here's a real opportunity for a good radio man to lease a 250 watt local station in an exclusive market in the Southwest. Ideal for a man-wife team. Combination studio and transmitter location. Excellent living conditions.

BOX 851D, BROADCASTING

AAAA EXAMINATION

Countrywide Test Feb. 18, 25

THE fourth annual AAAA examination for advertising will be held in 22 cities on Feb. 18 and 25, according to an announcement by John E. Wiley, chairman of the board of Fuller & Smith & Ross Inc., and chairman of the AAAA committee on examinations.

Given to attract high-calibre young people to advertising and to test them for specific kinds of work in the industry, the examination will be offered for the first time in Tulsa, Oklahoma City, Houston, San Antonio, El Paso and Jackson, Miss.

Morgan Eastman

MORGAN EASTMAN, 59, vice president of McConnell, Eastman & Co., London, Ont., and president of the Canadian Assn. of Advertising Agencies, died at Toronto General Hospital on Jan. 8 from a cerebral hemorrhage. He is survived by his wife and two sons.

TRANSIT POLL

Okays KBON-FM Omaha Test

RESULT of a public opinion poll has convinced KBON-FM Omaha that the city wants "bus radio." Installation of sets in 233 busses in Omaha subsequently will be completed, Paul Fry, vice president of Inland Broadcasting Co., station licensee, has announced. Cost of installation is estimated by Mr. Fry at $70,000.

The bus riders' poll was taken Dec. 5-18. Balloting on 25 busses, radio-equipped for testing purposes, was 94% favorable. The vote was 22,216 marking "yes" and 1,426 "no" to the question: "Do You Like Bus Radio?" Men were found to be 96% favorable and women 91%. Younger people were more strongly inclined toward radio-equipped busses than were their elders. The 25 busses were rotated over main transportation routes of the Omaha & Council Bluffs Street Railway Co. and all balloting was by interview. Of the respondents, 88% were regular bus riders.

BROTHERHOOD

Three Agency Men Get Awards

THREE New York advertising agency executives Jan. 9 were presented with Brotherhood Awards for "distinguished civic service" at a dinner at New York's Waldorf-Astoria Hotel. The affair was sponsored by New York agencies on behalf of the National Conference of Christians and Jews.

Recipients of the honor were Bruce Barton, BBDO board chairman; Thomas D'Arcy Brophy Kenyon & Eckhardt board chairman, and Milton H. Biow, president of the Biow Co.

Toastmaster at the dinner, attended by more than 600 agency industrial, business, civic and welfare leaders, was Lee H. Bristol president of Bristol-Myers. Mr Bristol, in making the presentations in recognition of the recipients' activities in building good will between faiths, alluded to their specific contributions. Mr. Biow won recognition for donating funds for a study of American textbooks to determine those that showed bias towards minority groups; Mr Brophy's interest in the Freedom Train was cited, and Mr. Barton was singled out for his writings on the brotherhood of man.

FORMER STATION OWNERS AND OPERATORS DESIRE TO RE-ENTER THE BUSINESS

WILL PAY CASH

For local or regional station, network or non-network. Geographical location doesn't matter but we are not interested in city of less than 25,000 and large trading area is preferred. WE ARE NOT BROKERS BUT JUST WHAT THIS AD SAYS—FORMER STATION OWNERS AND OPERATORS. All replies treated confidentially and full information is requested in all answers.

BOX 869D, BROADCASTING

Brokers Note: If you have any stations listed that fit the above requirements please reply.

STATE DEPT. NEWS *Coverage Plans Studied*

STEPS to prevent future haggling over radio pickups of State Dept. news items, speeches and related events were taken last week following a meeting of broadcaster and departmental representatives.

As result of the department's bungling of arrangements for the Jan. speech by Secretary Dean Acheson [BROADCASTING, Jan. 16], broadcasters will submit a set of recommendations covering all situations of this type.

The current effort to work out a solution culminates years of dissatisfaction with State Dept. handling of radio newsmen, marked by numerous incidents that left both parties unhappy.

NAB President Justin Miller jumped into the current controversy with a strong telegram of protest in advance of the Acheson speech, followed by a Jan. 16 letter suggesting creation of an *ad hoc* committee to find a solution.

The next day, Tuesday, a meeting was held at NAB headquarters and the whole problem was gone over in detail as each group aired its problems. Attending for the State Dept. were Francis H. Russell, director of public affairs, and Bill Wood, public liaison section. Representing NAB were Robert K. Richards, director of public affairs, and James Dawson, assistant director. Broadcasters included Julian Goodman, NBC; Bryson Rash, CBC; Hollis Seavey, MBS; Ted Koop, CBS; Cash Keller, WRC Washington, appearing for the National Assn. of Radio News Directors.

Mr. Keller was assigned to attend the conference by Jack Shelly, WHO Des Moines, NARND president. Mr. Shelly said NARND has notified NAB it fully supports the NAB protests to the State Dept.

Judge Miller's letter follows:

Please let me compliment you upon the significant and historic address which you delivered at the Press Club on Thursday, Jan. 12. Next, let me thank you for making possible the transcribing of your address for broadcasting purposes. Third, permit me to suggest—now that the repercussions have pretty well died down—that it might be well for representatives of the broadcasters and the news services to get together with representatives of the State Dept. to work out procedures for the future in cases of this kind.

I understand and appreciate very well the considerations which make it desirable to edit carefully either the text or the reporter's rendition of an extemporaneous address. On the other hand, we have come now to a method of news reporting and dissemination which puts us under severe pressure to make such news quickly available and which makes the old editing process largely obsolete.

In this particular case, for example, the editing process which took place in the State Dept., following your address, consumed so long a time that it was not available for the premium evening hours when it should have gone on the air. Again, I understand that because the labor union which operated the recorder at the time of your address was a different union than that which works under contract with one of the major networks, it was impossible for that network to use the transcription after all.

These are typical difficulties which arise unexpectedly unless consideration is given to them in advance. I hope it may be possible for us to set up a joint ad hoc committee for this purpose.

MANAGER WANTED FOR TEXAS NETWORK STATION

There is an immediate managerial opening in a network-affiliated Texas station in one of the major metropolitan markets. Give full details first letter.

BOX 900D, BROADCASTING

FCC Actions

(Continued from page 78)

Correction By FCC

WRFS-FM Alexander City, Ala.—Jan. 10 report should read: Granted license for new FM station; Ch. 291 (106.1 mc), 4.6 kw, 240 ft.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Missouri Basin Bcstg. Co. and North Dakota Bcstg. Co. Inc. Minot, N. D.—Granted petition of Missouri Basin Bcstg. Co to dismiss without prejudice its application; and on own motion Commission removed from hearing docket application of North Dakota Bcstg. Co. Inc.

FCC General Counsel—Granted petition for extension of time to Feb. 18 to file exceptions to initial decision in re application of Bluff City Bcstg. Co. Ltd.

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension of time to Feb. 1 to file exceptions to proposed decision.

(By Examiner Leo Resnick)

FCC General Counsel—Granted petition for indefinite continuance of hearing scheduled Jan. 18 in re application of Lakes Area Bcstg. Co., Pryor, Okla.

FCC General Counsel—Granted petition for extension of time to Feb. 8 to file proposed findings in re application of KEYY Pocatello, Ida.

(By Examiner Fanney Litvin)

Radio Corp. of Toledo, Toledo, Ohio—Granted in part petition for continuance of further hearing scheduled Feb. 6 in re application of Unity Corp. Inc., WTOD Toledo, et al; hearing continued to April 10.

WXKW Albany, N. Y.—Granted authority to take depositions in Albany Jan. 18 and continuing until completed, in re petitions of WHDH, et al.

(By Examiner Basil Cooper)

WGST Atlanta, Ga.—Granted petition to accept its late appearance in proceeding in re Doc. 9341 et al.

KFYO Lubbock, Tex.—Granted motion to take depositions on Jan. 25 at Lubbock.

(By Examiner J. Fred Johnson Jr.)

WOBS Jacksonville, Fla.—Granted petition for continuance of hearing scheduled Jan. 19 to March 3.

(By Examiner Jack P. Blume)

Teletronics Inc., Waycross, Ga.—Denied petition for continuance of hearing scheduled to begin Jan. 16.

Waycross Bcstg., Waycross, Ga.—Granted petition to amend its application to make changes in type trans. and certain equipment proposed, and in estimated costs, etc.

Jennings Bcstg. Co. Inc., Jennings, La.—Granted petition for continuance of hearing scheduled Jan. 19 to Feb. 20.

(By Examiner Elizabeth C. Smith)

WPAQ Mount Airy, N. C.—Granted petition and supplement thereto for leave to amend application in so far as directive pattern proposed is concerned in order to provide greater protection to WKRC Cincinnati.

(By Examiner Hugh B. Hutchison)

FCC General Counsel—Granted petition for postponement from Jan. 16 to Feb. 6 for filing of proposed findings in matter of application of WWST Wooster, Ohio.

Central Ohio Bcstg. Co., Galion, Ohio—Commission on own motion continued hearing scheduled Jan. 18 to Jan. 30.

(By Examiner James D. Cunningham)

John Townsend, North Platte, Neb.—Granted motion in so far as it requests continuance of hearing scheduled Jan. 16 to March 15.

January 17 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM stations: KTKT Tucson, Ariz.; KAFP Petaluma, Calif.

License Renewal

Request for license renewal new AM station: WTAN Clearwater, Fla.; WKGN Knoxville, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: KROC-FM Rochester, Minn.; WXKW-FM Albany, N. Y.

License for CP

License to cover CP new FM station: WFMJ-FM Youngstown, Ohio; WSPA-FM Spartanburg, S. C.; WCOD Richmond, Va.

WNBF-FM Binghamton, N. Y.—License for CP to cover changes in existing station.

Modification of License

WJLB-FM Detroit, Mich.—Mod. license and CP to change from Booth Radio Stations Inc. to Booth Radio & Television Stations Inc.

January 18 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations were granted renewal of licenses for period ending Feb. 1, 1953: KREM Spokane; KRUX Glendale, Ariz.; KVIC Victoria, Tex.; KWSD Mt. Shasta, Calif.; WSTV Steubenville, Ohio; WTSB Lumberton, N. C.; KFGT Fremont, Neb.; KGEZ Kalispell, Mont.; KOME Tulsa; KRMD Shreveport; KROC Rochester, Minn.; KRUL Corvallis, Ore., KWFC Hot Springs, Ark.; KWKC Abilene, Tex.; WBAC Cleveland, Tenn.; WBRE Wilkes-Barre; WBRK Pittsfield, Mass.; WCDT Winchester, Tenn.; WEMP (and aux.) Milwaukee; WEPM Martinsburg, W. Va.; WFBG Altoona; WFHR Wisconsin Rapids; WGAA Cedartown, Ga.; WGNI Wilmington, N. C.; WGRV Greeneville, Tenn.; WIZE Springfield, Ohio; WJPR Greenville, Miss.; WMSA Massena, N. Y.; WSOY (main and alternate main) Decatur, Ill.; WUSJ Lockport, N. Y.

Application Returned

WNOW York, Pa.—Application for CP to change hours of operation from D only to unl. time, by using presently licensed frequency and power 1250 kc 1 kw for daytime operation and 1240 kc 250 w for nighttime operation, returned as not in accordance with Commission's rules since it proposes that WNOW operate on two frequencies.

Modification of CP

WHYN Holyoke, Mass.—Granted mod. CP to change trans. location and make changes in DA system; eng. cond.

Hearings Designated

Louis Wasmer, Pasco, Wash. and Cascade Bcstg. Co. Inc., Richland, Wash.—Designated for consolidated hearing on March 22 in Washington, applications of Wasmer and Cascade both requesting new stations on 960 kc, 1 kw unl., at places specified.

Gateway Bcstg. Co., Texarkana, Ark. and David M. Segal, Idabel, Okla.—Designated for consolidated hearing March 28, in Washington, application of Gateway to operate on 790 kc, 500 w-N 1 kw-D unl. at Texarkana, and of Segal for 790 kc, 1 kw-D at Idabel.

Henry Lee Taylor, San Antonio, Tex. and Winter Garden Bcstg. Co., Crystal City, Tex.—Designated for consolidated hearing in Washington on March 30, applications of Taylor and that of Winter Garden requesting new stations on 1400 kc 250 w unl., at places specified.

David W. Jeffries, Ironton, Ohio—Designated for hearing application of Jeffries for new station on 1230 kc 100 w unl. in a consolidated proceeding with application of Coston-Tompkins Bcstg. Co., to be held March 29 at Washington.

KCSU and KNEU, Provo, Utah.—Designated consolidated hearing to be held March 27 in Washington, application of KCSU to change frequency from 1490 to 1400 kc, and application of KNEU to change frequency from 1450 kc to 1400 kc both using 250 w unl.

Reub Williams & Sons Inc., Warsaw, Ind.—Designated for hearing on March 24 in Washington application for a new station on 1050 kc 250 w D DA and made WPAG Ann Arbor, WHFD Benton Harbor, WLIP, Kenosha, Wis., and WZIP Covington, Ky., parties to proceeding.

WALE Fall River, Mass. and Bay State Bcstg. Co., New Bedford, Mass.—Designated for hearing on March 6 in Fall River, application of WALE for renewal of license 1400 kc 250 w unl. and application of Bay State for new station requesting facilities of WALE, and petition of Bay State was granted in so far as it requests application of WALE be designated for hearing in a consolidated proceeding with application.

Renewal Denied

Metropolitan Broadcasting and Television, Inc., New York—Denied renewal of license for experimental TV station KE2XIB since renewal application indicates station has not been operated during license period commencing Feb. 1, 1949.

January 18 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

Long Beach Bcstrs., Long Beach, Calif.—CP new AM station 810 kc 1 kw D AMENDED to request 810 kc 500 w D and change trans. and studio locations.

AM—1430 kc

Springfield Bcstg. Co. Inc., Springfield, Tenn.—CP new AM station 1260 kc 1 kw D AMENDED to request 1430 kc 1 kw D.

AM—900 kc

Tul'e Bcstg. Co., Tulia, Tex.—CP new AM station 1150 kc. 250 w D AMENDED to request 900 kc 250 w D.

License Renewal

KSUB Cedar City, Utah—Request for license renewal.

License for CP

KAYL-FM Storm Lake, Ia.—License to cover CP new FM station.

(Continued on page 84)

Top Network Facility

A long established regional network station that dominates a wide market area.

Earnings are consistently large over many years. Gross profit shows better than a 20% return on purchase price of

$400,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 83)

Applications Cont.:

KOEN Oceanside, Calif.—License to cover CP new noncommercial educational FM station.

TENDERED FOR FILING

Modification of License

KOCS Ontario, Calif.—Mod. license to change from 1510 kc 250 w-D to 1510 kc 250 w unl.

AM—1230 kc

WTVL Waterville, Me.—CP to change from 1490 kc 250 w unl. to 1230 kc 250 w unl.

January 19 Decisions . . .

BY COMMISSION EN BANC

Motion Granted

Maison Blanche Co., New Orleans—Granted motion in so far as it requests dismissal of application for mod. CP for extension of completion date of new TV station WRTV there.

Renewal Extended

A. J. Felman and WJOL Joliet, Ill.—Upon consideration of petition by Felman, Commission extended to March 1, 1950, time for achieving compliance with sec. 3.109 of rules in re application for renewal of license.

Extension Granted

WFVG Fuquay Springs, N. C.—Granted extension of authority to operate with power reduced to 250 w for period of 30 days from Jan. 20, pending receipt and action on formal application to install new trans.

Petition Granted

WKMH Inc., Jackson, Mich.—Granted petition of WKMH Inc. in so far as it requests that application for new station be designated for consolidated hearing with applications of WKNX and Booth Radio Stations, denied in all other respects. Designated for hearing in consolidated proceeding to commence Jan. 30 in Washington, application for new station on 970 kc 1 kw unl. time DA.-2, and made WICA Ashtabula, Ohio, party to proceeding with respect to all applications and WWJ Detroit, party to proceeding with reference to WKMH Inc. only.

Modification Granted

WGAI Elizabeth, N. C.—Granted mod. of CP to make changes in DA on condition that properly designed phase monitor shall be installed in trans. room as means of continuously and correctly indicating amplitude and phase of current in several elements of DA system.

Motion Denied

WMIE Lincoln Operating Co., as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Denied second motion of Lincoln Operating Co. for reconsideration and grant without hearing in matter of assignment of CP for station WMIE, and Commission ordered resumption of further hearing to commence Feb. 14 in Miami, in this proceeding.

Oral Argument

Commision scheduled oral argument for Feb. 6 in following proceedings: Pilgrim Bcstg. Co., Boston, Mass., et al; Cushing Bcstg. Co. and Payne County Bcstrs., Cushing, Okla.

January 19 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM stations: WFPA Fort Payne, Ala.; KWBG Boone, Ia.; WPAW Pawtucket, R. I.

AM—1590 kc

KWBG Boone, Ia.—CP to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP to increase power, install ant. etc. for extension of completion date.

Mod. CP new FM stations for extension of completion dates: WJBY-FM Gadsden, Ala.; WAAF-FM Chicago; WLPM-FM Suffolk, Va.

License Renewal

KRBC-FM Abilene, Tex.—Request for license renewal FM station.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: KNBH Los Angeles to 4-15-50; WOI-TV Ames, Ia. to 3-15-50.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 19

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,096	2,057	180		328	276
FM Stations	733	485	291	*6	49	28
TV Stations	98	32	79		353	182

* Four on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

KSOO Sioux Falls, S. D.—Announced decision denying application for switch from 5 kw limited time on 1140 kc to 10 kw fulltime on same frequency, using directional at night, without prejudice to KSOO filing application for 1140 kc which will afford required protection to WRVA Richmond, Va. (Comr. Jones dissented, voting for further hearing). Decision adopted by FCC Dec. 20, but not released until Jan. 17.

WSAP Portsmouth, Va.—Announced decision granting application for switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional fulltime (Class III assignment); engineering conditions. Decision Jan. 19.

New Bedford Bcstg. Corp., New Bedford, Mass.—Announced decision to adopt examiner's initial decision denying as in default application of New Bedford Bcstg. for new station on 1270 kc with 500 w daytime. Decision Jan. 19.

INITIAL DECISION

Tildon M. and Starlon S. Adcock, Goldsboro, N. C.—Initial decision issued by Hearing Examiner Leo Resnick to deny as in default application for new AM station on 570 kc with 1 kw daytime. Applicant failed to appear and present evidence in support of application. Decision Jan. 17.

OPINIONS AND ORDERS

Royal V. Howard, Honolulu, and Inland Bcstg. Co., Hilo, T. H.—Adopted order setting aside grant to Royal V. Howard of 250 w on 840 kc and designated for rehearing with application of Inland Bcstg. for 1 kw on 850 kc. Hearing set March 28, Washington. Order Jan. 19.

WNYC New York and WCCO Minneapolis—Adopted memorandum opinion and order denying petition of WNYC for amendment of Sec. 3.25(a) of rules to permit grant of application to change its facilities from 1 kw limited time on 830 kc, directional, to 5 kw day, 1 kw night on 830 kc, fulltime, using different directionals day and night; granted WCCO petition for dismissal of WNYC Petition and application; WNYC application dismissed without prejudice. Sec. 3.25(a) is involved in pending clear channel case. Order Jan. 19.

Payne County Bcstrs., Cushing, Okla.—Adopted order denying that part of petitioner's memorandum brief in reply to exception to initial decision on Dec. 29, 1949, which asks that Cushing Bcstg. Co.'s request for oral argument be denied. Order Jan. 19.

Non-Docket Actions . . .

TRANSFER GRANTS

KSMI Seminole, Okla.—Granted assignment of license of Seminole Bcstg. Co. from Tom Potter to KADA Bcstg. Inc. for consideration of $27,500, KADA Bcstg. Inc. is owned by Dr. C. C. Morris, retired preacher and members of his family. KSMI is assigned 1260 kc, 500 w-D, Granted Jan. 18.

KWKW Pasadena, Calif.—Granted assignment of license from Marshall S. Neal, Paul Buhlig, E. T. Foley, and Edwin Earl d/b as Southern Calif. Bcstg. Co. to John H. Poole. Consideration $57,500. Mr. Poole is owner of KSMA and KSMB (FM) Santa Maria, Calif. KWKW assigned 1 kw day on 1430 kc. Granted Jan. 18.

WOKZ-AM-FM Alton, Ill.—Granted transfer of control of WOKZ Inc. from R. L. Rose and R. C. Goshorn for consideration of $75,000 to North Shore Bcstg. Co. Inc. North Shore is licensee of WEAW (FM) Evanston, Ill. Principals in North Shore are Edward A. Wheeler and Leonard V. Dayton. WOKZ is assigned 1 kw D on 1570 kc, Granted Jan. 18.

KTAE Taylor, Tex.—Granted consent to transfer of control of KTAE Inc., from R. G. Garrett to G. G. Conoley, K. L. McConchie and Killis Campbell for total consideration of $21,000. Mr. Garrett previously held 800 shares, 200 sh. were purchased by Mr. Conoley for $5,250 which increased his holdings to 50%. Mr. McConchie purchased 100 sh. for $2,625, which increases his holdings to 25%. Mr. Campbell bought 500 sh. for $13,125. KTAE is assigned 1260 kc, 1 kw daytime. Granted Jan. 18.

AM GRANT

WKVM Arecibo, P. R. — Granted switch from 1070 kc 10 kw unl. to 1070 kc 25 kw and make changes in DA pattern. Granted Jan. 18.

Deletions . . .

AUTHORIZATIONS for one AM station and four FM outlets reported deleted by FCC last week. Total to date this year: AM, 2; FM, 6; TV, none. Deletions, effective dates and reasons:

KBKX San Antonio, Tex.—W. K. McCauley and W. M. Ritter d/b as Bexar Bcstg. Co., CP Jan. 13 (990 kc, 1 kw day). Extension of completion date denied.

WHEC-FM Rochester, N. Y.—WHEC Inc., license Jan. 11. Economic.

KCKN-FM Kansas City, Kan.—The KCKN Bcstg. Co., CP Jan. 11. Economically unsound to continue operation.

KVEC-FM San Luis Obispo, Calif.—The Valley Electric Co., license Jan. 13. Economically unsound to continue operation.

WWNI (FM) Wabash, Ind.—Syndicate Theatres Inc., license Jan. 13. Lack of interest in FM.

New Applications . . .

AM APPLICATIONS

Knoxville, Tenn.—Marvin I. Thompson, 800 kc, 1 kw day (Requests facilities of WIBK there). Applicant is manager and 50% owner WIBK. He proposes to purchase other 50% interest in facilities held by Rev. J. Harold Smith and Myrtice Rhodes Smith for $25,000.

Gaylord, Mich.—Midwestern Bcstg. Co., 900 kc, 1 kw day; estimated cost $25,000. Applicant is licensee WTCM Traverse City, WMBN Petoskey, WATT Cadillac and WATZ Alpena, Mich. Filed Jan. 19.

Ft. Stockton, Tex.—Fort Stockton Bcstg. Co., 860 kc, 250 w day; estimated cost $10,175. Co-partnership: V. T. and R. W. Anderson, owners Anderson Music Co., Big Spring, Tex., and each 25-5/6% owner of Big State Bcstg. Co., proposed purchaser of KTXC Big Spring; Leonard R. Lyon, 100% owner KTXC and 33⅓% owner Big State Bcstg.; George T. and Clyde E. Thomas, attorneys and each 7.5% owner Big Springs Bcstg. Filed Jan. 17.

FM APPLICATIONS

Sanford, N. C.—Sanford Bcstg. Co., Class A, Ch. 276, 103.1 mc, ERP 325 w, antenna 185 ft. above average terrain. Co-partners: Thomas Burke Buchanan, radio and record shop owner, and Thomas E. Barker, insurance business. Filed Jan. 17.

Andalusia, Ala.—Andalusia Bcstg. Co. Inc., Class B. Ch. 262, 100.3 mc, ERP 10.28 kw, antenna 160 ft. Applicant is licensee WCTA there. Filed Dec. 27.

TRANSFER REQUESTS

KRIS Corpus Christi, Tex.—Transfer of part interest in Gulf Coast Bcstg. Corp., licensee, which buys holdings of following minor stockholders: Houston Harte, 12.25%; Isobel C. Harte, 10%; Eva May Hanks, 11.25%; Jean Kinsolving Barnard, 5%; Bernard Hanks estate, 11.25%. Consideration is $288,000. Chief owner and manager of KRIS is T. Frank Smith. KRIS assigned 1 kw on 1360 kc. Filed Jan. 19.

WCFC(FM) Beckley, W. Va.—Relinquishment of control of Beckley Newspapers Corp., licensee, by Charles Hodel, president and owner 1,009 sh (52.41%), who gives 99 sh to following: Mrs. K. W. Hodel, Rose Hodel, E. J. Hodel, George W. Hodel and John C. Hodel. Family holdings continue to total 66.28%. WCFC assigned 101.3 mc. Filed Jan. 19.

WSNJ-AM-FM Bridgeton, N. J.—Transfer control of Eastern State Bcstg. Corp., licensee, from Elmer H. Wene, sole owner, for $82,500 to Paul W. Alger, WSNJ manager, and Russel S. Henderson, attorney and Bridgeton commissioner of public safety. WSNJ assigned 250 w on 1240 kc. Filed Jan. 18.

KWNW Wenatchee, Wash.—Transfer of control of Apple-Land Bcstrs., licensee, through issuances of new stock and several minor transfers since 1948. J. B. Hatfield, president and 16% owner and Ferd J. Schaaf, secretary-treasurer and 28% owner, were origina incorporators. Other present stockholders and interests now are: A. I. Anderson, 15%; James P. Parks, 16%; Anthony J. Sternling, radio technician, 7%; Vera J. Sternling, 5%; Robert E. Stickel, 6%; Irma Sutton, 2%; Clyde B. Kellogg, 0.4%; Frank E. Smith, 3%; Thomas Robert Waters Jr., 2%. KWNW assigned 250 w on 1340 kc. Filed Jan. 18.

WENA Bayamon, P. R.—Relinquishment of control of Bayamon Bcstg. Corp., licensee, from Ramon Agudo 54.19% owner, through sale by him of 76 sh at $125 per sh to three other minor stockholders. Holdings after transfer would be: Mr. Agudo, 25.19%; Domingo Diaz Alejandro, 25.19%; and Alberto Diaz Atiles and Gustavo Diaz Atiles, 24.81% each. WENA assigned 250 w on 1560 kc. Filed Jan. 13

CBS WRITERS

Guild Mulls Impending Strike

RADIO WRITERS GUILD tonight (Jan. 23) is holding a meeting of its writers of CBS package shows from Hollywood to discuss the most effective way to conduct impending strike against CBS Hollywood on behalf of staff writers, and to determine what the writers' stand will be.

A general membership meeting of the guild to take a strike vote and discuss breakdown of negotiations between the union and the network on behalf of the 10 continuity writers is scheduled for the end of January. Agreement had been reached on only two of the six demands presented by the union to the network—on grievance machinery and release of radio writers from necessity of being available to the network for speech making.

The four points on which agreement failed to be reached include: salary readjustment (union seeks pay scale equal to that of CBS New York staff writers, $101.50); limitation of working hours (union claims 60 hours work week now permitted without overtime pay); retention of radio and television pay rights to all material written by staff writers on own time; seniority provisions.

Wolf Named

APPOINTMENT of Sidney K. Wolf, assistant general commercial director of the International Telephone & Telegraph Co., as executive director of the Munitions Board Joint Electronics Committee was announced by the board last week. He assumed his duties last Monday. The joint committee is preparing a mobilization plan to guide the military in dealing with the electronics industry [BROADCASTING, Nov. 21, 1949].

Liquor Ads

(Continued from page 24)

network and spot advertising ould be affected, they conceded.

The Langer bill, as presently nstituted, broadly prohibits all coholic beverage advertising in terstate commerce. It includes a ovision which singles out radio ations (and concedes radio's in- rstate nature), thus in effect out- wing all such advertising by dio. A clause dealing with mail, mphlets, etc. prohibits such ad- rtising "in any place in any ate." Many counties, while in wet" states, are "dry."

John D. Sullivan, general coun- l for Advertising Federation of merica, told Sen. Johnson's com- ittee:

"It would absolutely prevent all dio advertising of alcoholic bev- ages by duly licensed radio sta- ons, no matter how inoffensive e advertising, since there is no ay of stopping a radio wave at a ate line."

That also was the view expressed Rev. Sam Morris, temperance ader, who conceded that "you nnot confine radio waves to ates and communities where the le of (such) beverages is legal. . ." Thus the bill would be all- nbracing and even a logical first ep in the direction of prohibition, me industry observers feel.

Local Advertising

One "dry" spokesman—Donald Cloward, executive secretary of e Northern Baptist Council on hristian Social Progress — told e committee, however, that the anger bill would not affect local lvertising. He labeled it a sort "states' rights" measure.

Sen. Warren Magnuson (D- ash.) wanted to know whether e bill, if enacted, would not dis- iminate (1) against stations hose signals cross borders, pre- pposing such advertising were lowed intrastate and (2) against ations in one wet state whose gnals cross into another wet ate—that is, where state regula- ons allow such advertising.

Also he asked whether the bill ould not discriminate against 46 the 48 states who voted "wet" Mississippi and Oklahoma are y, though they sell beer), and articularly against stations and eriodicals crossing borders into y territory. Mr. Cloward said at was a matter for individual ates to decide, and he foresaw no rohibition on local advertising as uch.

Another aspect of the Langer ll almost certain to evoke opposi- on among some members of the enate Commerce committee, as it as in previous years, is its alleged nfairness—even "unconstitution- lity." This charge was leveled epeatedly during the hearing.

Mr. Sullivan declared the meas- re would in effect "punish by stat- te a lawful industry" by denying s right to advertise by radio and her media—and by denying ad- rtising agencies, radio networks, etc., the right to do business with "a lawful industry." Its purpose plainly is "not to regulate, but to prohibit," he asserted.

Furthermore, Mr. Sullivan continued, FTC has power to protect the public from misleading advertising; the Federal Alcohol Administration Act contains similar prohibitions; and alcoholic beverage advertising is rigidly controlled and regulated in almost every state.

The Advertising Federation of America, whose membership exceeds 25,000, comprises 131 national advertisers, 328 agencies, 59 radio companies, among other groups.

The Internal Revenue Bureau's Alcohol Tax Unit, which supervises the Alcohol Act, threw the matter squarely back at Congress during the hearing. Carroll Mealey, its deputy commissioner, said the Treasury Dept. had "no specific recommendations."

If Sen. Langer's measure should become law the combined radio-television industry would stand to lose an estimated $10 million in overall revenue from beer-wine-ale advertising—projecting the figure to include the local level. About 1% or 2% of radio's national revenue would be affected.

Networks reportedly took in between $1,150,000 and $1,500,000 during 1949 in gross time sales from alcoholic beverage advertising, according to latest estimates. Spot business is expected to approximate up to $5 million in net sales, with the remainder derived from local billings.

Volume of wine advertising over radio and television stations is relatively small, but one advertiser, Fruit Industries Ltd., feels that radio and television have a "perfectly proper place" in its advertising and should not be discriminated against.

In a statement prepared for the hearing and inserted in the *Congressional Record* by Rep. Leroy Johnson (R-Calif.), Philo Biane, of Fruit Industries, stated:

". . . It is perfectly possible for any member of the wine industry to handle radio and television in such a way as to be in conformity with the customs and habits of the people in any particular marketing area." Broadcasting has become local and selective, he stressed, and advertisers generally adhere to local community regulations with respect to certain advertising.

He said the yardstick of good taste as provided in the wine industry's advertising code, applies equally to radio and television.

Henry E. Abt, president of Brand Names Foundations Inc., foresaw a destructive precedent in the Langer bill, citing dangers to the whole American system of trademarks and advertising.

Rep. Joseph Bryson (D-S. C.), author of HR 2428, also appeared briefly before the committee to explain provisions of his bill which is similar to the Langer measure.



COTTON BOWL week in Dallas gave WFAA three NBC show originations. At the WFAA mike, Martin B. Campbell (l), general manager of the station, greets (l to r) Bill Stern, NBC sports director; Gov. Allan Shivers of Texas and R. J. O'Donnell, chief barker of Variety Clubs International.

PAPER-OWNED STATIONS

Worcester Stresses Need for Separate Operations

HOW a station which is owned by a newspaper publisher can maintain complete independence was outlined by Willard C. Worcester, general manager and vice president of WIRE Indianapolis and Central Newspapers Inc., Wednesday in Chicago. He addressed members of the Radio Management Club at the regular luncheon meeting.

Discussing the relationship between WIRE and the two Indianapolis papers owned by the controlling firm (*The Star* and *The News*), Mr. Worcester deplored the secondary role relegated to "most stations owned by a newspaper in a market the size of Indianapolis. A station operating as an offshoot of a paper can never come into its own. We have always advocated complete separation of advertising, news and operational activities, but do cooperate on an exchange of local news and merchandising. Our advertising staffs, however, are organized on a highly competitive basis."

To promote the popularity of radio as a sales medium, the parent company and its WIRE executive personnel, with key men from the town's other four stations, introduced the Broadcast Advertising Bureau film on "How to Turn People into Customers" to 250 Indianapolis agency and client representatives.

Talking of paid program logs, Mr. Worcester explained that Central Newspapers Inc. refuses to charge for AM and TV listings in any of its papers. "We feel the radio log is a regular reader service, as important as sports scores. We would run it free even if we couldn't sell advertising around it." He cited a recent readership survey of the two papers in which some subscribers were given sheets without a radio log. "We got complaints from everyone, and thus substantiated our viewpoint." The station also takes listener surveys every three months to determine preference trends, he said.

WIRE and the papers, working closely on news gathering and merchandising, share more than 100 reporters and sales staffs of nine men.

WOR RESEARCH

Daytime Radio vs. Newspaper

SPONSORS on WOR New York daytime participating and carrier programs can reach two to nine times more women per dollar than are reached by advertisements in standard size New York City newspapers, according to a new WOR research study.

On comparing WOR one-minute daytime participations or announcements with ads in five size ranges in standard-size New York dailies, it was found that WOR thereby averaged 820 women per dollar (WPD) while newspapers scored as follows:

292 WPD for ads of 140-299 on lines
190 WPD for ads of 300-599 on lines
120 WPD for ads of 600-9999 on lines
106 WPD for ads of 100-1499 on lines
79 WPD for full page ads

In announcing the study, Robert M. Hoffman, WOR director of research, made it clear that the newspaper figures were based on open rates and not on contract rates because of the impossibility of adjusting for contract rates without knowing exactly how many advertisers enjoy which rates.

Social Research School

THE New School for Social Research, 66 West 12th St., New York, has announced 14 courses in public relations and publicity for the spring term beginning Feb. 6. The spring curriculum includes full term courses in "Basic Principles of the Mass Communication Arts," "Editing and Writing for Television" and "International Broadcasting."

At Deadline...

CAPITAL TV SET SALES GOOD DESPITE COLOR TESTS

REVERSAL of earlier trend seen Friday in two separate Washington surveys indicating black-and-white television set sales not greatly affected by CBS' public demonstration of color TV.

Survey by Electric Institute of Washington, which week before had indicated sales were down and attributed it to color showing [CLOSED CIRCUIT, Jan. 16], showed in last week's returns that demonstrations' overall effect is not harmful to set sales and in fact is helping clarify some public confusion on color question, officials reported. Institute voted to take no stand on demonstrations.

Another survey, by American Research Bureau, said it is consensus of large dealers that:

(1) Almost every prospective set buyer asks about color; (2) volume of such questions varies with color publicity; (3) "in the main these questions, while sales obstacles, do not stop sales"; (4) dealers resent color publicity and FCC's approval of color demonstrations, feeling that "even though color publicity does not stop sales . . . it does raise sales resistance"; (5) dealers generally feel TV set sales picture is "excellent" and think main factors hurting sales are multiplicity of new models and advertising of old models at "giveaway prices" under impression they are new models.

Preliminary results of ARB telephone survey of Washington homes indicated less than 3% of non-TV families said they're waiting for color, while 47% gave finances as reason, 28% said not interested in owning TV now, and 11% said waiting for clearer pictures.

RAILS REVIEW TV

ADVERTISING managers of 40 American railroads discussed television formally for first time at annual meeting in Chicago Friday and Saturday. Speakers included H. A. Carlson, radio-TV contract manager, and Roger O'Connor, transmission engineer, both of Illinois Bell Telephone Co. Members of National Assn. of Railroad Advertising Managers talked of their use and opinion of TV. Only three railroads—Union Pacific, Santa Fe and New York Central—are reported to have used TV spots before first of year. Group's new president is Walter S. Jackson, of Chesapeake & Ohio, succeeding H. N. Northcott, of Union Pacific.

UNICORN TO SPONSOR

GEORGE PUTNAM's *Broadway to Hollywood*, DuMont TV Network show, to be sponsored, starting Jan. 27, by Unicorn Press, New York, for Funk & Wagnalls Encyclopedia. Thirteen-week contract for telecasts, Fri., 8:30-9 p.m., placed through Victor Bennett, New York.

UNION'S STRIKE NOTICE

CBS Hollywood's union difficulties mounted with disclosure Friday the Office Employes Union had filed strike notice against network with National Labor Relations Board. OEU, representing 100 at CBS Hollywood, seeking wage increases, reclassification of several jobs, and improved working conditions. Union may join International Brotherhood of Electrical Workers and Radio Writers Guild, both of which have filed strike notices, in joint action against CBS.

GUILD MEDIATION SEEN

MEDIATION expected to step back in picture this week in deadlock between Radio & Television Directors Guild and four networks. Parties ended negotiations late Thursday "miles apart" with no further meeting set. New York State mediator offered aid last month on television recognition question and then withdrew on its solution to let parties reach agreement themselves.

ADVERTISING ENHANCES RADIO INTEREST, 44% FIND

ADVERTISING adds to interest of radio in 44% of cases, takes away from interest in 38%, makes no difference in 12%, according to George Gallup, director, American Institute of Public Opinion. Latest Gallup poll shows advertising adds to interest of newspapers in opinion of 73% of those interviewed, takes away from interest of 11%, makes no difference to 11%. Magazine figures in same order are 64%, 10% and 12%.

Women found much more inclined than men to think advertising adds interest to radio or publications; people with college education object more strongly to radio commercials.

WPEN OFFERS FACILITIES IN A&P ANTI-TRUST DISPUTE

OFFER by William Penn Broadcasting Co., licensee of WPEN-AM-FM Philadelphia, to U. S. Attorney General's office and Atlantic & Pacific Tea Co., providing facilities for public interest program, revealed Friday by General Manager Edward C. Obrist.

Station suggested "forum type of program" to air current anti-trust controversy and said it would (1) provide NAB with transcriptions for general station distribution and had (2) advised its listeners of offer in hourly newscasts.

AGENCY'S NEW SERVICE

O'BRIEN & DORRANCE Inc., New York, announced development of new low-cost promotion plan for individual radio and video stations. According to William R. Seth, radio-television director of advertising agency, whose department will handle function, it was felt much station promotion is of poor quality, and never reaches agency and advertising executives it is designed to impress.

KWTO BOOST FAVORED

KWTO Springfield, Mo., would receive approval for switch from 5 kw day, 1 kw night to 5 kw fulltime, on 560 kc directional, according to recommended ruling in initial decision by FCC Hearing Examiner J. D. Bond, issued Friday. Slight interference would result with KFDM Beaumont, Tex., and KLZ Denver.

'CHICK' KELLY JOINS WPTZ

JOHN J. (Chick) Kelly today joins WPTZ (TV) Philadelphia as director of sales promotion and publicity, Ernest P. Loveman, president and general manager, announces. Mr. Kelly resigns from WCAU same city as publicity director and commercial representative.

SCHAEFER JOINS PHILCO

HAROLD W. SCHAEFER, for 24 years active radio, electronics and television engineer, appointed special assistant to Leslie J. Woods, vice president-director of research and engineering of Philco Corp. Mr. Schaefer will handle special phases of research and engineering for Philco's Television and Radio Div.

27 TAKE 'CRUSADE' RE-RUN

UP TO Friday, 27 ABC-TV stations showing re-run of *Crusade in Europe*, syndicated film series based on Gen. Eisenhower's book, 11 on commercial basis (local sponsorship) and 16 on sustaining. ABC-TV says new stations signing almost daily.

Closed Circuit

(Continued from page 4)

last week reappeared on Washington scene which he formerly frequented with elaborate pictorial presentation of his new "Radio Plaza," housing his MBS affiliate. His sumptuous and highly functional operation was applauded along with side comments about his recent closure of KOPY (FM) Houston, particularly in light of his drum-beating for FM medium as first president of FMA.

GARRETT & CO. (Virginia Dare wine), through Ruthrauff & Ryan, New York, about to prepare spot announcement campaign to start in March.

GENE AUTRY, movie, radio and rodeo star as well as station owner (KOOL Phoenix, plus other minority interests), is about to invade new artistic field—comic strip newspaper syndicate.

RYAN CANDY CO., New York, preparing "Hopalong Cassidy candy bar" which will be on sale starting in February in eastern area at first. Blaker Adv., New York, its agency planning to use radio spots to introduce candy.

GORHAM SILVER CO., through its agency Kenyon & Eckhardt, New York, will audition on kinescope TV program featuring Elsa Maxwell. Network probably to be CBS-TV.

NETWORKS ARE BEING faced with increasingly difficult problems generating from TV's commercial come-uppance. In one major market, it's reported, an affiliate broke into 55-minute presentation nine times with spot announcements, fading out video and sound to put on spots.

EDWARD MADDEN, former managing director of now defunct American Newspaper Advertising Network, joins NBC Feb. 1 with title of assistant to Joseph H. McConnell, NBC president. Mr. Madden, onetime executive in charge of new business at McCann-Erickson New York, believed slated for staff-level NBC vice presidency eventually.

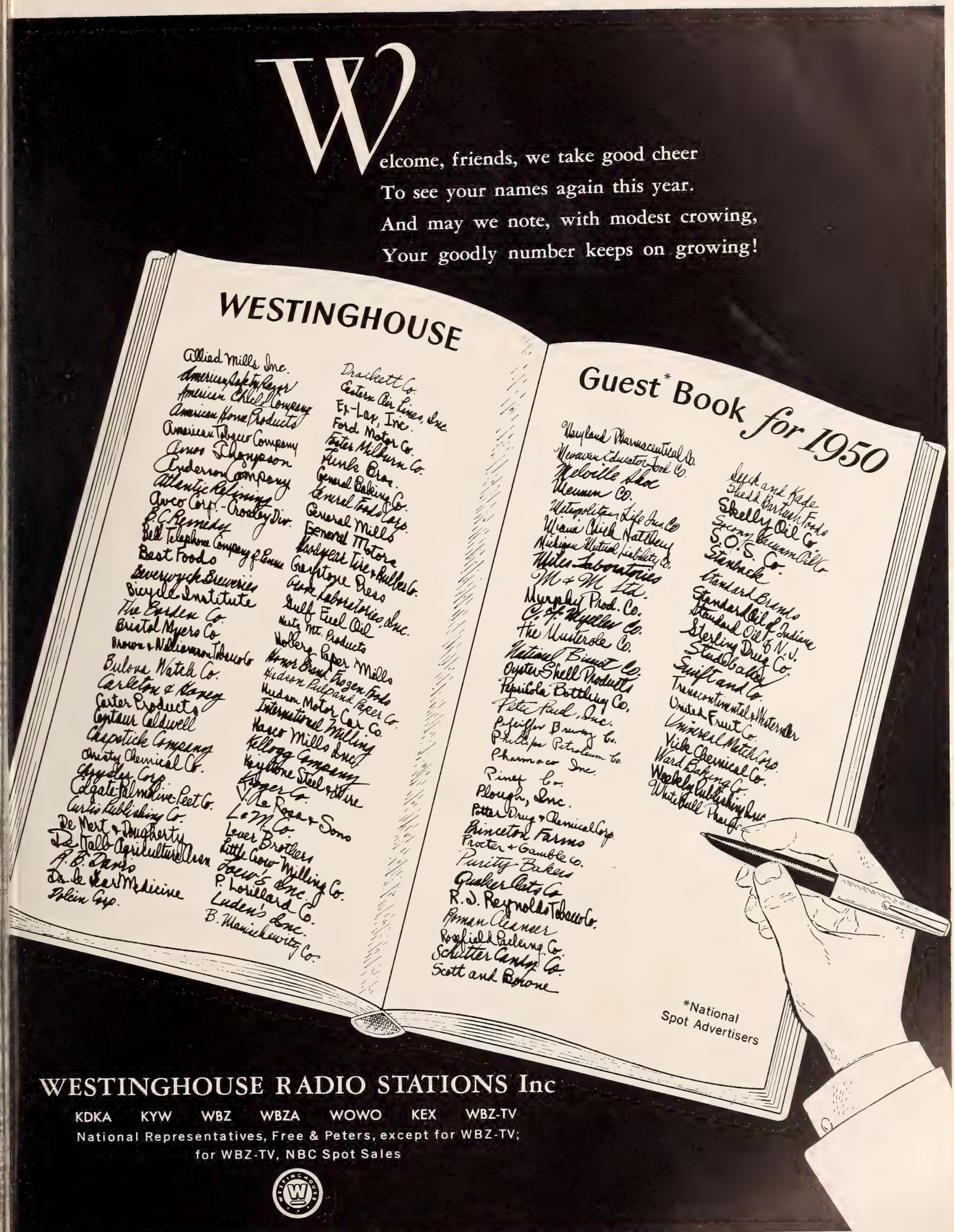
'TEXACO THEATRE' TOPS THREE-CITY TV SURVEY

AMERICAN RESEARCH Bureau report released Friday shows Milton Berle's *Texaco Star Theatre* most popular video program in three cities covered—New York, Philadelphia and Baltimore. Information secured through 500 "viewer diaries" in each city and covers week of Jan. 1-7.

Toast of the Town shown second in New York and Philadelphia, third in Baltimore. Arthur Godfrey's *Talent Scouts* reported in third place in New York and Philadelphia with his other show, *Godfrey and His Friends*, second in Baltimore. Report points out that in New York new Ken Murray show barely missed Top Ten with 30.6 for premiere performance Jan. 7.

Top Ten programs in each city reported by American Research Bureau as follows:

NEW YORK—(1) *Texaco Star Theatre*, 64.9; (2) *Toast of the Town*, 53.6; (3) *Talent Scouts*, 52.3; (4) *Godfrey and His Friends*, 44.9; (5) *The Goldbergs*, 41.7; (6) *Philco Playhouse*, 35.4; (7) *Studio One*, 35.0; (8) *Suspense*, 32.8; (9) *Lights Out*, 32.6; (10) *Stop the Music*, 31.3. PHILADELPHIA—(1) *Texaco Star Theatre*, 72.7; (2) *Toast of the Town*, 65.8; (3) *Talent Scouts*, 65.4; (4) *Godfrey and His Friends*, 57.2; (5) *Children's Hour*, 53.3; (6) Boxing (Fri., N. Y.), 53.3; (7) *Amateur Hour*, 53.2; (8) *Stop the Music*, 52.9; (9) *Cavalcade of Stars*, 49.2; (10) *Frontier Playhouse*, 48.5. BALTIMORE—(1) *Texaco Star Theatre*, 72.6; (2) *Godfrey and His Friends*, 68.4; (3) *Toast of the Town*, 61.6; (4) *Talent Scouts*, 61.6; (5) *Stop the Music*, 53.7; (6) *Suspense*, 49.8; (7) *Lone Ranger*, 45.5; (8) Boxing (Fri., N. Y.), 43.2; (9) *Big Story*, 41.3; (10) *Fireside Theatre*, 40.6.


Welcome, friends, we take good cheer
To see your names again this year.
And may we note, with modest crowing,
Your goodly number keeps on growing!
WESTINGHOUSE
Guest* Book for 1950
Allied Mills Inc.
American Bakeries Co.
American Chicle Company
American Home Products
American Tobacco Company
Amos Thompson
Anderson Company
Atlantic Refining
Avco Corp. - Crosley Div.
B.C. Remedy
Bell Telephone Company of Penna.
Best Foods
Beverwyck Breweries
Bicycle Institute
The Borden Co.
Bristol Myers Co.
Brown & Williamson Tobacco
Bulova Watch Co.
Carleton & Hovey
Carter Products
Centaur Caldwell
Chesterfield Company
Christy Chemical Co.
Chrysler Corp.
Colgate-Palmolive-Peet Co.
Curtis Publishing Co.
De Mert & Dougherty
De Kalb Agricultural Assn.
F.B. Davis
Dr. Le Gear Medicine
Dolcin Corp.
Drackett Co.
Eastern Air Lines, Inc.
Ex-Lax, Inc.
Ford Motor Co.
Foster Milburn Co.
Funke Bros.
General Baking Co.
General Foods Corp.
General Mills
General Motors
Goodyear Tire & Rubber Co.
Gorhtone Bros.
Grove Laboratories, Inc.
Gulf Fuel Oil
Hartz Mt. Products
Hollberg Paper Mills
Honor Brand Frozen Foods
Hudson Pulp and Paper Co.
Hudson Motor Car Co.
International Milling
Hasco Mills Inc.
Kellogg Company
Keystone Steel & Wire
Kroger Co.
V. La Rosa & Sons
Lehn & Fink
Lever Brothers
Little Crow Milling Co.
Loew's Inc.
P. Lorillard Co.
Luden's Inc.
B. Manischewitz Co.
Maryland Pharmaceutical Co.
Mayfair Education Food Co.
Melville Shoe
Menuhin Co.
Metropolitan Life Ins. Co.
Miami Chick Hatchery
Michigan Mutual Liability Co.
Miles Laboratories
M & M Ltd.
Murphy Prod. Co.
C. F. Mueller Co.
The Musterole Co.
National Biscuit Co.
Oyster Shell Products
Pepsi-Cola Bottling Co.
Peter Paul, Inc.
Pfeiffer Brewing Co.
Philips Petroleum Co.
Pharmaco Inc.
Pinex Co.
Plough, Inc.
Potter Drug & Chemical Corp.
Princeton Farms
Procter & Gamble Co.
Purity Bakers
Quaker Oats Co.
R.J. Reynolds Tobacco Co.
Roman Cleaner
Rorer Packing Co.
Schutter Candy Co.
Scott and Bowne
Seyd and Kade
Shedd Barfoot Foods
Skelly Oil Co.
Speery Sperry Flour Co.
S.O.S. Co.
Steinbach
Standard Brands
Standard Oil of Indiana
Standard Oil of N.J.
Sterling Drug Co.
Stud Ballet
Swift and Co.
Transcontinental & Western Air
United Fruit Co.
Universal Match Corp.
Vick Chemical Co.
Ward Baking Co.
Weekly Publishing Inc.
White Hall Theatre
*National Spot Advertisers
WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW WBZ WBZA WOWO KEX WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales



It's impossible...

...you can't cover California's **Bonanza Beeline** without on-the-spot radio



MORE PEOPLE than Los Angeles! More buying power than San Francisco and San Diego combined.* That's the Bonanza Beeline — California's rich central valleys plus western Nevada.

There's only one way to radio-sell this market. That's with on-the-spot stations . . . the five BEELINE stations. Beeliners, remember, are *inlanders*. They naturally prefer their own stations to outside stations.

For *complete* Beeline coverage, use all five stations . . . at combination rates. Or use the BEELINE stations individually for top coverage of any major Beeline shopping area. For instance . . .

. . . here's what you should know about KFBK

The Sacramento Bee Station
(50,000 watts - ABC)

Delivers solid coverage of whole 21-county billion-dollar Sacramento market, where annual food sales alone top 242 million.

Has lowest cost per listener in its area.

*Sales Management's 1949 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

JANUARY 30, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

how to grow bigger

than you thought

you could



"LOOK HERE, PHILIP—didn't I see a new wing on that Danbury plant of yours?"

"You did. And if you had spent less time ogling my charming new beauty consultant, you might have noticed I'm breaking ground for another. She's married, by the way."

"Oh, I see. Tell me—how does this completely idiotic business of yours keep on growing?"

"HA! Idiotic, eh? Do I detect a note of ghoulish envy? No matter. WOR is one reason. The only reason as far as advertising is concerned. There wasn't a hare's chance to hounds of my ever making a go of it until I began offering samples on a 15-minute show over WOR."

"Indeed?"

"Yes, my dear fellow. Indeed! Indeed! Indeed! I got a dealer-distributor reception about as warm as a December dawn when I tried to launch it in New York. But WOR took care of that. Sent customers asking, prodding, demanding. Set the town on end, actually. Complete distribution the first year; 100% sales increase the second, same the third year, and still going up."★

"Amazing."

"Reticent as ever, aren't you, Robert?"

★*The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 110 success stories—the greatest collection of success stories ever gathered by any station anywhere.*

WOR

—heard by the most people where the most people are

Why did they write WLS

Another Million Letters in 1949?

Our listeners in Midwest America wrote us another million letters in 1949 **to tell us their radio wants**—to get needed information for better living from Feature Foods, Dinner Bell Time, Kitchen Club, Farm Bulletin Board and other service programs—**to play "Stumpus" with our Buccaneers and Rangers**—to thank us for the Midwest's most complete weather and market service—**to request tunes of their friends who star on the National Barn Dance**—to ask WLS editors and stars to talk or entertain at their meetings—**to get copies of Dr. Holland's inspirational messages or School Time scripts**—and perhaps most of all to show the interest and confidence they have in the station whose 50,000-watt, clear channel signal is always the "voice of a friend." That's why . . .

1,092,039 letters came to WLS in 1949—more than 21 million letters in 20 years to

WLS
The PRAIRIE FARMER STATION

Number 1 in a series showing the quantity and quality of response to WLS service and programming.

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Let's talk about COVERAGE

WOAI's Primary Market has always been a bright spot in the nation's economic picture. Today, day and night, a half-million families who spend over a billion dollars over grocery, drug and other retail counters, have the WOAI listening habit! (Check Hooper or BMB). • Already rich in oil, cotton, cattle and other agricultural products, WOAI's Southwest now is one of the nation's industrial hot spots! (Ask your Banker). • That means more people who make and spend more money on more products! There's no substitute for WOAI's coverage of this ever richer market. • Hooper's latest Listening Area Index shows WOAI with two times as many listening families daytime, three times as many nighttime, as the next most listened to station. For availabilities . . . (Ask Petry).



NBC • TQN

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

•
•
•
•

THERE
IS
NO
SUBSTITUTE
FOR

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

IN
THE
SOUTHWEST

•

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT LOOKS like no dice now and reconsideration in Drew Pearson-Robert S. Allen bid for facilities of 50,000 w Hearst-owned WBAL Baltimore. Lineup now stands three to three (Hyde, Sterling, Hennock for WBAL renewal, versus Coy, Walker, Webster for Pearson-Allen). Question: Will seventh member—Jones—who did not participate because of Pearson assault against his confirmation three years ago, now be forced to vote?

STREAMLINED government delegation to Havana for Feb. 1 NARBA negotiations with Cuban representatives will consist of FCC Comr. Rosel Hyde, chairman; D. R. MacQuivey, foreign affairs specialist, State Dept.'s Telecommunications Division; James Barr, FCC's AM Engineering chief; FCC Engineer Underwood Graham, and Ray Harrell, State Dept.'s telecommunications attache in Havana. They'll consult with Ambassador to Cuba Robert Butler and Counselor of Embassy Harold Tewell.

A. D. (Jess) WILLARD Jr., erstwhile NAB executive vice president, nominated for NAB medium-station director-at-large. He now heads WGAC Augusta, Ga. Arthur B. Church, KMBC Kansas City, many-time director, among 20-odd nominees along with four present board members: Harold E. Fellows, WEEI Boston; Charles C. Caley, WMBD Peoria, Ill., and Henry W. Slavick, WMC Memphis, all district directors, and Kenyon Brown, KWFT Wichita Falls, Tex., incumbent medium-station director.

UNDERSTOOD Harold Wheelahan, WSMB New Orleans, unopposed in NAB District 6 for directorship. Also possibly slated for unopposed election are Cal Smith, KFAC Los Angeles, District 16 (incumbent), and Jack Todd, KFBI Wichita, District 12.

SPEAKING of elections, NAB board will have to name additional nominees in at least one bracket. Elections thus will be delayed at least week pending board action. Some aspirants to directorships weren't on NAB's eligibility list because they didn't fill out certification forms properly.

POLITICAL hornets nest may be stoked by FCC, involving former GOP Presidential nominee. Case is 1936 Candidate Alf Landon's five-month-old application for transfer of his Denver daytimer, KTLN, to General Manager Leonard Coe for $45,000 [BROADCASTING, Aug. 1, 1949]. FCC considering calling hearing. One question: Has transfer already taken place?

EXECUTIVE of motion picture company in New York reportedly hired by NBC as staff-level public relations chief, probably with vice president's rank. Sydney H. Eiges, present NBC vice president in charge of press, will continue on operating level.

MUTUAL BOARD, which meets in Washington next week, undoubtedly will again discuss

(Continued on page 86)

Upcoming

Feb. 1: U. S. Cuban Conference on NARBA assignments, Radio Direcione, Havana, Cuba.
Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.
Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.
Feb. 8-10: NAB Board of Directors, San Marcos Hotel, Chandler, Ariz.

(Other Upcomings on page 28)

Bulletins

BRISTOL-MYERS, New York, through Doherty, Clifford & Shenfield, New York, preparing spot announcement campaign to promote economy size Ipana toothpaste on more than 100 stations in 35 major markets starting in February. In addition, hitchhikes will be used on its two network shows, *Mr. District Attorney* (NBC) and *Break the Bank* (ABC).

MEDIATION session Friday failed to break deadlock between Radio & Television Directors Guild and radio networks and WOR-TV New York. Neither side budged, union sticking by its $300 video demand and companies offering current $135. Strike deadline tomorrow midnight. Membership meeting of guild scheduled for tonight. New York State Mediator Mabel Leslie holding time open today and tomorrow to try last minute effort to end impasse.

MILLER ISSUES REPLY TO COMR. JONES' LETTER

BATTLE of words between FCC Comr. Robert F. Jones and NAB President Justin Miller resumed Friday. Judge Miller issued statement in reply to Commissioner's Jan. 25 answer to his "Dear Bob" letter of Jan. 19 (see exchange of letters page 22). In latest episode, Judge Miller chided Comr. Jones on his "philosophy" as federal official. Statement follows:

"Apparently Comr. Jones misconstrued completely what I said in my letter of Jan. 19. I am sorry that he did not understand either the intent or meaning of my words and that he read into them such fantastic implications; but I am happy, nevertheless, that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

BAB FURNITURE ANALYSIS

BAB'S first TV retail information folder, dealing with furniture, mailed to stations Friday. Beginning next month, when banks will be subject, both radio and video editions of folders will be released simultaneously. Two TV bonus issues in near future will deal with laundries and dry cleaners, and jewelry business, subjects already covered in radio releases.

MBS APPOINTS ALLEN

SIDNEY P. ALLEN, of Mutual sales staff, named assistant to vice president in charge of sales.

Business Briefly

PACT EXTENDED ● William H. Wise & Co., after sponsoring ABC's *Get More Out of Life*, Sun., 10:15-10:30 p.m., on one-time basis Jan. 22, extends contract 12 weeks over 62 ABC stations. Firm promoting its book, *Your Dream Home—How to Build It For Less Than $3,500.* Agency, Thwing & Altman, N. Y.

WAVERLY RESUMING ● Waverly Fabrics Division of F. Schumacher & Co., New York, resuming radio advertising for home-furnishing fabrics. Announcements ordered on *Mary Margaret McBride* show on WJZ New York and WOR New York's *Dorothy and Dick Kolman* breakfast program. Agency, Anderson, Davis & Platt, New York.

P&G VIDEO ● Procter & Gamble Co., Cincinnati, to sponsor *Beulah* starting in September on ABC-TV for new product. Agency, Dancer-Fitzgerald-Sample, New York.

MAY BUY ● M & C Foods Co., Chicago (Italian specialties), considering radio and TV through newly appointed agency, Morris F. Swaney, Chicago; Howard Medici, account executive. Firm has used both media.

RMA TUBE PRODUCTION FOR NEW SETS EXPANDS

OUTPUT of receiving tubes for new radio and televisions sets increased in 1949, Radio Mfrs. Assn. announced Friday. Total tube output down due to drop in replacement needs.

Production totaled 198,753,295 tubes in 1949 compared to 204,720,378 in 1948. Of 1949 total, 147,298,436 went into new sets, compared to 146,162,214 in 1948. Replacements were 39,696,297 in 1949 compared to 47,056,521 year before. Export production last year was 10,072,845, slightly under 1948, with 1,685,717 for government use which almost doubled 1948 figure.

December tube production well above figure in same month of 1948 and only slightly under that for November 1949.

TWO JOIN NBC SPOT

ROBERT Z. MORRISON Jr. and Bernard H. Pelzer Jr. appointed account executives in NBC's national spot sales department. Mr. Morrison, recently with WFIL Philadelphia, was with NBC Recording Division 1943-48. Mr. Pelzer was recently advertising consultant to food and drug concerns and formerly director of radio at Owen & Chappell and network program supervisor at Benton & Bowles.

WINS OFFER PENDING

FORMAL reiteration of offer of International Ladies Garment Workers Union to buy WINS New York from Crosley Broadcasting Corp. had not been acknowledged Friday. Offer renewed in midweek. Pending response from Crosley, union undecided whether to file amended application for WINS facilities to replace one dismissed last week by FCC because of lack of engineering information.

KGW Delivers... COMPREHENSIVE COVERAGE of



Capital City of the Fastest-Growing State in the Nation!



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage.

Salem in the heart of the rich, fertile Willamette Valley, is the political hub of Oregon, second city of the State, and geographically almost in the center of KGW's powerful north-south transmitter signal.

Salem's metropolitan population has doubled in the last 10 years . . . its greatest growth has come since the close of the war. Dairy and agricultural products and their processing, pulp and paper mills, and lumbering give year-round employment and keep Salem's economic level far above the State's average.

KGW DELIVERS Salem . . . as it delivers Comprehensive Coverage of the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



AMONG NATION'S
*Top 100 Markets**

SERVING THE TRI-STATE AREA (PENNA., OHIO, NEW YORK)

POPULATION
383,000

AREA'S ONLY
5000 WATT STATION

BUYING INCOME
$537,923,000

RADIO EQUIPPED
HOMES 96.8%

For complete details about this rich, metropolitan market served by WIKK consult:
TAYLOR-BORROFF & CO., Inc.

* SALES MANAGEMENT 1949

WIKK
ERIE'S ONLY
5000 WATT STATION
ABC AFFILIATED

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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William L. Thompson, *Manager;* Jane Pinkerton.

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Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*

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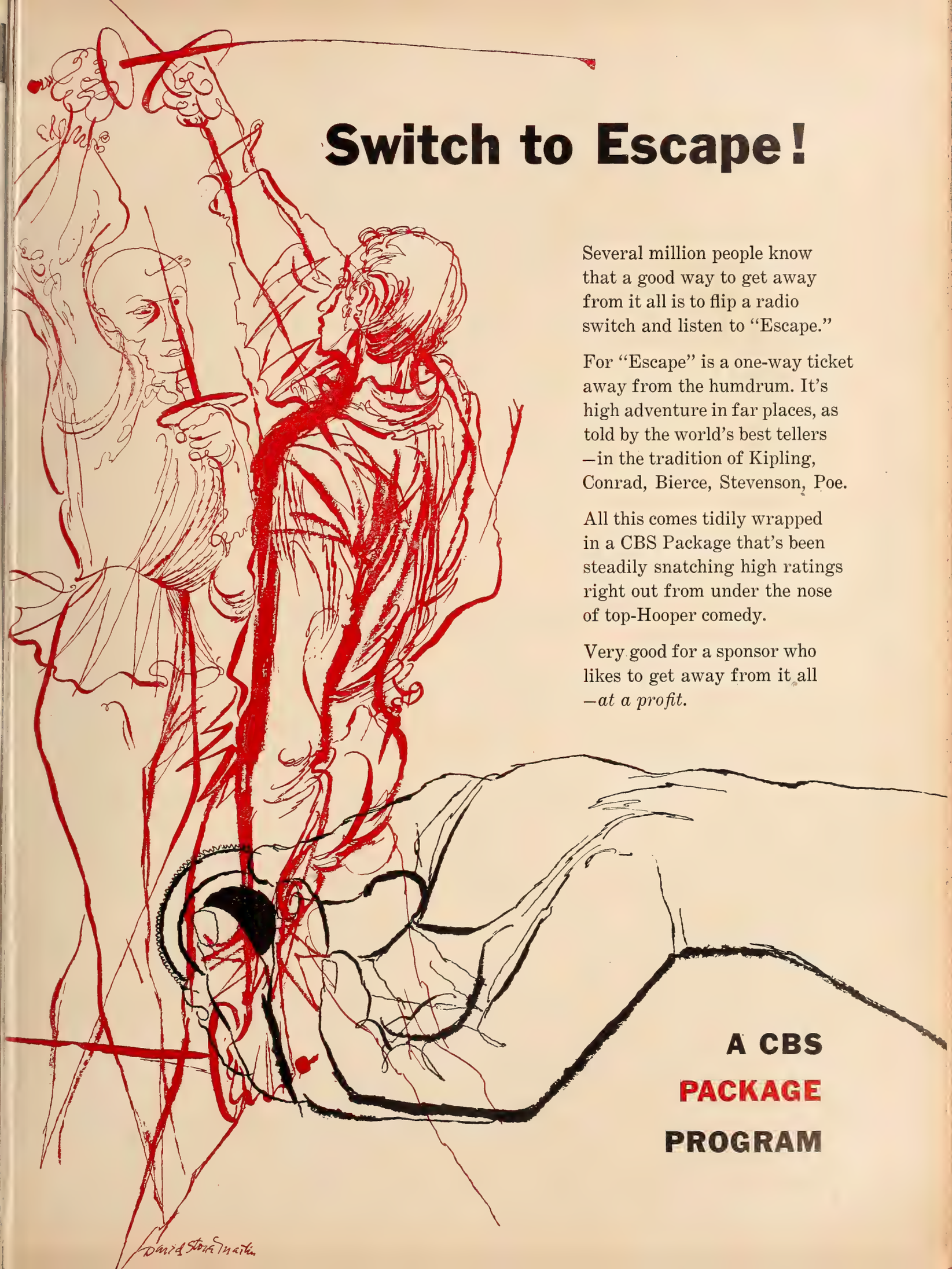
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



Switch to Escape!

Several million people know that a good way to get away from it all is to flip a radio switch and listen to "Escape."

For "Escape" is a one-way ticket away from the humdrum. It's high adventure in far places, as told by the world's best tellers —in the tradition of Kipling, Conrad, Bierce, Stevenson, Poe.

All this comes tidily wrapped in a CBS Package that's been steadily snatching high ratings right out from under the nose of top-Hooper comedy.

Very good for a sponsor who likes to get away from it all —*at a profit.*

A CBS PACKAGE PROGRAM

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (149)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Where There's Music S	Amer. Tob. Co Jack Benny (180) R	Anahist Adv. of the Falcon	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Smith Bros. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Sylvan Levin Opera Concert	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	Muntz Rebuttal (39)	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	co-op Jackie Robinson	We Take Your Word	Enchanted Hour	Pet Milk Bob Crosby (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	" *	"
9:00	Leighton Noble Treasury Show S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	American Arts Orchestra S	Lever Pepsodent My Fried Irma (176)	A. F. of L. Commentators (146)	Dangerous Assignment S
10:15	"	"	co-op Newsreel	"
10:30	"	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	Dave Garroway Show
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydo Jack Smith (84)	Dinner Date S	Miles Labs. News of World (144)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P-T thPwdr. Mr. Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (156)
8:45	"	"	" *	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	Pursuit	A. F. of L. Commentators (146)	Lever Bros. Big Town (133)
10:15	"	"	co-op Newsreel	"
10:30	It's Your Business (NAM)	Frankie Carle's Orchestra	Dance Orchestra	Brown & Wmsn. Peopleare Funny (164)
10:45	Robert Nathan CIO	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Int (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy In Melody S	Get More Out of Life (53) S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)
10:45	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (185) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Doubleday, Sid Walton (MWF) (57)	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (148)	Doubleday Galen Drake (M-W) (52)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"
12:15 PM	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Hometowners
12:45	"	Whitehall Our Gal Sunday (160)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (143)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn Peopleare Funny (16)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (16)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	"
12:00 N	Ranch Boys S	Armstrong Cork Theater of T'day (171)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (152)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

DAYTIME

	ABC
1:30	Nation Vesper S
1:45	"
2:00	Around World (150)
2:15	"
2:30	Co-op Mr Presi
2:45	"
3:00	Fruehauf T Harrison (75)
3:15	P J Ril Betty Cr (18)
3:30	Lthrn La Lutheran (190)
3:45	"
4:00	Voices Live S
4:15	"
4:30	Milton Opera A
4:45	"
5:00	Think S
5:15	"
5:30	Goodyear Greatest Ever Tol
5:45	"

FOR FEBRUARY 1950

SDAY MBS	SDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Roger Renner Trio S	News L. Leseuer S	Mel Allen	"	6:45
ulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R	String Ensemble S	Young Love S	Hawaii Calls S	"	7:00
Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Bert Andrews	"	"	"	7:15
R. B. Semler abriel Heatter (215)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio U.S. Treasury	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.	Chandu S	R J Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S	7:30
I Love A Mystery	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	"	"	7:55-8 Kennedy Chamberlain	"	7:45
Can You Top This S	Philip Morris This Is Your Life (146) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R	Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Bandstand U.S.A.	Schlitz Halls of Ivy (154)	Heine and His Band S	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft Foods Great Gilder-sleeve (151)	A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (154) H R	Equitable Life This Your FBI (221) R	Gen. Fds.—Jello My Favorite Husband (153)R	Music	Gulf Refining We the People (115)	Hollywood Byline S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Conse-quences (141) R	8:30
" *	"	"	"	" *	"	"	"	" *	"	"	"	"	"	8:45
Mr. Feathers	Bristol Myers Break the Bank (165)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (170)	TBA	Reynolds Tob Camel Screen Guild Theatre (182) H	Heinz, Advntrs. of Ozzie & Harriet (207)	Am. Tob.-Rol Tan, Leave It to Joan (174)	Air Force Hour	RCA Victor Screen Directr's. Playhouse (164)	Crosby's Night Shift S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
amily Theatre S	Bristol Myers Dist. Attorney (165)	"	Philip Morris Crime Photog. (150)	Series on Pensions	Blatz Brewing Duffy's Tavern (158)	Pac. C. Borax The Sheriff (191)	The Show Goes On	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	"	Broadway's My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	Lee Hats R. Montgomery (266)	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
A. F. of L. Commentators (146)	Am. Cig. & Cig. The Big Story (165)	Author Meets Critics S	Hall Bros. Hallmark Play-house (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (166)	Gillette S. R. Co. Gillette Fights (270)	"	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (151)	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
co-op Newsreel	"	" *	"	co-op Newsreel	"	"	"	co-op Newsreel	"	"	"	"	"	10:15
Okla. State Symphony	Mars Candy Curtain Time (144)	Let's Go to The Met. S	Rosefield Skippy Holly-wood Theater (59)	Dance Orchestra	Dragnet L&M-Fatima (146) H	"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (139)	Hotel Bands S	Carter Prod. Sing It Again (135)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	"	"	"	"	"	Pro & Con S	"	Luden's Sing It Again (139)	"	"	10:45

SUNDAY S	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
on to ing	American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (140)	Music	Co-op News George Hicks S	Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
	Michael O'Duffy	"	Co-op Art Baker's Notebook	P & G Guiding Light (142)	Checkerboard Jamboree	The Playboys	"	"	"	"
treet Hall	Chamber Music	NBC Theatre S	Co-op Welcome to Hollywood	General Foods 2nd Mrs. Burton (68)	Miles Labs. Ladies' Fair (410)	Campbell Soup Double or Nothing (132)	Texas Co. Met. Opera (235)	Borden County Fair (164)	"	Voices and Events S
	"	"	"	P & G Perry Mason (150)	"	"	"	"	"	"
eday Drake	Co-op Bill Cunningham (55)	"	Hannibal Cobb S	Toni Co. Nora Drake (155)	Miles Labs. Queen for A Day (423)	General Mills Today's Children (73)	"	Wm. Wise Get More Out of Life (46)	Dance Music	Music
eday erling 57)	Veteran Wants to Know S	"	"	P & G Brighter Day (82)	"	General Mills Light of World (73)	"	"	"	"
il monic y Orch	Treasury Variety Show	Miles Lab. One Man's Family (161)	Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (149)	"	Report From Overseas	"	"
	"	"	"	Miles Labs. Hillton House (126)	"	P & G Road of Life (149)	"	Adventures in Science	Caribbean Crossroads	"
	General Foods Juvenile Jury (223)	Miles Labs Quiz Kids (162)	Pick a Date with Buddy Rogers *	Pillsbury House Party (152) *	"	P & G Pepper Young (153)	"	CBS Farm News	"	"
	"	"	"	"	"	P & G Right to Happi-ness (152)	"	Cross Section U.S.A.	"	"
"	General Foods Hopalong Cassidy (482)	[Doubleday] Edwin C. Hill (32)	Carter Family S	Garry Moore Show S *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	"	Dance Orchestra	Dunn on Disc	Living—1950 S
"	"	Doubleday Ideas Unlimited (32)	Tune Trio S	"	"	Sterling Drug Stella Dallas (146)	"	"	"	"
mbia Sund'y Chase	U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)	Melody Promenade S	"	Georgia Jamboree	P & G Lorenzo Jones (144)	"	Dance Orchestra	"	TBA
"	"	"	"	"	"	Sterling Drug Y. Widder Brown (146)	"	"	"	TBA
Your cation	Grove Labs (420) DL&W Coal (23) The Shadow	Heibros Richrd Diamond Prvt. Detective	See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ¼ hr.)	General Foods When Girl Mar's (81)	Doubleday & Co. Sidney Walton-Jacques Farrey (62)	Dance Orchestra	Anahist True or False	Slim Bryant and Wildcats
"	"	"	"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	"	"	"	"
It Rich S	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	"	Hugo Melon's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	Tea and Crumpets	Dave Stephens Show	TBA	TBA
"	"	"	"	Miles Labs. Curt Massey Time (139) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)	"	"	Hallicrafter Hollywood Quiz	Hunt Club Do Fd., Confidentia Closeups (60)

*Explanatory Listings in order: Sponsor, name of program, number of stations, S sustaining, R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.
10-10:30 PM Sat., Voices That Live.
10:30-10:45 PM Sat., Irving Fields in East.
11:30-12 noon M-W-F, Quaker Oats Quick as a Flash sustaining Tues. and Thur.
12:25-12:30 PM Mon.-Fri., Westinghouse Co. Ted Malone on 225 stations.
1:35-1:30 PM Mon.-Fri. Philip Morris, Walter Kiernans One Man's Opinion 260 stations.
3:45-4 PM Tues., Club Aluminum Products Co. Club Time on 69 stations.
5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.
5-5:30 PM Tues. & Thurs. Green Hornet S.
5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.
6:45-7 PM Mon.-Fri., Miles Labs, Edwin C. Hill on 67 stations, remainder of network taking co-op program, Headline Edition.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.
8:55-9 PM Wed. The Johnny Desmond Show, Rosson Art Metal Works, 268 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.
11:00-11:05 AM Sun. Annual Edtn. Allan Jackson News, 62 stations.
4:55-5 PM Mon.-Fri., Pillsbury Cedric Adams over 191 stations.
4:55-5 PM News.

MBS

4:55-5 PM Mon.-Wed-Fri., E. Johnson Ra-Krisp, 382 stations.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Jean Muir-Melville, 374 stations.
11:45-12 noon Tues., Thurs., Bob Poole.
11:45-12 noon Fri. Doubleday Quiz Doubleday on 52 stations.

NBC

8-8:15 AM Mon.-Fri. Alex Drier, Shell Oil Co., 24 stations.
8-8:15 AM Sat., This Farming Business, Skelly Oil Co.
11:15-11:30 PM Tues., Thurs., Sat., Sun., Morton Downey Cocoa-Col.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 30, 1950
Copyright 1950



IT'S WHAT'S ON THE WAVE LENGTH THAT COUNTS

That is if the show is good—and to show you *how* good WCAU's local programs are, put your finger on Pulse*. WCAU rates all 5 of the top 5 daytime shows. By night WCAU is tops, too, with 3 out of the top 5 nighttime locals.

It's why Philadelphians look upon WCAU as *their* station. It's why local businessmen look to WCAU for fast dollars-and-sense results. Add the star-studded array of CBS talent and you know why WCAU will outperform Philadelphia competition for you.

Buy time on WCAU, where time's well spent.

**Pulse of Philadelphia*

WCAU

CBS AFFILIATE

AM TV FM

The Philadelphia Bulletin Stations

k-nuz SUCCESS STORY!



MR. HARRY HARTLEY

Here are the amazing facts! Mr. Harry Hartley began the Texas Engine Service in March, 1948, soon afterwards buying time on KNUZ. In two years' consistent use of KNUZ's advertising facilities Mr. Hartley has become one of our major clients, and his organization has become one of the major businesses in the Houston area. Besides the Texas Engine Service Mr. Hartley now owns National Motor Exchange, Beaumont, Texas; International Motor Rebuilding Co., Houston, supplying dealers throughout the Southwest, and United Motor Exchange, Ft. Worth.

Mr. Hartley says this about KNUZ's pulling power: "The success of building my company to a *million dollar* business in such a short time is directly attributed to the splendid results we've enjoyed from the advertising on KNUZ. When I bought KNUZ it was one of the smartest advertising buys I've ever made."

Let us add your name to our impressive list of satisfied advertisers — let your company's or client's success story be a part of the amazing KNUZ success story!

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlan Bldg.

HOUSTON, TEXAS

Agencies



JAMES C. SHELBY, assumes duties as radio and television director of McCann-Erickson, Chicago, Feb. 15, replacing **KENNETH CRAIG,** who resigned to become assistant to CBS Central Div. Vice President H. Leslie Atlass [BROADCASTING, Jan. 9]. Mr. Shelby, former staff announcer for WROK Rockford Ill., and KFAC Los Angeles, has been with agency since 1941.

BILL S. BALLINGER, radio and television producer, joins New York office of Campbell-Ewald Co. as head of new programming department, in addition to his current video operations. For past five years, he has written, directed and produced number of TV shows in Chicago. Among them are *Mr. Black* and *At Our House.* Prior to that, he was head of M-K-N Radio Productions.

HUBERT C. SHERK, formerly with Maxon Inc., New York, joins Biow Co. as account executive for Lava Soap division of Procter and Gamble.



Mr. Sherk

JAMES E. HANNA, recently appointed head of radio and television department of N. W. Ayer & Son, New York and Philadelphia [BROADCASTING, Jan. 23], elected to agency's board of directors.

JOHN F. LaFARGE, formerly with Hewitt, Ogilvy, Benson & Mather as vice president, joins copy department of Biow Co., New York. He also worked with Young & Rubicam and N. W. Ayer & Son, Philadelphia.

BOB HOWARD, former freelance writer for Groucho Marx show, joins Philadelphia office of Robert J. Enders Adv. Agency as writer-producer of *TV Jamboree,* set to begin today (Jan. 30) on WCAU-TV Philadelphia.

BOB KNAPP, with Schwimmer & Scott Inc., Chicago, for past 10 years, becomes radio and television copy chief.

L. G. MOSELEY and **NORMAN MORK,** both members of Biow Co. for past year, appointed co-managers of agency's San Francisco office, succeeding **L. J. HANNAH,** resigned.

NELSON FUQUA, formerly of Ruthrauff & Ryan, joins copy staff of Henri, Hurst & McDonald Inc., Chicago.

CHARLES K. WALDEN, partner in recently disbanded agency of Boone, Sugg, Tevis & Walden, San Francisco, joins Walter McCreery Inc., same city, as account executive.

ARTHUR MAYER joins creative and contact staff of Edward A. Grossfeld Agency, Chicago. He previously was at Olian Adv., same city.

FRANK FLINT, radio director of McKim Adv. Ltd., Toronto, appointed director of radio and television. He recently returned to Toronto after extended tour of U. S. TV production centers. **JAMES A. BROMLEY,** formerly of CFRB Toronto, joins radio production department of McKim.

FRANK WALSH joins copy staff at Beaumont & Hohman, Chicago, after working for John W. Shaw Agency, same city.

HERBERT BRETT, producer-director at KPIX (TV) San Francisco for a year, joins Malcolm-Howard Agency, Chicago, as television coordinator. He worked as studio technician at WBKB (TV) Chicago two years and instructed at American Television Institute, also Chicago.

DAVID KNOX, formerly account executive and copy chief with Ruthrauff & Ryan, Hollywood, joins William Kester & Co., same city, in similar capacity.

LEONARD V. STRONG 3d, formerly with Foote, Cone & Belding and Paris & Peart, New York, joins O'Brien & Dorrance Inc. New York, as member of copy department.

HARLEY LEETE, formerly head of agency bearing his name, joins Avery & Bruguiere, San Francisco.

KENCLIFFE, BRESLICH & Co., Chicago, moves to new and larger offices in LaSalle-Wacker Bldg., 221 N. LaSalle St., on Feb. 1.

KNIGHT & RUSSELL Inc., opens offices at 8301 Beverly Blvd., Hollywood. Principals are **VICK KNIGHT,** radio producer and one-time head of radio department of Biow Co. and vice president of Foote, Cone & Belding; and **HENRY RUSSELL,** NBC Western Division director of music. **CHARLES WALTON** acts as industrial consultant; **T. B. KNIGHT** is legal counsel.

DUANE JONES, president of Duane Jones Co., New York, appointed chairman of promotion committee of New York Heart Assn.'s 1950 campaign to raise $750,000 during month of February.

TV-PAYOFF

Client says:

"it sells . . . we're sold"

James Rotto, Sales and Publicity Director, THE HECHT CO.

VARIETY says:

(January 11, 1950)

SHOP BY TELEVISION
With Ruth Crane, Jackson Weaver
30 Mins.; Tues., 7:30 p.m.
HECHT CO.
WMAL-ABC, Washington

This is a "first" for this town, and possibly for the country, in TV retail merchandising. Now beginning its third month, the program has so pleased its sponsor, the Hecht Co., large department store here, that, after five weeks, it was expanded from its original 15 minutes to a full half-hour.

Unusual gimmick of the show, offered as a "shopping service," rather than entertainment, is that merchandise displayed on the program is actually bought during and immediately after the telecast. A trio of eye-filling models appears on the set taking phone orders and opening charge accounts, and the ringing of the telephone bells is audible to the TV audience, thus adding authenticity as well as undoubtedly serving to lure other shoppers.

Format of the program is fairly conventional, with Ruth Crane, director of Women's Activities for WMAL-TV, conducting the show, while her announcer, Jackson Weaver, doubles as funnyman and stooge. The articles displayed are plugged by Miss Crane, with an occasional wisecrack from Weaver, and usually has the added interest of live models to display the wares of the evening. At sponsor's insistence—they have sole say in selection of merchandise offered for sale on the program—the accent is on low cost items. This tends to slow the program at times and keep it from the glamor of certain high-priced articles, like women's fashions. On the other hand, there is no question that, because of it, sales are consistently lively and the weekly take more than warrants cost of the show.

Miss Crane, an accomplished emcee and thoroughly hep to the femme angle in radio and merchandising, keeps things rolling even under the handicap of lack of variety, as in last Tuesday's (3) program, when a succession of face creams grew monotonous. She televises extremely well, and should impart her secret of successful video makeup to others in the field. Weaver's bids for laughs are not always successful, but there's no question that his role on the show can be developed into successful backgrounding. The pair work well as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the station, is a slick one and a natural for video. The prospect of cramming the channels with too many of them would be a frightening one, but, in moderate doses, it's something different and quite viewable.

Lowe.

Represented by ABC Spot Sales

The Evening Star Station

WMAL-TV

WASHINGTON, D. C.

Miss Helen Thomas
Street and Finney
New York City
Dear Helen:

I bin sayin' fer a long time thet when folks here in Charleston, West Virginny, thinks o' radio they thinks o' WCHS! Heerd 'nother eggzample o' thet t'other day. I wuz out buyin' me a new floor brush when a feller rurshed inter th' store an' yelled, "They's a big farr over in town an' looks like th' whole durned town's gonwa burn down! Turn on WCHS and let's hear all 'bout it!" Yessir, thet feller is jest like alla resta th' folks here. He knowed thet he cud find what he wanted on West Virginny's a number one station. When they turned it on sure 'nuff there wuz ar program director, Mort Cohn, talkin' direct from th' farr! Yessir, th' boys here had th' news on th' air jest 35 minits after th' alarm had been turned in! Now Helen, thet's th' way WCHS does things, no matter whuther it's takin' care o' customers like you national folks, or coverin' a farr in downtown Charleston! If yer wants th' best, use old WCHS!



Yrs.
Algy.

WCHS
Charleston, W. Va.

One Does It— in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000
watt station
810kc
Programmed for Mid-America Audiences



Feature Availability
Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative—John E. Pearson Co.

Feature of the Week



Rehearsing are (l to r) Capt. Christian Engleman, USN; Ted Mack, m.c., and Army Gen. C. L. Ruffner.

THIS year's American Heart Assn. national campaign will get off to a palpitating radio start on Feb. 2, with a TV counterpart on Feb. 7. Ted Mack's *Original Amateur Hour* for Old Gold cigarettes (P. Lorillard Co.) on ABC this Thursday, 9-9:45 p.m., will be changed for the night to *VIP Amateur Hour*. Five nights later, a similar show will be presented on Old Gold's 9-10 p.m. NBC-TV slot.

The show is a natural. For the occasion, congressmen and government officials have offered to be judged for their talent rather than their politics. Promotion for the

(Continued on page 32)

On All Accounts

IF great-grandfather Irwin had never fought with George Washington during the Revolutionary War, who knows what changes there might have been in the life of his namesake, George Washington Irwin, whose childhood naturally was cluttered with cherry trees and honesty.

George Irwin doesn't seem to have fared too badly, however. For, though he didn't grow up to be father of his country, George W. Irwin did become the father of a Beverly Hills (Calif.) advertising agency. Irwin Co. Inc. came into being Jan. 1 of this year after George and his partner Phil D. McHugh dissolved Irwin-McHugh Adv. to set up separate agencies.



GEORGE

Now in business at 239 S. Beverly Drive, George Irwin anticipates billing of over $500,000 this year, half of that to be in radio and television. Currently he is conducting sportscasts and time signals on California stations for California Central Airlines; spots and programming on Los Angeles, New York and Miami stations for Columbia Air Coach System, and local programming and spots for Firestone Tire and Rubber Co., all Los Angeles. For Budget Finance Plan, who recently sponsored *James Roosevelt Show* on ABC, he is planning a new network show in February. Several of his accounts will go into television in the near future.

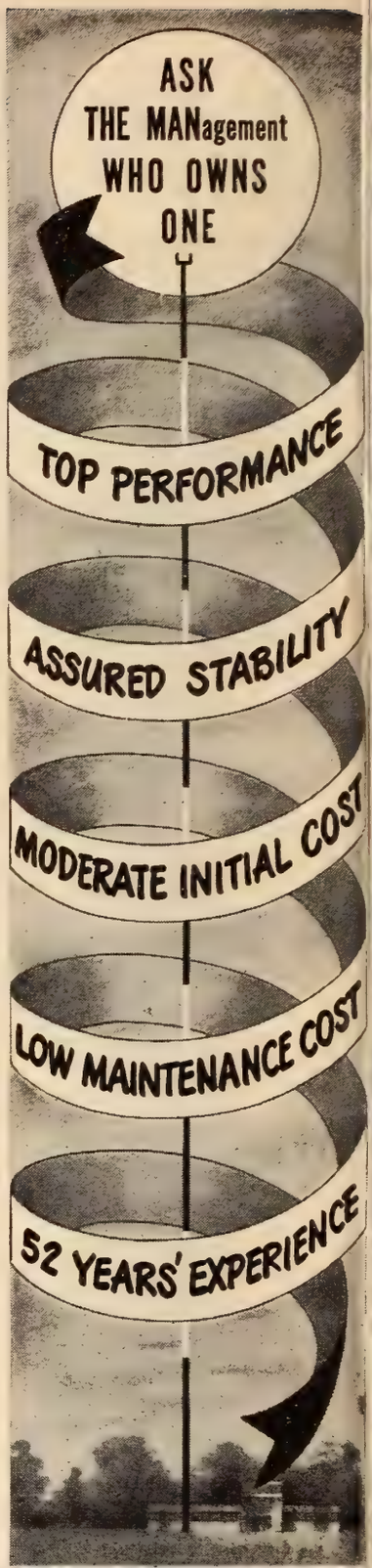
No novice in either advertising or radio, George has eight years of advertising agency experience behind him, is vice president of KCMJ Palm Springs, Calif., in which he controls an interest, and is now in his 15th year of radio announcing, currently doing five weekly sportscasts for client Bevery Hills Ford on KMPC Hollywood.

Born April 1, 1914, in Pittsburgh, George was the second of his family to receive the illustrious name. His grandfather was the first.

George's interest in radio started when he received an early Atwater Kent radio set which he listened to religiously. In high school he shared his interest in radio with one for farming. After school hours he was behind a mike acting and announcing on WCAE and KDKA Pittsburgh; on week-ends and summers he was behind a shovel farming on the family homestead outside of Pittsburgh.

He completed his last year of high school in Los Angeles where the family moved in 1931. Then fol-

(Continued on page 80)



LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

WCAO has the biggest audience* of any radio or television station in Baltimore!

*Hooper Station Audience Index for the City of Baltimore, November-December, 1949; Total Rated Time Periods.

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

The NEW ERA in *Thesaurus*

TWO BIG



HERE THEY COME . . . with all the polish, the bigness, the listener-appeal it takes to sell local advertisers. The commercially-styled RAY McKINLEY and ALLEN ROTH shows are just two of the profit-earning packages brought to you by the New Era in THESAURUS. More top

Ray McKinley and his Orchestra

"The Most Versatile Band In The Land"
featuring
RAY McKINLEY
his vocals, his drums
and DALE NUNNALLY

Each program opens and closes with a warm personality touch as Ray sings over his famous theme music. It's a quarter-hour show, available for immediate and continuous broadcast one-or-more times a week.

brings you

SALES-BOOSTERS!



names, more top shows than ever before are now yours. And with them you get *comprehensive* programming, promotion, publicity . . . continuity . . . *current* hit tunes! Network-quality production. *Take the NEW THESAURUS route to more sponsored programming!*

Music by Roth

featuring dynamic

ALLEN ROTH

his CHORUS, his STRINGS

and his ORCHESTRA

Smoothly-styled openings and closings by the Roth Chorus over theme music set a distinctive mood for this half-hour program series, available for immediate and continuous broadcast 3-or-more times a week.

RCA

recorded program services

RADIO CORPORATION OF AMERICA RCA Victor Division
120 East 23rd Street, New York 10, N. Y. Chicago • Hollywood



WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

FIRST

In latest Conlan survey WARD LEADS in audience and low cost coverage. BIGGEST audience . . . . . LOWEST cost.

Represented by **Weed & Company**

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from

FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC. *National Representatives*

New Business



PARKER PEN Co., Janesville, Wis., appoints Tatham-Laird Inc., Chicago to service advertising on new product and its test campaign that cannot be handled by J. Walter Thompson Co., New York, because it has conflicting account. JWT continues to handle all other advertising of Parker Pen Co.

COTT BEVERAGE Corp., New Haven, Conn., appoints John C. Dowd Inc., Boston, to handle plans for extensive sales expansion program throughout New England. Radio and television will be used.

STERLING INSURANCE Co., Chicago, radio user, appoints Reincke, Meyer & Finn to handle advertising.

GORDON BAKING Co. (Silvercup bread) begins sponsorship of Commodore Production, Hollywood's *Hopalong Cassidy* package over WNBT (TV) New York, WSPD-TV Toledo, Ohio, and WWJ-TV Detroit. N. Y. Ayer & Son Inc., Philadelphia, is agency.

UNITED FRUIT Co. Feb. 6 begins sponsorship of New York state-wide weather program utilizing FM facilities of Rural Radio Network and AM and FM facilities of WQXR New York. Shows will be heard 7:25-7:30 p.m. daily, except Sunday. Agency: BBDO, New York.

GENERAL BAKING Co., New York, for Bond Bread, adds WLWC (TV) Columbus for time signals seven days weekly. Company, through BBDO, New York, also renews its three time signals daily, Mon.-Fri., on WNHC-TV New Haven, Conn.

C. A. SWANSON & Sons, Omaha (poultry processor), names Tatham-Laird, Chicago, as its agency. Media schedules have not been set. Account executive is **Charles Standen.**

EMERSON DRUG Co., Baltimore, expands TV spots on 17 stations in major markets with addition of spot announcement before telecasts of all home games of Brooklyn Dodgers on WOR-TV New York. Agency: BBDO, New York.

RCA-VICTOR and six RCA-Victor distributors in Trenton, N. J., area, begin series of cooperative programs over WTTM Trenton. Schedules are for 52 weeks and include *Trenton Merry Go Round, Household Hints, Trenton Quiz, The Wishing Well, 920 Mystery Club, Talk of the Town* and *920 Musi-Quiz.*

Network Accounts • • •

BOWEY'S Inc., Chicago, for DariRich chocolate flavored milk, will sponsor *Stars over Broadway* on Mutual Saturday, 5:30-5:45 p.m. in each time zone starting Feb. 25 through Sorensen & Co., also Chicago. Bowey's is basing its 1950 sales effort on show, and local dairies will cooperate in tie-ins. **Radie Harris** will originate her movie personality commentary in New York.

PABST BREWING Co., Milwaukee, will sponsor boxing from St. Nicholas Arena, New York, on CBS-TV Wednesday nights starting March 1 for nine weeks through Warwick & Legler, New York. Fights will be telecast 9 to 10 p.m. CST and are timed to coincide with campaign on sale of bock beer, which firm has not produced since 1940. All other beer and ale products will be advertised also.

EAGLE LION FILMS, Hollywood, beginning early in February, will employ extensive radio campaign over Yankee Network in New England on behalf of "Guilty of Treason," new production.

LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes) through Cunningham & Walsh Inc., sponsors *Arthur Godfrey Digest,* new Saturday evening half-hour program on CBS. Series reviews highlights of morning show, CBS, 10:15-11:30 a.m., Mon.-Fri. Company also sponsors 11-11:30 a.m. portion of morning show and *Arthur Godfrey & His Friends* on CBS-TV Wed., 8-9 p.m.

Adpeople • • •

ANDREW L. ROWE, formerly general sales manager of Elgin National Watch Co., Elgin, Ill., appointed vice president in charge of sales, marketing and advertising. He succeeds **H. D. SCHAEFFER,** retired. Mr. Schaeffer will continue as consultant to sales department of company.

SHERMAN ROGERS, formerly with L. C. Cole Co., joins advertising department of Shell Chemical Corp., San Francisco.

HY FREEDMAN, for past three years in sales department of Hunt Foods Inc., Fullerton, Calif., named assistant merchandising manager in charge of publicity and public relations for firm.

CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

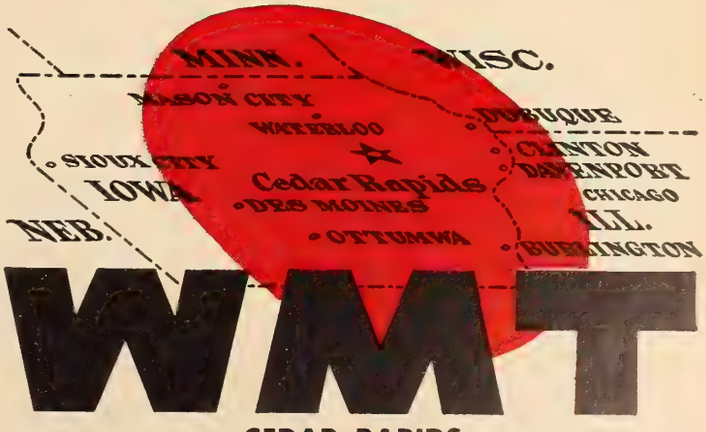


The Gene Autry Show, sponsored by Wrigley Gum, is heard Saturday nights on WMT

He Rides the Eastern Iowa Range Via WMT

Ridin', ropin' and singin' his triple-threat way into the radio lives of millions, Gene Autry is as much at home with a rope in the saddle as he is before the mike with a western song. His popular "Gene Autry Show" is another in the long list of exclusive CBS programs brought to Eastern Iowa by WMT.

In addition to outstanding CBS entertainment, WMT offers complete news coverage and intensive farm programming to a "city" larger than Washington, D.C., spread out over the richest land in the world. When you've something to sell in this balanced farm and industrial market, use popular WMT. The Katz man has full details.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

Now in our 27th year



PUSSY CATS IN BOOTS

It's rare enough to see *one* puss in boots. To get *two* pussy cats in *two* boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a *little* bit of money on W·I·T·H, and then see *big* things happen!

You see, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 5 WASHINGTON, D. C., JANUARY 30, 1950 $7.00 A YEAR—25¢ A COPY

HEARINGS ON THREE BILLS

Feb. 20 Is Target Date

By JOHN OSBON

CONGRESSIONAL hearings on three major radio bills—including a new measure to create a "super FCC," establish new regulatory sanctions, and assure broadcasters' immunity from political libel suits—were earmarked by the House Interstate Commerce Communications Subcommittee last Thursday to start about Feb. 20.

Aside from the new bill (HR 6949), introduced Tuesday by Subcommittee Chairman George Sadowski (D-Mich.), the measures are the Senate-approved FCC reorganization bill (S 1973) written by Sen. Ernest W. McFarland (D-Ariz.), and the bill (HR 2410) introduced by Rep. Harry Sheppard (D-Calif.) to divest networks and equipment manufacturers of radio station ownership.

Rep. Sadowski's measure, covering only a portion of the subjects he had outlined the week before [BROADCASTING, Jan. 23], may be followed by another bill dealing with additional phases. The Congressman confirmed that he is having material drafted for such a measure, and said "if I like it, I may introduce it."

Replacement Measure

Such a bill, if introduced, presumably would be intended as replacement for the McFarland Bill, which deals exclusively with procedural matters. The subject was discussed at Thursday's meeting of the communications subcommittee, and it was indicated the group will take up the McFarland measure *in toto* during the hearings.

Although he challenged some portions, particularly a restriction on FCC's anti-trust authority, Rep. Sadowski denied that the McFarland Bill is "dead" or that he is opposed to it in principle. "I still have not given up on the reorganizational aspects," he said.

Meanwhile, his assertion that he introduced his bill as a means of acquainting his subcommittee with "substantive problems" of radio revived speculation that there would be no concerted drive for enactment. He had said the week before that "we may not press for legislation."

He said he hoped to complete the three-bill hearings in six weeks—by about the end of March. However, there loomed a possibility that the hearings would not open by the Feb. 20 target date, or at least would not get into swing until later.

The Sadowski Bill would:

- Create an independent 5-man Frequency Control Board which would have broad powers over the existing FCC and absorb some of its major functions as well as replace the Interdepartmental Radio Advisory Committee (IRAC) as agency for government allocations.
- Give FCC additional administrative sanctions—power of suspension, levying of fines and issuance of cease-and-desist orders—over licensees and permittees.
- Render licensees immune from civil or criminal actions for libelous statements in political broadcasts.

The proposed Frequency Control Board would apportion frequencies between government and non-government users, make assignments to government stations, and prescribe rules to govern FCC's assignments to private users.

This "super FCC" also would take over FCC's task of negotiating international agreements, subject to control of the President and assisted by the State Dept. Additionally, it could veto any proposed FCC assignment or renewal which would: (1) cause "harmful interference" to any government user, or (2) violate any prescribed board regulation covering FCC frequency assignments to non-government stations.

Defense Requirements

A Military Liaison Committee would be established which could, if it felt the board had acted "adversely" to needs of national defense, take the matter up with the Secretary of Defense, and, with his consent, take it to the President for final decision.

Rep. Sadowski cited the Commission's backlog of applications whose processing, he said, has been delayed for months and even years. He noted individual FCC members

(Continued on page 46)

Text of HR 6949 To Amend the Communications Act of 1934, as Amended.

In the House of Representatives
January 24, 1950
Mr. Sadowski introduced the following bill; which was referred to the Committee on Interstate and Foreign Commerce

A BILL

To amend the Communications Act of 1934, as amended, with respect to certain matters related to radio communication.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "Communications Act Amendments, 1950".

TITLE I—RADIO FREQUENCY CONTROL

SECTION 1. Title III of the Communications Act of 1934, as amended, is hereby amended by adding at the end thereof the following new part:

"PART III—FREQUENCY CONTROL

"ESTABLISHMENT OF FREQUENCY CONTROL BOARD

"SEC. 371. There is hereby established in the executive branch of the Government an independent agency to be known as the Frequency Control Board (hereinafter in this part referred to as the 'Board'). The Board shall consist of five members to be

(Continued on page 48)

RADIO'S AUDIENCE

BMB Study Shows Increase

RADIO's audiences have been rising since the war and Study No. 2 of Broadcast Measurement Bureau will show this upward trend when detailed surveys go into the mail, probably tomorrow (Tuesday).

Disclosure of increased listening to stations since BMB's Study No. 1 was released in the spring of 1946 will provide a new fund of facts for use by individual stations in the competitive media battle.

The vast store of information on who listens to what stations will provide agencies and advertisers with the material they have demanded for guidance in spending the $429 million a year for radio time.

Since the reports are not yet in the mail, agency and advertiser reaction is not available. These groups have taken an important role in planning and executing one of the most controversial projects in broadcast history.

Dr. Kenneth H. Baker, acting president of BMB and NAB research director on leave, told BROADCASTING Thursday the tabulations were near completion and only an unforeseen crisis could hold up the Tuesday mailing.

News Conference Called

A news conference has been called for 3 p.m. tomorrow at BMB headquarters in New York, when Dr. Baker will discuss the reports and their significance. The small number of subscribers to this study—625 stations, less than a third of the AM stations on the air last spring when the study was conducted—will make it difficult to draw from the individual station reports any general conclusions applicable to the country at large. This is quite different from the first study, made in 1946, when the great majority of all AM stations then on the air were BMB subscribers.

However, BMB has on hand full data on the audiences of all non-subscriber stations as well as subscribers. That data BMB has been authorized to release in a limited way never exactly defined. Lack of funds and personnel have made any detailed analysis of the full returns impossible to date, but Dr. Baker hoped to be able to develop a few highlight conclusions over the weekend which he can discuss on Tuesday.

Advance sampling indicates the small stations have gained listeners, partly at the expense of the high-power stations. This is not surprising in view of the postwar licensing policy of the FCC which has resulted in a tremendous increase in the number of stations, largely low-power.

With 625 station subscribers for its second study, BMB mailed out

(Continued on page 50)



"THANK YOU" card from Smokey the Bear is presented to Vincent Riggio (2d r), president of American Tobacco Co., in recognition of the firm's radio support last fall of The Advertising Council's Prevent Forest Fires campaign. American Tobacco Co. reached more than 40 million listeners each week with special messages. Participating in the ceremony (l to r): Alfred F. Bowden, assistant to Mr. Riggio; Clint Davis, Advertising Council; Mr. Riggio; Gordon Kinney, Ad Council's director of radio. Mr. Riggio promised more radio support for the spring campaign.

MADDEN TO NBC

Joins Network on Feb. 1

NBC ANNOUNCED last week that Edward D. Madden, former executive vice president and director of the now defunct American Newspaper Advertising Network, would join the network as assistant to the president [CLOSED CIRCUIT, Jan. 23].

Mr. Madden's precise duties at NBC have not yet been determined, it was said. He goes to NBC Feb. 1.

Mr. Madden is the second executive to be imported from outside the broadcasting field into the top NBC hierarchy in recent weeks. Victor T. Norton, former president of American Home Foods Inc., was hired as vice president for administration a fortnight before [BROADCASTING, Jan. 16].

Yet to be named to the staff level of NBC management is a public relations chief. It was believed that a selection for this position would be made shortly.

Mr. Madden, before joining the newspaper network in May 1946, had been with McCann-Erickson since 1934.

He started at McCann-Erickson as an account executive on Standard Oil; later organized the agency's sales promotion and publicity departments, and then became director of new business.

Before joining the agency he served variously as vice president in charge of creative merchandising of Keiterlinus Lithographic Co., Philadelphia, co-manager of the direct mail merchandising division of Reuben H. Donnelly Corp., and assistant manager of the Chicago office of the American Hard Rubber Co.

WITT RESIGNS

Leaves CBS To Join Kem Co.

HARRY W. WITT, for the past several months executive on special assignment for CBS Hollywood, resigns effective Feb. 1 to become a vice president of Harry H. Kem Co. Ltd., Beverly Hills, Calif., real estate, property management and insurance firm.

Prior to returning to CBS in November 1949, Mr. Witt was for 18 months general manager of KTTV (TV), *Los Angeles Times*-CBS owned station.

For four years before that he was assistant general manager of CBS Western Div. and KNX Hollywood, first joining CBS in 1936 as KNX sales manager. Previously, he worked in the same capacity for KHJ Los Angeles.



Drawn for BROADCASTING by Sid Hix

". . . And now, a message from the National Safety Council on fire prevention!"

CBS BILLINGS

Gain $600,000 in 3 Sales

CBS REPORTED a gain of $600,000 gross billings resulting from three time sales last week.

Colgate-Palmolive-Peet, through William Esty Co., New York, bought the Mon.-Fri. 4-4:30 p.m. strip for an as yet unselected program beginning in March. Gross time billings will amount to $1 million per year.

Billings from the Colgate business plus that of Chesterfield's purchase of *Arthur Godfrey's Digest* and Columbia Records Inc.'s purchase of *LP Parade*, both announced earlier, were slightly offset by cancellation of two other programs.

American Tobacco Co., through Lawrence C. Gumbinner, New York, dropped the *Joan Davis Show*, Friday, 9-9:30 p.m., effective March 3, and Prudential Insurance Co., it had been announced earlier, cancelled *Family Hour of Stars*. Net gain in gross billings was $600,000, the network reported.

CM&S AGENCY

To Get Eight Smith Clients

CARLOCK, McClinton & Smith Inc., New York, newly established agency [BROADCASTING, Jan. 23], will acquire eight clients of the Paul Smith Advertising Agency, when the latter agency is merged with the former.

The firms are: Edroy Products Co., New York, maker of optical goods; Elene of Vienna, New York, Pine Air Freshener; Harrison Hosiery Mills, Waltham, Mass., Nylocrepe Stockings; Pitman Publishing Co., New York and London, publisher of art and technical books; Princess Eve Products, New York; Risdon Manufacturing Co., Naugatuck, Conn., Scope cigarette holder and Writescope telescoping pens and pencils; Stewart - Hartshorn Co., Oswego, New York, and the *New York Times* (posters).

NBC AM SALES

Now Four Sections

NBC RADIO SALES planning and research department of the sound broadcasting network has been organized into four sections.

Supervisors of the sections are Howard Gardner, sales planning supervisor in charge of broadcast statistics, competitive media and market research information; Kenneth E. Greene, circulation supervisor in charge of station and network audience measurements, including BMB; Raymond J. Maneval, program research supervisor in charge of the Schwerin testing operation and general program analysis, and Dwayne Moore, ratings supervisor in charge of program audience measurements including Hooper and Nielsen.

All supervisors report to George W. Wallace, director of the department.

SACKS TO RCA-NBC

Leaves Columbia Records

EMANUEL (Mannie) SACKS resigned last week as vice president and director of Columbia Records Inc. to join RCA-Victor Div. and NBC as director of artists relations Feb. 1.

Mr. Sacks' appointment to serve both RCA-Victor and NBC in artists relations will not change operation or present personnel in either organization, Frank M. Folsom, RCA president, announced.

With Columbia Records since 1940, Mr. Sacks was associated with Music Corp. of America for seven years before that time, and prior to that was director of public relations and in charge of the artists bureau of WCAU Philadelphia.

AAAA MEET SET

Sawyer Keynote Speaker

SECRETARY of Commerce Charles Sawyer, also president of WIZE Springfield and WING Dayton, both Ohio, will be keynote speaker at the annual dinner of the American Assn. of Advertising Agencies meeting March 30-April 1 at the Greenbrier, White Sulphur Springs, W. Va. Secretary Sawyer's March 31 address will mark his first appearance, since the formation of the Commerce Dept.'s new advertising advisory committee, before all segments of the advertising industry.

Theme of the AAAA convention will be "Advertising's Responsibility in an Expanding Economy."

Members of the Assn. of National Advertisers, meeting March 29-31 at the Homestead in Hot Springs, Va.—near White Sulphur Springs—will be invited to attend AAAA sessions on March 31 and April 1.

The operations committee of the AAAA board of directors, headed by Clarence B. Goshorn, of Benton & Bowles, New York, is planning the convention program.

NETWORK TIME SALES

PIB Reports Nov. Near $16 Million

GROSS TIME SALES of the four nationwide radio networks during November 1949 totaled $15,855,787, according to data released last week to BROADCASTING by Publishers Information Bureau. Based on records of individual sponsored programs on the networks, calculated at the one-time rate without discounts, PIB data show the network gross time sales as $171,391,283 for the January-November period. Compared with 1948, the network November gross is down 8.8%, the 11-month figure is down 5.9% from the total for the same period of 1948.

CBS was top network in gross time sales in November, but NBC was less than $16,000 behind, making the two practically tied for first place for the month. For the first 11 months of 1949, NBC was the leader, also by a margin so slight as to be insignificant. What is significant is that CBS showed a gain in 1949 over 1948, both for November and for the 11 months, while all the other networks showed losses for 1949 as compared with 1948 for the month and the 11 months (Table I).

Procter & Gamble was the leading buyer of network time in November, spending $1,452,804, more than twice as much as Sterling Drug Inc., which ranked second with time purchases of $724,206. Table II lists the top ten users of network time in November and the gross time purchases of each.

Foods and food products were advertised more extensively than any other group promoted by network advertising in November, using $4,074,456 worth of network time that month. This product class also ranked first for the January-November period, accounting for gross time purchases of $40,970,118.

Toiletries ranked second, both for November and the 11-month period; smoking materials were third in both lists, drugs fourth and soaps and cleansers fifth. Automotive advertising ranked sixth for both November and the 11 months. Gasoline and motor oil and other fuels ranked seventh in November, ninth for the January-November period; candies and soft drinks were eighth for the month, seventh for the 11 months; jewelry and allied products ranked ninth in November, 12th for the 11 months; the miscellaneous class, including religion, pet foods, luggage, etc., ranged 10th for November, 11th for the 11-month period.

Full analysis of the combined network gross billings by product groups for November and January-November 1949 and 1948, comprises Table III. Table IV shows the leading advertisers of each product group for the month of November 1949.

* * *

TABLE I

Network	NOVEMBER 1949	% Gain or Loss	1948
ABC	$ 3,406,624	—12.8%	$ 3,908,034
CBS	5,574,005	1.3	5,505,256
MBS	1,316,963	—35.1	2,030,250
NBC	5,558,195	— 6.8	5,950,335
Total	$15,855,787	— 8.8%	$17,393,875
	JANUARY-NOVEMBER		
ABC	$ 36,685,210	— 9.0%	$ 40,322,082
CBS	57,629,634	2.2	56,403,102
MBS	16,694,786	—19.8	20,822,063
NBC	58,381,653	— 8.1	63,497,863
Total	$171,391,283	— 5.9%	$181,045,110

* * *

TABLE II

TOP 10 NETWORK ADVERTISERS IN NOVEMBER 1949

	Expenditures for Network
1. Procter & Gamble Co.	$1,452,804
2. Sterling Drug Inc.	724,206
3. General Foods Corp.	647,409
4. General Mills	591,928
5. Miles Labs	570,410
6. Lever Bros. Co.	560,554
7. Campbell Soup Co.	551,749
8. American Tobacco Co.	533,761
9. Liggett & Myers Tobacco Co.	402,342
10. Philip Morris & Co.	394,146

TABLE III

GROSS NETWORK TIME SALES FOR NOVEMBER 1949 BY PRODUCT GROUPS

	Nov. 1949	Jan.-Nov. 1949	Nov. 1948	Jan.-Nov. 1948
Agriculture & Farming	93,538	1,050,737	128,539	1,384,170
Apparel, Footwear & Access.	100,996	1,174,728	132,246	1,314,728
Automotive, Automotive Equip. & Access.	462,503	6,270,286	1,036,459	6,924,347
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	182,044	1,143,250	70,068	1,029,922
Bldg. Mat., Equip. & Fixtures	103,270	1,178,485	101,430	882,874
Confectionery & Soft Drinks	388,619	5,874,708	667,845	7,025,800
Consumer Services	170,734	1,794,236	274,449	2,383,822
Drugs & Remedies	1,902,143	19,130,634	1,829,668	20,675,976
Entertainment & Amusements	.....	5,340	.....	5,215
Food & Food Products	4,074,456	40,970,118	4,004,984	42,889,782
Gasoline, Lubricants & Other Fuels	406,646	5,178,673	510,994	5,356,142
Horticulture	.....	97,642	.....	98,946
Household Equip. & Supplies	298,966	5,795,291	734,029	7,901,041
Household Furnishings	38,270	856,424	109,654	1,222,052
Industrial Materials	188,745	2,002,083	195,975	1,567,710
Insurance	272,446	3,447,176	322,075	3,886,207
Jewelry, Optical Goods & Cameras	360,613	2,477,101	174,431	1,007,807
Office Equip., Writing Supplies & Stationery	133,752	1,262,973	131,250	2,169,421
Political	23,869	56,574	140,000	1,213,282
Publishing & Media	80,580	854,476	99,594	1,419,850
Radios, TV Sets, Phonographs, Musical Inst. & Access.	.....	731,545	124,611	1,395,453
Retail Stores	.....	38,472	.....	.....
Smoking Materials	2,088,757	21,452,359	1,684,138	18,356,831
Soaps, Cleansers & Polishes	1,583,110	17,719,446	1,935,681	18,813,131
Sporting Goods & Toys	4,969	67,743	.....	59,089
Toiletries & Toilet Goods	2,479,889	26,895,452	2,586,232	29,275,985
Transportation, Travel & Resorts	67,668	1,007,501	128,976	227,504
Miscellaneous	349,214	2,877,830	270,547	2,558,023
Total	15,855,787	171,391,283	17,393,875	181,045,110

* * *

TABLE IV

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN NOVEMBER 1949

Agriculture & Farming	Allis Chalmers Co.	33,102
Apparel	Frank H. Lee Co.	34,740
Automotive, Automotive Equip. & Access.	Chrysler Corp.	87,705
Aviation, Aviation Access. & Equip.	.....	.....
Beer, Wine & Liquor	Schenley Industries Inc. (Blatz Breweries)	62,124
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	103,270
Confectionery & Soft Drinks	Coca-Cola Co.	170,139
Consumer Services	Electric Co.'s Adv. Pro.	67,536
Drugs & Remedies	Sterling Drug Co.	650,685
Entertainment & Amusements	.....	.....
Food & Food Products	General Foods Corp.	621,374
Gasoline, Lubricants & Other Fuels	Sun Oil Corp.	88,832
Horticulture	.....	.....
Household Equipment	Philco Corp.	136,412
Household Furnishings	Armstrong Cork Co.	34,604
Industrial Materials	U. S. Steel Corp.	107,970
Insurance	Prudential Insurance Co. of America	116,930
Jewelry, Optical Goods & Cameras	Longines-Wittnauer	92,261
Office Equip., Writing Supplies & Stat.	Hall Bros.	67,164
Political	.....	.....
Publishing & Media	Christian Science Pub. Soc.	31,260
Radios, TV Sets, Phonographs, Musical Inst.	.....	.....
Retail Stores	.....	.....
Smoking Materials	American Tobacco Co.	533,761
Soaps, Polishes & Cleansers	Procter & Gamble	928,661
Sporting Goods & Toys	R. C. W. Enterprises	4,969
Toiletries & Toilet Goods	Procter & Gamble	391,779
Transportation, Travel & Resorts	American Assn. RR	66,036
Miscellaneous	Lutheran Church Mo. Synod	32,456

'49 SET SALES

All-Time High of $850 Million

DOLLAR volume of the radio manufacturing industry reached an alltime peak of $850 million in 1949, 13% above the $750 million figure in 1948, according to Raymond C. Cosgrove, president of Radio Mfrs. Assn.

Preliminary RMA estimates are based on total set sales at the manufacturer level. Converted to retail values, the industry's production exceeded $1.3 billion in 1948, not counting TV installation and service charges.

"Thanks to the high rate of TV set sales, especially during the last quarter, the industry in 1949 did the greatest volume of business in its history," Mr. Cosgrove said. "Television receiver sales, because of their greater value, accounted for more than 65% of the set industry's gross income or close to $560 million."

The record output of well over 2,800,000 TV receivers represented more than $875 million at the retail level, he said. He added that the value of TV receivers manufactured in 1949 was twice that of all TV sets produced between the end of World War II and the close of 1948.

A public investment of over $1,250 million is represented in the retail value of the 4 million TV sets produced since the war, Mr. Cosgrove said. He reminded that the 1949 sales were accompanied by substantial cuts in prices of TV receivers as a result of economies acheived through increased output and passed on to the consumer.

Table Model Cuts

The average price of a table model TV set, at the factory level, is more than 25% under the 1948 figure and 35% under 1947, he said. Table models comprise 60% of TV set output in 1949.

Mr. Cosgrove observed that TV screens are steadily growing in size.

Radio set sales in 1949 amounted to $290 million at the factory, he said, following a "remarkable recovery" in the fourth quarter. Total production was about 10.5 million units. Sales of auto radios rose to 3.5 million units, an alltime record. He estimated there are now 14.6 million auto sets in use.

The sharp upswing in radio set sales in late 1949 "would seem to belie the prophets of doom who were recently forecasting the early death of radio," he said.

"An increasing number of TV sets are being equipped with radio reception facilities—FM or FM-AM—so that even the television set owners are by no means entirely lost to radio," Mr. Cosgrove said. "Outdoor listening has been widely increased through the heavy sales of both auto and portable radios."

Set industry employment is at a peacetime peak, he said, taking its place among foremost industries of the nation.

NAB BOARD HEADACHES

Structure, Dues On Agenda

By J. FRANK BEATTY

NAB'S BOARD OF DIRECTORS will meet next week in Arizona to take stock of the revamped headquarters operation and to make it click despite a shrinking pocketbook.

The board faces interlocking problems of staff operation that stem from structural changes, concentration of power in the president's office, transfer of the budget to an April 1 fiscal-year basis and some symptoms of dissatisfaction with the way things are going in Washington.

On top of that the board must decide whether to stop the current 12½% discount in members' dues and perhaps increase the dues in some of the low-income brackets.

Then there is the proposal of a three-committee group to re-work the whole structural chart [BROADCASTING, Jan. 16].

With such perennial problems as BMB, Broadcast Advertising Bureau and dwindling membership on its agenda, the Feb. 8-10 gathering at the San Marcos Hotel, Chandler, Ariz., promises to be a spirited session. The board itself has drawn some criticism for selection of the southwestern site.

Final Meeting For 7

Seven directors will be attending their final board meeting because of the new two-term limit on directorships. Eighteen of the 27 directorships are at stake in elections to be completed next month.

The tri-committee plan to change the new NAB structure is understood to have aroused little enthusiasm last week when the board's Structure Committee met in Washington. The committee also held a joint session with the board's Finance Committee.

Having spent more than a year studying and refining the NAB headquarters operation, the Structure Committee is believed to feel there is nothing seriously wrong with its system. The basic charting has been done and the task of making it work is in the hands of President Justin Miller, committee members believe.

The tri-committee discussions early this month, involving some 25 broadcasters from all segments of the industry plus a half-dozen board members, had brought to the surface some criticism of NAB's internal affairs, including the functioning of the new Radio and Television Divisions.

Changes Suggested

The three committees had been called together as the result of a board directive last November, the board desiring their ideas on how the two divisions should fit into the headquarters functioning. After voting a strong endorsement of President Miller, the tri-committee group suggested a series of changes in the new structure.

These changes included splitting of the secretary-treasurer's job into secretary-field director and a top-level treasurer-general manager; pulling of administrative teeth from the two division heads, and relative independence for Broadcast Advertising Bureau. The Structure Committee didn't buy this package but actual decision is up to the board. Judge Miller was dubious about the proposals.

Last week NAB received both praise and criticism from Ralph N. Weil WOV New York general manager. Mr. Weil wrote a letter in which he stated he was remaining a member of NAB but he blamed some of the industry's problems on internal haggling and extravagance at NAB headquarters (see following).

Mr. Weil is a member of NAB's All-Radio Presentation Committee, which has guided planning and production of the industry's promotion film, "Lightning That Talks," soon to be premiered [BROADCASTING, Jan. 23].

Second attack was delivered by FCC Comr. Robert F. Jones who charged Judge Miller and NAB with representing "power segments" of the industry (see story this page).

The Finance Committee went over the association's budget problems at length last week. A year ago NAB had envisioned 1949 income of about $820,000, with estimated expenses of $774,273. This would leave an excess of $45,727.

At that time the picture was rosy. Then ensued a flurry of resignations that brought membership down from a peak of 2,003 at the end of 1948 to 1,767 last July 1. The late 1948 total included 1,270 AM, 656 FM and 4 TV stations. By last July there were only 1,133 AM, 548 FM and 6 TV members.

Some of the resignations involved high-bracket stations so NAB set out to acquire new members and recapture lost ones. This drive centered around the autumn district meetings. By November the membership had been brought up slightly to a total of 1,783, including 1,152 AM, 518 FM, 36 TV (mostly AM video affiliates).

As of today, the total is 1,768, including 1,154 AM, 501 FM, 37 TV stations. FM Assn. was absorbed at the close of 1949, but FM membership in NAB has declined. Associate membership has ranged between 69 and 76. At present it is 72.

Dues Question Grows

With membership down, the dues question becomes more important. Last July the board cut dues 12½% to meet what was described as a widespread industry demand. At the same time it wielded the axe on staff services and cut the budget nearly $75,000 to a figure of $701,511.

At last November's board meeting it was evident that expenses were running ahead of income. This trend has continued, it is understood, and cancellation of the

(Continued on page 53)



REPLICA of the first transmitter of KDKA Pittsburgh, which was presented to the Carnegie Museum to start its new History of Radio room, is discussed by Graham Netting (l), assistant director of the Carnegie Museum, and Walter Evans, president of Westinghouse Radio Stations Inc. Opening of the new exhibit is planned during National Radio Week next November.

JONES HITS NAB

Answers Miller

NAB and its president, Justin Miller, were charged last week by FCC Comr. Robert F. Jones with speaking "for the power segments of the industry."

The charges were made by Comr. Jones after Judge Miller had commented favorably on the Commissioner's Jan. 17 speech before the American Marketing Assn. [BROADCASTING, Jan. 23].

Comr. Jones' letter took both Judge Miller and NAB apart for references to FCC's role in color television's development. He accused Judge Miller of "joining forces with those who wish to lick color with nothing," and interpreted his comment as "some confirmation" of charges by small broadcasters that NAB speaks for large broadcasters.

Judge Miller's letter had commented particularly on this paragraph of Comr. Jones' speech:

When private enterprise seeks out the most profitable market for the installation of clear-channels and regionals in highly congested areas, I find no fault with such action. That is the kind of enterprise I have defended all my public and private life. But, when private industry attempts to use government processes to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and infant color, I draw the line. Likewise, when the industry tries to use the Commission to thwart or delay reliable television service for towns like Lima, that calls for some noise and infield action.

Text of Judge Miller's Jan. 19 letter to Comr. Jones follows:

I have read with very great interest the address which you delivered on Jan. 17, 1950, before the American Marketing Assn. It makes clear to me ideas attributed to you in the press and not there clearly expressed.

I agree with you in the conclusion which appears in the third-from-the-last paragraph on page 12 of the address. On the other hand, I would resent, and I am sure you would, the use of the power of the government to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures.

Somewhere between the kind of repressive action set out in the third-from-the-last paragraph of your address and the method of a Stalin who attempts to dictate the procedures of science, there lies a happy medium and I am delighted that a man, so clearly qualified as you, should be occupying a position from which that happy medium may be intelligently presented and insisted upon.

Text of Comr. Jones' Jan. 24 letter to Judge Miller follows:

May I thank you for your letter of the 19th with reference to my address before the American Marketing Assn. I am, however, concerned by your intimation that the power of government is being used or there is a threat that it may be used "to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures."

I am amazed that a former Judge of the Court of Appeals, a lawyer who has spent many years as head of the NAB and who holds himself out as an expert on the Communications Act and the Constitution, should lend currency to this false shibboleth in the color proceedings. All that is involved in these proceedings is: Shall color be suppressed by keeping the standards exclusively for black-and-white television so that the American public will be deprived of color television? You obviously misunderstood my speech, and I am suprised that a man who has so frequently called attention to the Commission abuses in many fields of broadcasting would suggest usurpation of power that the Commission or its staff has never even dreamed of.

Certainly you would be the last one I would expect to interpret the Commission's rule-making proceeding as forcing anybody to manufacture anything. There cannot be any misunderstanding between you and me as lawyers on this point. And the industry doesn't misunderstand it either; witness its long record of not producing FM sets to meet the public demand.

With reference to television, there

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WHEN MR. STAR Comes to Town

By MONTE KLEBAN

EXECUTIVE STAFF, KTRH HOUSTON

WHEN an affiliate station executive is notified that a network star is coming to his town, his first thought is to double the supply of aspirin in his desk drawer. Too often, Mr. Big Name turns out to be Mr. Little Man, bringing with him assorted cases of jitters, recriminations and other troubles.

So, when the perfect guest-star comes to your city he deserves not only a tribute, but for the good of the industry, his methods of operation should be explained to other travelling celebrities.

Jack Benny and his first-team were in Houston, to entertain at the Charity Bowl football game, Dec. 17. Although my years of hinterland-radio have brought me into contact with most of the network big names, I had never worked a show with the laugh-master before. When I learned he was coming I doubled my aspirin supply.

Anybody want to buy some aspirin cheap? My supply is still intact.

Let's take a look at the visit, from its inception, and point out the results of the expert handling of his appearance. First, an affiliate is usually notified by his network stations relations that such and such a star will be in his city on such and such a date and will the affiliate please contact him upon arrival. This, of course, gives the station-executive no time to plan anything until he has consulted with the Great Man, after his arrival.

In the case of Jack Benny's appearance in Houston to take part in the charity show, this first station hardship was adequately avoided. Several weeks before his arrival I received a letter from Irving Fein, promotion manager of Amusement Enterprises, Mr. Benny's holding company. Irving invited suggestions as to what we would like to do with and for Jack Benny, to promote attendance at his appearance and to help promote his regular Sunday night programs, while he was in our city.

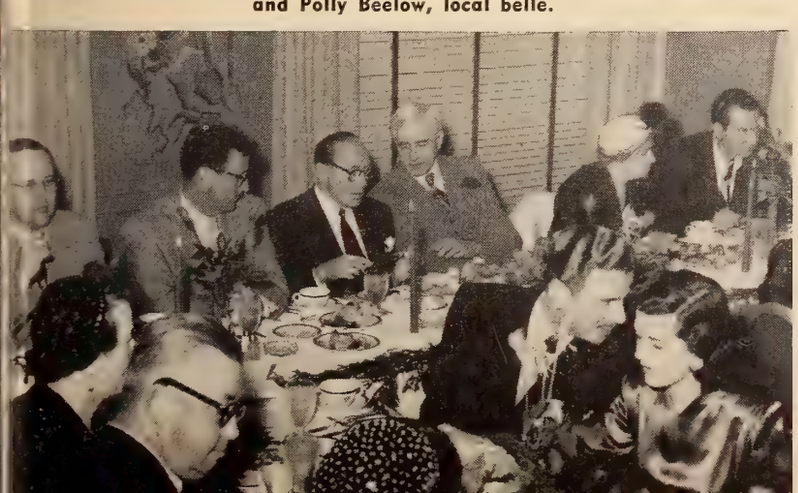
We were able to rig two local broadcasts by letter in advance, giving us time to allocate our engineering and announcing personnel, to publicize the coming broadcasts and to start our actual planning.

Point number one: Of the dozens of stars whose public-appearance I have handled, this was the first time anyone with savvy and authority took the trouble to set-up firm dates for local broadcasts in advance. In practically all the other cases, they had been last-minute, catch-as-catch-can, mumbly, trite interviews.

Point number two: Irving Fein arrived in Houston two days before Jack Benny and his troupe. We got together immediately and were able to crystallize our planning and to release more and better news stories and pictures to build up the appearances and our own planned programs. Sitting in Mr. Fein's hotel room, calmly setting up the schedule, I remembered too well the other stars, the last minute hectic arrangements, the program-log changes, the lack of advance notice, the engineering failures because of lack of time for lines and facilities, the nerve-wracking rush and bustle.

* * *

PRE-BROADCAST dinner is held to put the audience in a quick-laughing mood. At the head table are (l to r): Ray Herndon, KTRH assistant manager; Glenn McCarthy, owner of KXYZ Houston; Jack Benny; Jesse Jones, KTRH owner and former Secretary of Commerce; Mrs. Jones; Phil Harris. In the foreground at right are Lee Fallon, KTRH special events director, and Polly Beelow, local belle.



Point number three: No network star can be expected to remember the call letters of every affiliate in every city. Very often, in the past, stars from our network have come to town and have done shows on other stations under the delusion that they were building ratings on their own network station. In this case, Mr. Benny and his people were told to look for our special-events man, Lee Fallon, who was at the station at dawn to meet them, along with mike-men from other stations in town. Result, we got a fine beat interview on their arrival.

Point number four: The travelling team itself usually has at least one officious, bossy individual who tells you what, where, when and how Mr. Big will be seen and interviewed. There were none of these in the Benny entourage.

First, Jack Benny himself is one of the few really important radio people who is calm, affable, friendly and a reliable ad lib artist. Then with him, Phil Harris who, in spite of his standing, seems as appreciative as a puppy for any attention paid him. Mr. Harris is, as an old shoe, easy to work with as Jack Benny himself and gives you a show every time he hits the mike and the same goes for Artie Auerbach, Benny's Mr. Kitzel.

Pleasing Cooperation

John Tackeberry, the writer who came along with Mr. Benny, could have proven the weak-point from our experience with other stars who brought writers along. Instead, he worked with us as smoothly and easily as though he were a writer on our own staff, turning out material for our local shows as good as any Sunday night's show script.

Then, Hilliard Marks, producer of the Jack Benny show. Here, too, we were wary. We had had producers come down on us like trip-hammers, trying to do everything but tell us how to tie our shoe laces. Not so Mr. Marks. With quiet, unobtrusive control he handled himself and cast, including some of our own people, with absolute efficiency.

And so with the rest of the Benny party. The point here is, of course, that too many visiting stars bring hectic Hollywood characters with them, who manage to antagonize everyone on the affiliate-station staff, create utter confusion and wreck what might have been a good-will tour.



JESSE JONES (l), owner of KTRH, welcomes Jack Benny to Houston. At the close of his network broadcast, Mr. Benny quipped, "Mr. Jones appeared through the courtesy of the National Bank of Commerce."

* * *

Point number five: Because of the ease with which everything was working, we were able to expand our plans. Instead of a local show we cleared time on other CBS stations in Texas for a nighttime half hour show. We were able to give them the booking in time for publicizing in their own cities. Score another point on the Hooper-upping card. We were able to arrange a cocktail party and dinner, from which the broadcast origi-

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THERE is nothing a listener likes more than to have a network star visit his town, but the trouble these "visiting firemen" can cause the local station is an old story to veteran broadcasters. Most of this trouble could be avoided, Monte Kleban believes, by careful planning and cooperation from all concerned. Approaching the problem from the affirmative side, Mr. Kleban outlines the success of Jack Benny's visit to Houston, showing point-by-point how these arrangements can be applied to any local appearance of a name performer. "Many times in the past I have wanted to write an article like this," Mr. Kleban said, "but every time it would have been on the carping cynical side. At last I had an opportunity to do a job from the affirmative instead of the negative side." Mr. Kleban is on the executive staff of KTRH Houston, with duties as "planning and advisory consultant on all phases of the station's activities." He joined KTRH in March 1949 after serving as program and production manager of WOAI San Antonio.



Mr. Kleban

ONE OF RADIO'S top salesmen is the director of NAB's Broadcast Advertising Bureau, the industry's answer to "negative" selling tactics of the white space media. The BAB directorship has rested since its organization last spring in the experienced hands of Maurice B. Mitchell, at that time director of NAB's predecessor Dept. of Broadcast Advertising.

For several months "Mitch," as he is universally known, has been addressing broadcaster meetings in every part of the United States. He has given them intensive one-day courses in radio selling and how to meet competition. Then he has given his oft-heard "Mitch's Pitch" at meetings of retailers and other businessmen, spending about as much in travel as he has on the podium and in his New York office.

An experienced station and network salesman and station manager before he joined NAB, Mr. Mitchell has acquired a varied experience in competitive selling that puts him in a unique industry position. He augments that experience with service on newspaper advertising staffs and knows all the favorite answers of the space media.

At the autumn NAB district meetings he insisted that salesmen learn thoroughly the arguments of competitive media as well as those of broadcasting. In this article, which is an abbreviated report on an article appearing in the 1950 BROADCASTING YEARBOOK, he sums up the competitive situation, with basic information every salesman should have at his finger tips.

★ ★ ★ ★

MITCH'S PITCH

Here's How To Beat Media Competition

SALESMANSHIP is the real key to obtaining a satisfactory share of the total advertising dollar. And the successful advertising salesman is usually the man who is best informed about all the other media to which his clients may be exposed.

All media are successfully selling their wares in places where effective radio selling can drastically reverse media decisions. This kind of radio selling can best be done by the radio salesman —local or national—who incorporates these facts into his selling story:

- **Radio does the best job of describing its audience.**
- **Radio gets the most attention.**
- **Radio's penetration is deepest.**
- **Radio costs less.**
- **Radio gets results.**

Radio does the best job of describing its audience. Magazines and newspapers use "net-paid" circulation figures. These are comfortable indices on a space-buyer's desk, handy facts for an advertising manager. But they're really meaningless, as informed buyers of advertising will admit. They don't measure the audience the advertiser *really* wants to know about. Advertisers want to buy *impressions*—not just advertising.

Both newspapers and magazines have taken a cautious peek at the real size of the impressions they deliver to an advertiser. The facts were shocking—2% actual readership to a 70-line newspaper ad—a 5% average actual readership to a full-page black and white advertisement in *Life*. This was a hard story to tell to advertisers who were sold on printed media's favorite laissez-faire basis, sometimes known as "transportation," most of whom firmly believed they were getting, as readers, the total paid circulation.

It was, in fact, too hard a story to tell. Thousands of advertisers, large and small, have yet to hear it. Dozens of others are still accepting advertising agency coverage and cost comparisons which match this meaningless "net paid" data against radio's count of actual exposure to advertising.

Yet in the hands of every radio station equipped with a BMB measurement, or even with a diary study, telephone coincidental, or other form of audience measurement, is the best argument of all—a count of the audience to the advertiser's message. No radio salesman has adequately represented his medium in a competitive situation until he has invited comparison on this basis.

Radio's research bill in its short 30 years of existence far exceeds the combined research investment of all other media since their inception. First really to care about the audience to its advertisers' messages, first to tailor its listener services to the proven likes and dislikes of its audience, radio has been and will apparently continue to be America's most open-faced advertising medium.

There are no skeletons, no "reducible factors" in radio's standard measurement totals.

Radio gets the most attention. In the average radio family, listening averages 5 hours 53 minutes daily. Newspapers' best claim, made by the defunct ANAN, reached 3 hours, 18 minutes per family per day but few papers care to try to document these figures.

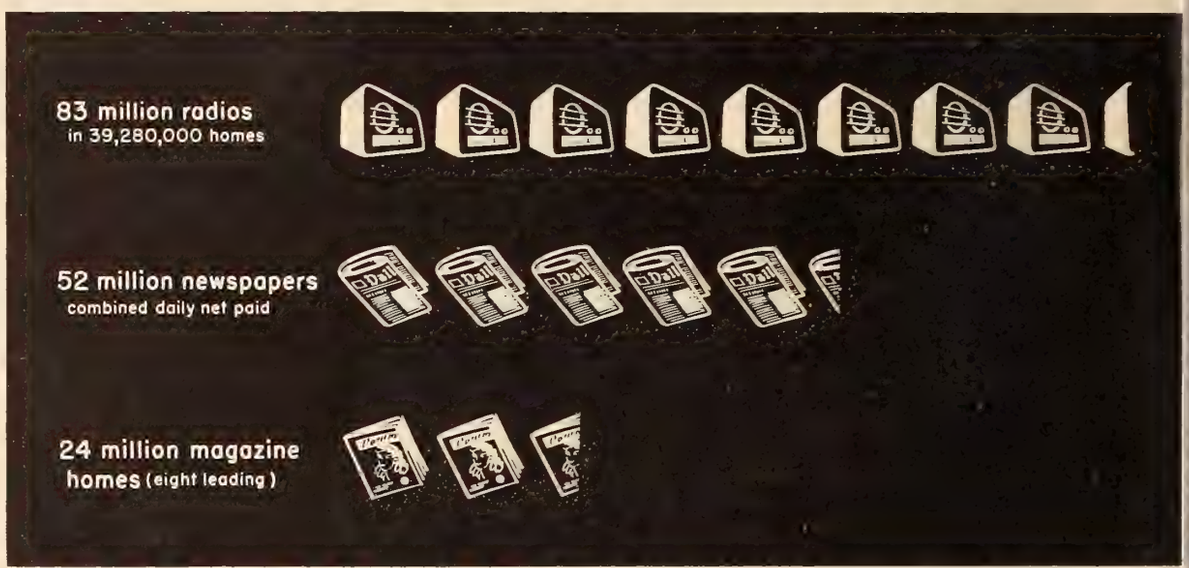
Statistics on Reading

A recent diary study in a major market showed an average reading time of 58 minutes per day per adult—only 7 minutes of newspaper reading per day for those under 18. Magazines just don't belong in this league. A recent *Saturday Evening Post* survey, triumphantly disseminated by that periodical, claimed top readership among magazines with 2 hours 54 minutes of total reading per weekly issue.

Of all these attention measurements, only BMB's radio data seems to have been produced in the regular research channels by a continuing research arm of the industry. When other media get into this kind of self-examination, they do it in the manner of a woman with a "new look" short haircut—can't wait for it to grow long again.

The People Look at Radio, Radio Listening in America (both of them NORC studies available through NAB's Research Dept.), and the March 1949 *Fortune* study of radio listening, are good reading for the salesman who wants full

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Formulas for Computing Media Costs-Per-Thousand

To Compute Radio's Cost-Per-Thousand: **Find the audience (number of people) to a specific radio program. Divide this figure into the time cost.** ***Result:*** **The actual cost of making a thousand advertising impressions on listeners to that program—not to the entire station program schedule.**

The formula:

$$\frac{\text{Time Cost}}{\text{Program Audience}} = \text{Cost-per-thousand impressions}$$

To Compute Newspapers' Actual Cost-Per-Thousand: **Translate newspaper "net paid" circulation into "readership" by multiplying circulation by 2.3 readers per copy (a most generous multiplier). Reduce this readership total to the actual readership of the specific advertisement (Newspapers can now furnish this data. So can the hundreds of radio salesmen who have "The Continuing Study of Newspaper Reading"). This gives the actual number of people who have "noted" this ad. Divide this figure into the space cost.** ***Result:*** **The actual cost of making a thousand advertising impressions on readers of that ad.**

The formula:

1. **ABC circulation x 2.3=total readership**
2. **Readership of paper x % readership to specific ad=actual advertising impression**
3. **Space cost**

$$\frac{\text{Space cost}}{\text{Actual impressions}} = \text{cost-per-thousand impressions}$$

To Compute Magazines' Cost-Per-Thousand: **The same formulas used to compute newspaper cost will work on magazines.**

OVERTIME PAY

McComb Issues New Regulation

OVERTIME pay need not be based on special talent fees in addition to regular pay, under a regulation issued Thursday by William R. McComb, administrator of Wage & Hour Division, Labor Dept.

The regulation was handed down under terms of amendments to the Fair Labor Standards Act of 1938. These amendments were enacted by Congress last year.

Issuance of the regulation culminates a long fight by Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., to eradicate a freak situation peculiar to the broadcasting-telecasting industry.

Unique Situation

Under terms of the original law, broadcasters were required to include special commercial fees and some sustaining fees in the weekly pay figure on which overtime calculations were based in the case of announcers, artists and actors. This situation had no parallel in American industry and forced broadcasters to pay as much as an estimated million dollars a year.

Mr. Doherty appeared before a House Labor subcommittee last March to protest the inequities in the law and their unfair hardship to broadcasters. As a result the corrective amendment was included in the committee print of the 1938 law amendments and it was duly enacted by Congress. Since enactment, Mr. Doherty has conferred frequently with Federal officials in connection with drafting of the regulations.

The new overtime principle conforms to the general policy in AFRA contracts and AFRA did not contest the revision of the 1938 law.

The amendments include a general nationwide increase in minimum wages from 40 to 75 cents an hour. First requirement of the new rule of interest to broadcasters is that the extra payment affects "an employe having regular duties as a staff performer" who participates in a particular commercial or sustaining program or series of programs. Commercial spot announcements are included.

Second requirement specifies that the extra payment be made under an employment contract or understanding or a collective bargaining agreement, in a specific amount agreed on in advance of the performance.

Extra Payment

As defined by the administrator, extra payment also means a specific payment supplementing the straight-time and overtime compensation the individual earns for his ordinary staff duties.

Covered by the regulation are actors, singers, dancers, musicians, comedians "or any person who entertains . . . and who actively participates in such capacity in the actual presentation of a radio or television program," but does not include script writers, stand-ins, directors, engineers, electricians or stage hands.

Not yet clear is the status of fees outside of stretch in lieu of overtime.

Freeing of broadcasters from the extra-fee requirement in overtime calculations assumes added importance in the case of AM stations taking on TV. The overtime load general increases substantially in these cases.

Formal complaints against stations for violation of the old law have been relatively few.

Overtime compensation applies to work in excess of 40 hours a week.

Jelke Appoints BBDO

JOHN F. JELKE Co., Chicago, a Lever Bros. division, has appointed BBDO, New York, to handle its advertising. The company formerly was handled by Tatham-Laird Inc., a Chicago agency which resigned the account when Lever Brothers moved its headquarters to New York. The company is said to be a more than a million-dollar account.

FCC Actions

SALES of WNEW New York and WWDC Washington approved by FCC last week along with approval to transfer of WDLF DeLand, Fla. One AM and three FM outlets were deleted by the Commission. Requests for consent to transfers were filed by 10 stations. Details of these and other FCC actions are found in FCC Roundup on page 84 and Actions of the FCC beginning on page 76.

McPhillips Named

ARTHUR McPHILLIPS, traffic manager of WJR Detroit, has been named assistant sales manager by Harry Wismer, general manager and assistant to the president. A member of the WJR staff for 20 years, Mr. McPhillips has been acting as sales manager during the extended illness of Sales Director Arch Shawd. He will work under Mr. Shawd when the latter returns.



Mr. McPhillips

ALL-RADIO FILM

Release Set for March 1

GENERAL release date of the all-radio promotion film, "Lightning That Talks," was set last week as March 1 by the All-Radio Presentation Committee.

The film will be available to subscribers for local presentation on or after that date. The committee said it would begin confirming showing dates to subscribers by Feb. 10.

Meanwhile it was announced that 25 new subscribers had been added to the list, representing an increase in total receipts to $135,000.

The committee, meeting Thursday at Broadcast Advertising Bureau headquarters in New York, pointed out that subscriptions would be closed to newcomers effective with the date of the local showing in each community.

Members of the committee last week were busy organizing an invitation list for the premiere of the film in New York March 1. A thousand leaders in radio and advertising will be invited.

'RADIO BIBLE'

'50 'Yearbook' Streamlined

THE 1950 BROADCASTING - TELECASTING YEARBOOK, containing 544 pages of information pertinent to radio, television, advertising and allied fields, now is in the mails.

For the first time, the 1950 YEARBOOK integrates all AM, FM and TV stations into a single state-by-state list. In this improved form it is possible to see at a glance all the stations located in a city or state.

For the 2,237 AM, 790 FM and 111 TV stations authorized as of Jan. 1, 1950, this carefully compiled listing gives the call letters, date of establishment, facilities, name of licensee with business address and phone number, network, national representative, names of key personnel and such other information as transcription service, news service and transmitter used by each station—alphabetized by state, city and call letters.

Other Listings

A similar listing is included for the U. S. possessions and territories—Alaska, Hawaii, Puerto Rico and the Virgin Islands—and Canada.

For quick reference other lists include: U. S. AM, FM and TV stations by call letters; U. S. stations by frequencies; Canadian stations by call letters and frequencies; stations under NARBA; Canadian and U. S. international stations; European stations; noncommercial FM outlets, and TV applications pending.

A complete analysis of 1949 radio-TV advertising expenditures is included [BROADCASTING, Jan. 23]. An informative article by Maurice B. Mitchell, director of Broadcast Advertising Bureau, compares radio results with those of other media and another feature piece covers the all important question of program ratings—in both radio and TV. A regular YEARBOOK feature, "How To Apply for a Radio Station," again is included, plus a summary of FCC rules and regulations.

In all, the 1950 YEARBOOK includes over 55 directories, providing data for all segments of the radio, television and advertising industry. Included among them are: Radio and TV station representatives of the U. S. and Canada; consulting radio and TV engineers; regional networks of the U. S.; advertising agencies handling radio and video accounts, U. S. and Canada; national and regional radio and TV advertisers, including their agency; over 500 firms offering such services as transcription and film libraries, recording and script writing service, talent, production and syndicated programs; AM, FM and TV equipment manufacturers, including items that range from transmitters to cutting needles; stations identified with newspaper ownership; radio and TV reference books; major awards and citations; state broadcasters associations; stations under group ownership; professional and technical schools for radio and TV; frequency measuring services, and numerous other services related to the business of broadcasting.

Advertiser Information

A large section is devoted to the networks, giving lists of executive personnel with titles. Also included is a listing of advertisers for each network—AM and TV—plus a map showing the location of affiliated stations.

Radio and television highlights of 1949 are covered in chronological order. Other sections of the 1950 YEARBOOK are devoted to members of the radio correspondents galleries of Congress; the FCC; NAB, TBA and other radio and television groups, and unions active in the radio-TV fields.

Copies of the 1950 BROADCASTING-TELECASTING YEARBOOK now are in the mails to BROADCASTING subscribers. Additional copies are available at $5 each from Washington headquarters, 870 National Press Bldg.

FCC'S POWERS?

'Anti-Trust' Hearing Set

ON THE HEELS of a court decision affirming its right to pass upon a newspaper applicant's alleged monopolistic practices, FCC last week called an oral argument for Feb. 13 to help shape its policy toward violations of any U. S. law unrelated to radio.

Upon the outcome will depend FCC's action on some 10 or 12 applications currently being held up because the applicants or licensees have been found by a federal court to have violated U. S. laws on monopoly, restraint of trade, unfair competition and the like.

FCC's order suggested that participants in the oral argument cover "at least" the following points:

1. The authority of the Commission to consider in its licensing of broadcast stations the fact that an applicant has violated a law of the U. S., other than the Communications Act of 1934 as amended. If the Commission has such authority, is there any basis in policy for not considering such violations.

2. If the Commission has such authority, should there be a difference in procedure or result in any of the following types of situations. In this connection consideration should be given to the situations involving both comparative hearings and non-comparative hearings:

(a) Whether the finding of the violation is in a civil or criminal case; (b) whether the finding of violation is by the U. S. Supreme Court or by a lower federal court; (c) where, after the finding of violation, a decree is entered by an appropriate court which results in the elimination of the practice which was a violation of federal law; (d) where there has been no finding of violation but a suit has been filed alleging a violation; (e) where there has been no finding of violation or no filing of a suit, but the Commission is in possession of information which shows that there has been a violation of federal law.

Persons wishing to participate in the argument, FCC said, must file a notice accompanied by a brief or memorandum by Feb. 6. They will be permitted to "address themselves to any and all points they deem relevant."

Anti-Trust Laws

The study stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of the anti-trust laws [BROADCASTING, June 21, 1948]. FCC made plain shortly afterward that it was considering the question of whether a violator of anti-trust laws is qualified to operate a radio station.

Among those whose applications have been held up or acted upon conditionally pending a decision on the policy question are Paramount Pictures, which has now petitioned for regular licenses on grounds of compliance with its consent decree in the anti-trust case; Allen B. DuMont Labs, because FCC has tentatively held that Paramount's 29% interest amounts to control of the company; Schine Chain Theatres, which owns WPTR Albany; 20th Century-Fox Film Corp.; Westinghouse Electric Corp., and General Electric Corp.

FCC's order came Thursday, just three days after the U. S. Court of Appeals for the District of Columbia upheld its right to deny a newspaper's radio application on grounds of monopolistic practices, whether the specific practices are forbidden by law or not.

The court said Monday in a unanimous decision affirming the denial of AM and FM applications of the commonly owned *Mansfield Journal* and *Lorain Journal* in Ohio [BROADCASTING, July 19, 1948]:

"We hold . . . that it was fully within the Commission's jurisdiction to hear evidence on the alleged monopolistic practices of the appellant, regardless of whether or not such practices were specifically forbidden by statute, and to deny the licenses upon its finding that such practices had in fact taken place and were likely to carry over into the operation of the radio station."

FCC had ruled that the *Mansfield Journal*, only newspaper in Mansfield, attempted to coerce advertisers into exclusive advertising contracts and to refrain from using the rival WMAN Mansfield. The Commission also held that the *Journal* showed hostility toward WMAN by refusing to carry its program logs and by failing to print anything favorable about the station. The purpose, FCC said, was to suppress competition and secure a monopoly.

Denial Theory

The *Lorain Journal* application was denied on the theory that its owners, if they could not be entrusted with a station at Mansfield, should not be allowed to operate one at Lorain. Both newspapers are owned by Isadore and S. A. Horvitz. Spokesmen said there has been no decision on whether to seek Supreme Court review of the appellate court's decision.

The *Lorain Journal* meanwhile is awaiting court trial in Ohio on a Justice Dept. charge of violating anti-trust laws via alleged monopoly practices affecting WEOL Elyria-Lorain [BROADCASTING, Dec. 12, Nov. 21, Sept. 26, 1948]. The Justice Dept. lost its bid for a preliminary injunction against the newspaper pending trial of this case.

In the FCC case the court's opinion, written by Judge George T. Washington with Judges Wilbur K. Miller and David L. Bazelon concurring, rejected the newspapers' claim that FCC had violated the rights of a free press. Said the court:

. . . The Commission did not deny the license merely because the newspaper refused to print certain items or because it refused to serve certain advertisers, but rather because the Commission concluded that those practices were followed for the purpose of suppressing competition. Similarly, it would appear that Mansfield was not denied a license because it was a newspaper, but because it used its position as sole newspaper in the community to achieve a monopoly in advertising and news dissemination. Such a denial does not constitute a violation of the First Amendment.

. . . Surely . . . the way the newspaper is operated, in relation to other media of communication, is material. The Commission did not, in any manner, attempt to censor the editorial policy of the newspaper. Its order does not require Mansfield to cease from any of the practices engaged in. The sole purpose of the Commission's findings was to determine appellant's qualifications to become a licensee. As such they impinge on no right of the appellant.

Nor did the court agree with the newspapers' view that FCC went beyond its authority with respect to the anti-trust laws, or that the decision was equivalent to finding the papers guilty of a crime without a trial by jury.

Cite Congress Sanction

"The fact that a policy against monopoly has been made the subject of criminal sanction by Congress as to certain activities does not preclude an administrative agency charged with furthering the public interest from holding the general policy of Congress to be applicable to questions arising in the proper discharge of its duties," the court said. Further:

"Monopoly in the mass communication of news and advertising is contrary to the public interest, even if not in terms prescribed by the anti-trust laws."

FCC's decision in the case was reached on a 3-2 vote, Comrs. Jones and Sterling dissenting and Comrs. Webster and Hennock not participating. The *Mansfield Journal* was applying for a 250 w daytime grant on 1510 kc and also for an FM station. The Lorain newspaper was applying for a 250 w daytimer on 1140 kc.

The case was argued in December [BROADCASTING, Dec. 19, 1949]. Max Goldman, assistant general counsel in charge of litigation, and Richard A. Solomon, chief of the litigation branch, argued for FCC. George O. Sutton and William Thomson argued for the newspapers, and William A. Porter appeared on behalf of Fostoria (Ohio) Broadcasting Co., which has a pending application for the facilities which the *Mansfield Journal* was seeking.

WNEW, WWDC SALES

Given Approval By FCC

TRANSFERS of WNEW New York and WWDC-AM-FM Washington were approved last Thursday by FCC.

WNEW was granted assignment of license from Arde Bulova and associates for $2 million to WNEW Inc., new firm headed by William S. Cherry Jr., chief owner of WPRO-AM-FM Providence, R. I. WNEW is assigned 10 kw on 1130 kc.

WWDC-AM-FM received approval for assignment of license from Capital Broadcasting Co., headed by Joseph Katz, Baltimore agency executive, for $125,000, to Peoples Broadcasting Corp., operator of WRFD Worthington, Ohio. Capital Broadcasting last fall received approval to purchase regional WOL-AM-FM Washington, a Cowles interest, conditioned upon disposition of WWDC's local assignment [BROADCASTING, Oct. 10, 1949]. WWDC is assigned 250 w on 1450 kc.

In the WNEW action, Comr. Robert F. Jones voted for hearing. WNEW told FCC in its application that this "is the consummation of the original intention of Arde Bulova in 1944 to divest himself of all radio interests." Mr. Bulova individually held 6,100 shares of Greater New York Broadcasting Corp., WNEW licensee, and has been voting trustees for Milton Biow's 2,900 shares. Vincent Dailey has held the remaining 1,000 shares.

Capital Broadcasting stated last week that it planned to be operating on its new assignment of 5 kw on 1260 kc not later than March 1 and will retain its WWDC call letters. The WOL call is to be switched to the old WWDC 1450 kc assignment under the new Peoples Broadcasting ownership. Capital Broadcasting also takes over the Cowles' WOL studio and transmitter facilities, leaving its present WWDC plant to Peoples. The latter is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president.

Mr. Cherry is president and 49.2% owner of WNEW Inc. Others in the firm include: Charles W. Knowles, treasurer and minority stockholder in WPRO, treasurer, 5%; Harold Tanner, attorney, secretary, 3.5%; Bernice Judis, WNEW manager, executive vice president; Ira M. Herbert, WNEW sales manager, vice president; Ted Cott, WNEW program director, vice president; Harry Playford, banker, 19.2%; Albert H. Baer, certified public accountant, 3.3%; Clem J. Randau, president KFBI Wichita, Kan., and co-publisher New Milford (Conn.) 'Times,' 3.5%; Alfred Buckley, Providence fuel distributor, 2.5%; Russel C. Smith, vice president Cranston Print Works, Cranston, R. I., 1.7%; Godfrey B. Simmonds, Providence investment banker, 2.5%; George V. Meeham, chief owner Mills Inc., Providence textile firm, 8.3%. Actual price for WNEW is $150 per share plus net quick assets not to exceed $500,000.

NAB CONVENTION

Chicago Agenda Is Set

THREE-DAY Management and three-day Engineering Conferences, along with half-day FM and full-day independent station sessions, will top the week-long NAB convention to be held April 12-19 in the Stevens Hotel, Chicago.

The special FM meeting will be held 9:30-12 noon, Monday, April 17, with the formal gavel-pounding scheduled at the noon luncheon. As was the case last year, independent stations will have their own meeting Sunday the 16th, with special registration.

Schedule of events for the 28th annual convention was drawn up Wednesday at a Washington meeting of the NAB board's Convention Committee. Committee members taking part were Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMBD Peoria, Ill., and James D. Shouse, WLW Cincinnati.

Sitting with the committee were NAB staff officials including C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director; Neal McNaughten, engineering director. Everett Dillard, KOZY Kansas City, a board member, attended the portion of the meeting at which FM was discussed.

The week opens with registration Wednesday, April 12, for the Engineering Conference. Business meetings will be held Thursday, Friday and Saturday. Only Sunday event, aside from registration for the Management Conference and the customary side meetings, is the independent session.

Management Sessions

After the Monday morning FM meeting, management meetings will be held through Wednesday morning. The Wednesday meeting, adjourning at 1 p.m., will be devoted to television. The annual banquet will be held Tuesday evening.

Space is being alloted under direction of Arthur C. Stringer, NAB special services director, for the annual exhibition of heavy equipment in the basement lobby of the Stevens. Later space will be assigned on the fifth floor for light equipment exhibits of transcription firms and other associate members.

In its discussion of plans for the FM meeting the NAB board committee rejected a proposal for an all-day session on Saturday, the 15th. The committee agreed many of the FM station executives who planned to attend the management sessions might not be able to arrive in time for Saturday discussions.

Instead of Saturday the committee picked Monday morning, with the understanding the FM meeting must break up before the opening luncheon. Besides, a Saturday meeting would have required an extra registration fee.

Interest in the FM meeting is expected to be high in view of the recent merging of FM Assn. into NAB. Among topics slated for the agenda are Storecasting, transit and functional (leased receiver) services, from which many FM outlets now receive substantial income.

The question of AM-FM dupliation will be taken up along with methods of promoting FM locally. Possible participants in the program will be representatives of Radio Mfrs. Assn. who would be asked about the FM set production problem, and agency executives. Audience studies and mail-pull techniques are other suggested subjects.

Last year the first "Independents' Day" drew a heavy registration. The day-long meeting was well attended and a long list of speakers covered a wide range of topics. Plans for the meeting will be taken up at a meeting of the NAB Unaffiliated Stations Committee, slated Feb. 2-3. Committee chairman is Ted Cott, WNEW New York.

WBT BLAST TRY

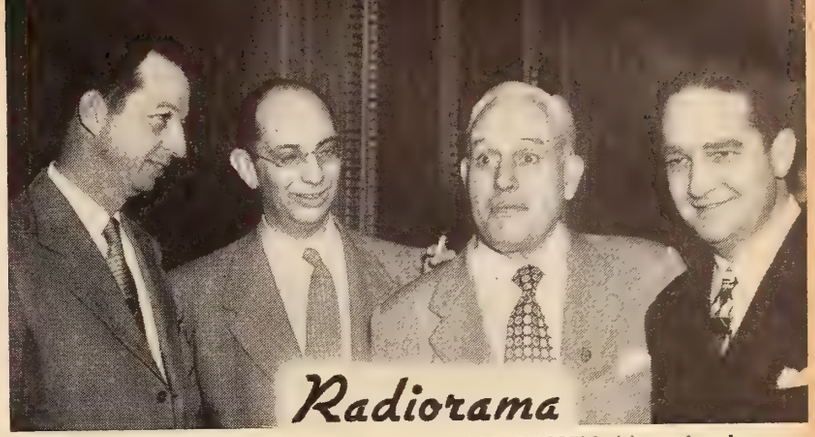
Police Hold IBEW Member

POLICE in Charlotte, N. C., early Thursday morning charged Sterling L. Hicks, business manager of the IBEW local in that city, with conspiracy in the attempted dynamiting of WBT Charlotte's 429-foot radio tower Jan. 22.

Acting on a tip, police investigators uncovered five sticks of dynamite planted at the tower's base. After removing detonators, they waited for Chesley M. Lovell who, unaware of their presence, reportedly lit the fuses. Mr. Lovell, a Columbia, S. C., house-painter said by police to have "a long criminal record," admitted Tuesday that he had been "hired" to dynamite the tower.

According to reports last Thursday, Mr. Lovell, upon further police questioning, had revealed additional information leading to the arrest early that morning of Mr. Hicks. WBT said Mr. Hicks was one of the technicians involved in a fued between the station and the IBEW culminating last fall in charges and counter-charges [BROADCASTING, Oct. 17, 31, 1949].

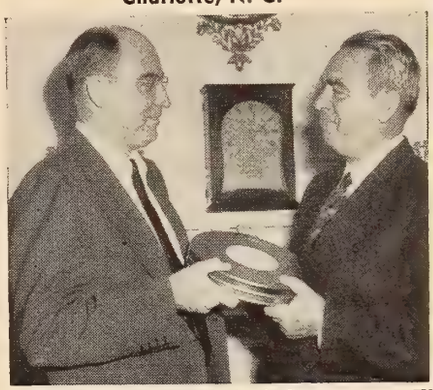
Police said the questioning of Mr. Lovell had led to the arrest first of a nephew, Burris Boyd, also of Columbia, who, according to the reports, would be charged with introducing Mr. Lovell to Mr. Hicks. Police Chief Stanhope Lineberry, of Mecklenburg County, disclosed two complaints had been placed against Mr. Hicks, charging conspiracy with Mr. Lovell to damage WBT property in gaining access to the tower, and in obtaining dynamite in an attempted use of explosives to damage another's property.



Radiorama

ENJOYING a chat at the two-day meeting of CBS executives and affiliates in the 4th and 5th Districts in New Orleans are (l to r): Ken Giddens, WKRG Mobile; Lou Hausman, CBS AM-TV dir., adv. and sales; Howard Summerville, WWL New Orleans; Charles Crutchfield, WBT Charlotte, N. C.

HAROLD RUSSELL (r), national commander of the Amvets, sits in for a recording of *Amvets USA*, dramatic series presented on WRC-NBC Washington. With Mr. Russell is Robert J. Enders of Robert J. Enders Advertising Agency. The Enders agency is handling the Amvets account.





A 35mm film record, including commentary, of New York's Mayor William O'Dwyer's marriage and honeymoon trip in Florida, is presented to Mayor O'Dwyer (r) by Joseph H. McConnell, president of NBC. Shot by NBC-TV cameramen, the films also were shown over the *Camel News Caravan*.

THE American Legion's "Tide of Toys" campaign finds an enthusiastic backer and contributor of toys and air time in G. A. Richards (center), owner of KMPC Hollywood, WJR Detroit, WGAR Cleveland. With him are Corydon T. Hill (l), Hollywood Post 43, and Harry Myers, S. Calif. chairman of drive.



ONE of 300 pies sent to advertisers and agency executives in "Cut Yourself a Bigger Piece of a Bigger Pie" ad drive of WGAR Cleveland is received by Albert A. Sommer (seated), v. p. and mgr., Cleveland office, McCann-Erickson. Standing (l to r): Messenger John Garfield, WGAR sales; Robert Daily, M-E.

AFTER their long recuperation from serious injuries suffered in the airplane crash that took the life of Buddy Clark, singer, Jennings Pierce (l), manager of station and guest relations, NBC Western Div., and Frank A. (Bud) Berend, NBC Western Div. sales mgr., greet each other on return to work.





COLORADO UNIT

Howell Is President Of New CBA

REPRESENTATIVES of 26 Colorado stations attended an organizational meeting of the Colorado Broadcasters Assn., held at the Broadmoor Hotel in Colorado Springs last Tuesday. Officers elected were: Rex Howell, KFXJ Grand Junction, president; Robert D. Ellis, KGHF Pueblo, vice president, and Al Meyer, KMYR Denver, secretary-treasurer.

Business included naming a board of directors and approval in general of terms of by-laws drawn up by a committee consisting of Messrs. Howell, Ellis and Meyer and James Russell, KVOR Colorado Springs.

The groundwork for last week's session was laid during a meeting of station executives from Colorado at the NAB district convention held at Salt Lake City in December.

Active membership will be limited to licensed broadcast stations or those holding construction permits in the state of Colorado. Persons or organizations engaged in activities allied with radio broadcasting are eligible for associate memberships, without the voting privilege, it was stated.

The objective as outlined in the non-profit organization's by-laws, include: "To promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry."

The state is divided into five districts and one director is chosen from each for a two-year term. There are six stations in each district, except for District 2, which numbers seven. At last week's meeting the following board of directors was named:

District 1: (stations West of the Continental Divide) Mr. Howell

District 2: (cities North of Denver) Doug Kahle, KCOL Fort Collins

District 3: (Denver) Mr. Meyer

District 4: (Colorado Springs, Pueblo, and Canon City) Mr. Ellis

District 5: (other Southeastern Colorado stations) Ed L. Allen, KGIW Alamosa.

In addition to those previously listed, the following attended the session:

Floyd Baskette, U. of Colorado; Raymond M. Beckner and Raymond M. Beckner Jr., KRLN Canon City; Frank Bishop, KFEL Denver; Justin B. Bradshaw, KLMR Lamar; John L. Buchanan, KTLN Denver; Dee B. Crouch, KDZA Pueblo; George Cory, KUBC Montrose; Jack P. Dubberley, KLMO Longmont; C. L. Dynes, KGIW Alamosa; Con Hecker, KVOD Denver; Jack Hitchcock, KCOL Fort Collins; Vir N. James, KVRH Salida; Elwood Meyer, KYOU Greeley; Dick Miner, KRAI Craig; Pat O'Brien, KIUP Durango; W. D. Pyle, KVOD Denver; Joseph H. Rohrer, KRDO Colorado Springs; Dale Scott, KCSJ Pueblo; Russel Shaffer, KBOL Boulder; Frank Smith, KFTM Fort Morgan; Ellsworth Stepp, U. of Colorado; Hugh B. Terry, KLZ Denver.

Announcing . . .

GADSDEN **WGAD** ALABAMA

NEW network affiliation

ABC

NEW owners and operators

GENERAL NEWSPAPERS, INC.

For coverage of the rich Coosa valley and Sand Mountain farming sections, your message should be on . . .

1000 W
5000 W CP **WGAD** 1350 KC

American Broadcasting Company

Represented by JOSEPH HERSHEY McGILLVRA

NEW YORK FM

Pool To Boost Medium

FOUR independent New York FM stations have decided to pool resources to boost the FM medium by better programming, and Zenith Radio Corp. of New York has agreed to underwrite expenses of their first venture—a basketball series.

This was announced last week by August A. Rickert, program director of WFUV-FM, Fordham U.'s station. The other stations, WGHF (FM) WFDR (FM) WGYN-FM, will carry the series and be permitted to find sponsors for the games as well.

Initial games in the series will be Cornell-Fordham, Feb. 1, from Ithaca, and Fordham-Syracuse, Feb. 2, from Syracuse.

KYA SALE

Signing Seen This Week

PURCHASE of KYA San Francisco for approximately $200,000 by J. Elroy McCaw and John Keating from Mrs. Dorothy Schiff, publisher of the *New York Post* [BROADCASTING, Jan. 23], was expected to be completed early this week with signing of legal papers in New York. Sale is subject to FCC approval and Price includes $155,000 plus net quick assets.

Mr. McCaw is owner of KELA Centralia and with Mr. Keating, West Coast station representative, is a shareholder in KPOA Honolulu and KLZ Denver. Mr. McCaw also is a stockholder in KYAK Renton, Wash.; KVOR Colorado Springs, Col., and KALE under construction in Richland, Wash.

Operating on 1260 kc with 5 kw day and 1 kw night, KYA recently moved to new studios in the Fairmont Hotel Bldg. Station was purchased by Mrs. Schiff in 1945 at a reported price of $400,000. At one time she included it in a package sale with KLAC and KLAC-TV Hollywood for $1,045,000. Shortly after Warner Bros. withdrew as purchasers of the package late last year, Mrs. Schiff announced the Hollywood stations were not for sale and withdrew them from the market. Don Fedderson is general manager of KLAC and KLAC-TV and executive vice president in charge of Mrs. Schiff's radio property.

When transfer of ownership is made, it is understood that J. G. (Gil) Paltridge, former owner of KGIL San Fernando, Calif., will continue as KYA general manager. Wilt Gunzendorfer, general manager of KROW Oakland for the past four years, who joined KYA as commercial manager two weeks ago, is expected to continue in that capacity.

Upcoming

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.
Feb. 9-10: CBC board of governors meeting, Ottawa.
Feb. 10: Arkansas Broadcasters Assn., Hotel Marion, Little Rock Ark.
Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.
Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.

NAB GUESTS

Canadians Study FCC Role

MEMBERS of a Canadian radio group observing the operation of U. S. regulatory commissions and members of the FCC were among guests of NAB President Justin Miller at a stag dinner held last Monday at the Mayflower Hotel in Washington.

The Canadian guests, who will submit a report on radio regulation to the Royal Commission on Arts, Letters & Sciences, were Guy F. Herbert, member of the executive committee of All-Canada Mutually Operated Stations; Duncan K. MacTavish, attorney; Clifford Sifton, attorney and part owner of CKRC Winnipeg, the *Winnipeg Free Press* and other radio-newspaper interests.

The dinner was described as a goodwill gesture designed to promote cooperation between Canadian and American broadcasters.

Report on their findings will be submitted to the Royal Commission in April.

Guests at Judge Miller's dinner, besides the Canadian trio, were:

FCC Chairman Wayne Coy and Comrs. Paul Walker, Rosel Hyde, E. M. Webster, George E. Sterling; Louis G. Caldwell, attorney; Frank Bow, formerly counsel for the old Harness Committee to investigate FCC; Clarence F. Lee, Transport Assn. of America; Col. J. Hale Steinman, the Steinman Stations; Philip G. Loucks, attorney; Kenneth Clark, Motion Picture Assn. of America; Sol Taishoff, BROADCASTING; Sen. Edwin C. Johnson (D-Col.), chairman, Committee on Interstate & Foreign Commerce; Rep. Joseph P. O'Hara (R-Minn.); Robert Crosser Jr., administrative assistant to Rep. Robert Crosser (D-Ohio); Judge Wilbur K. Miller, U. S. Court of Appeals, D. C.; Judge Bolitha J. Laws, U. S. District Court, D. C.; Paul W. Morency, WTIC Hartford.

NAB directors: Eugene S. Thomas, WOIC (TV) Washington; John F. Meagher, KYSM Mankato, Minn.; Clyde W. Rembert, KRLD Dallas; Harold E. Fellows, WEEI Boston; Clair R. McCollough, WGAL Lancaster, Pa.; Everett L. Dillard, WASH (FM) Washington; Campbell Arnoux, WTAR Norfolk, Va.

From the NAB headquarters staff: Neal McNaughten, engineering director; Forney A. Rankin, government relations director; Ralph Hardy, Radio Division; George E. Markham, Television Division; Robert K. Richards, public affairs director; Don Petty, general counsel; C. E. Arney Jr., secretary-treasurer.

Woods & Colton Change

THE STATION representative firm of Helen Wood & Colton, New York, has changed its name to Lionel Colton, following the resignation of Miss Wood. The company remains at 551 Fifth Ave.

62...Yes, sixty-two *Romantic Cycles**

62 individual transcribed production units comprising gems from Broadway's smash musical shows . . . performed by star soloists, large orchestra and chorus . . . directed by showdom's finest master-conductors . . . all with specially arranged vocal and orchestral scores . . . big-production performances up to thirteen minutes playing time each.

26 musical miniatures of the following all-time footlight favorites:

Annie Get Your Gun
Bloomer Girl
Babes In Arms
Carousel
Eileen
Irene
It Happened In Nordland
The Only Girl
Princess Pat
The Red Mill
The Student Prince
Sweethearts
Oklahoma
Porgy And Bess
Band Wagon
Bitter Sweet
The Desert Song
The Fortune Teller
Mlle. Modiste
My Maryland
Prince Of Pilsen
Rio Rita
Rose Marie
High Jinks
Song Of Norway
Roberta

36 magnificent medleys featuring melodic echoes from hits of the Great White Way, including:

Lady Be Good
Cat And The Fiddle
New Moon
Oh Kay
Tangerine
Dearest Enemy
Three's A Crowd
George White's Scandals
Vagabond King
Chocolate Soldier
Showboat
Maytime
Girl Crazy
Sweet Adeline
Sari
Naughty Marietta
Sally
The Merry Widow
Blossom Time
Babes In Toyland
Katinka
Girl From Utah
Good News
Wake Up And Dream
Three Musketeers
Sunny

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TIDE WATER OIL

Sportscasts Schedule At New High

TIDE WATER Associate Oil Co., major Western radio and TV sponsor of collegiate athletic events for more than 23 years, has launched what is reported to be the largest schedule of basketball sportscasts ever to be aired to Pacific Coast listeners.

The company also has scheduled the California and Stanford home games with KPIX (TV) San Francisco. Harold R. Deal, advertising and sales promotion manager for the oil company, announced last week the heavy basketball schedule is in keeping with the company's steadily expanding use of radio and TV.



Mr. Deal

The football season just ended, he said, also was the largest sportscast season in the company's history. More than 110 broadcasts and 11 telecasts of football games were sponsored by the company during the season.

"Our basketball sportscasts now getting underway," Mr. Deal said, "reflect the increasing importance of sports-radio-TV in our advertising as we participate in a competitive race for business during 1950."

A total of 253 games will be aired this season, he said, over a total of 32 prominent independent stations plus the Intermountain Network of Idaho and Utah.

The company has signed for exclusive broadcasting rights to the games of 17 leading colleges and universities in seven states.

Remarking on the commercial value of its sportscasts, Mr. Deal said:

We are aware of the large and interested audience we serve with these sportscasts and have made a special effort to increase the effectiveness of our commercial messages. We are using a new sales twist. In addition to the long familiar slogan, "Play Ball With Associated," we are using the new slogan, "You don't have to buy to be welcome." With this approach we call attention to both the quality of the dealers Flying 'A' service, and the willingness with which it is given.



SDG MEETING

Re-elect Glenn President

RE-ELECTION of Jack Glenn as president of Screen Directors Guild was announced following the organization's fifth annual convention in New York on Jan. 21.

Mr. Glenn said the Guild's television research committee, headed by John Flory, will investigate the problem of improving television pictures.

In addition, a Guild meeting with eastern film producers will discuss the raising of picture standards, including television films. The Guild's public film forums will be held four times a year instead of two, and one will be devoted entirely to television films. The Guild also will give an award to the best television film directed by one of its 125 members.

Others elected:

Dana Noyes, first vice president; Cullen Landis, second vice president; Leslie Roush, recording secretary; John Flory, corresponding secretary; Warren Murray, treasurer; Joseph Henabery, Gene Martel, William Resnick, Herbert Kerkow and Howard O'Neill, board members, and William Alley, Broder Petersen and Samuel Datlowe, auditing committee.

KVAK SALE

Transfer Is Completed

CONSUMMATION of sale of KVAK Atchison, Kan., by S. H. Patterson for $45,000 to Griffith-Buenning Broadcasting Co. was effected Jan. 22, KVAK reported last week. Transfer was approved by FCC in early January [BROADCASTING, Jan. 16].

Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. New licensee of KVAK is a partnership of James M. Griffith, former manager of KSEK Pittsburg, Kan., and Paul H. Buenning, ex-manager of WBBZ Ponca City, Okla. Mr. Griffith becomes KVAK general manager with Mr. Buenning as station manager. Peter Pitell is program director and Lowden Gingrey is chief engineer. KVAK is assigned 1 kw on 1470 kc.

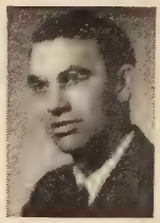
California Meet

CALIFORNIA STATE Broadcasters Assn. will hold its annual business meeting Feb. 17 at Roosevelt Hotel, Hollywood. Speakers will include Maurice B. Mitchell, director of Broadcast Advertising Bureau, New York; Richard Doherty, NAB director of employer-employe relations. Arthur Westlund, KRE Berkeley, will preside.

L. M. POAST

Joins Consulting Firm

EXPANSION of the Washington radio consulting engineering firm of Craven, Lohnes & Culver to include LaVerne M. Poast as a partner was announced by the firm last week. The firm name is unchanged.



Mr. Poast

In the consulting engineering field for almost 15 years, Mr. Poast received the BS degree in electrical engineering from the U. of Wisconsin in June 1935. He was with Jansky & Bailey, Washington, from 1935 to 1941, except for nine months' postgraduate work in communications engineering at Ohio State U. in 1939-40. From 1941-44 he was in the radio section of the National Bureau of Standards.

He joined the consulting office of Worthington C. Lent in Washington in 1944, leaving in 1945 to serve with Columbia U. Division of War Research.

He received a certificate of appreciation from the War and Navy departments for "outstanding service" to the Office of Scientific Research and Development during the war years.

In 1946 he rejoined Mr. Lent as a partner in Lent & Poast. In April 1948, after dissolution of that firm, he joined Lohnes & Culver, which became Craven, Lohnes & Culver in January 1949 when former FCC Comr. T. A. M. Craven joined the original partners, George M. Lohnes and Ronald H. Culver. Offices are in the Munsey Bldg.

WAYNE COY

To Address Oklahoma U. Meet

WAYNE COY, FCC chairman, has accepted an invitation to be principal speaker at the fifth Oklahoma U. radio conference March 12-14.

"Broadcasting in a Competitive Democratic Nation" will be the theme of this year's conference, according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma U. Students from regional colleges and universities will share the conference with professional radio leaders and station personnel, Dr. Lawton said.

AP Officers Re-elected

ALL incumbent officers of the Pennsylvania-Delaware Associated Press Radio Assn. have been re-elected, the AP announced last week. They are Joseph E. Baudino of KDKA Pittsburgh, president; George Coleman, WGBI Scranton, vice president; Ed Obrist, WPEN Philadelphia, 2d vice president; Jack Hooper, WHGB Harrisburg, 3d vice president, and Joseph Snyder, chief of the Pennsylvania AP bureau, secretary.



why buy 2 or more... do one big job on "*Radio Baltimore*"

* WBAL covers the rich Baltimore area, Maryland, and sizable chunks of Virginia, Delaware and Pennsylvania — an area with over 4,225,000 people who spend more than $3,290,000,000 annually in retail sales.

Represented nationally by Edward Petry Co., Inc.

WBAL

50,000 Watts
NBC Affiliate

Feature

(Continued from page 12)

show also is unusual—advance billing for the program has been given in the somber Senate chamber and written into the *Congressional Record*. And the P. Lorillard Co., which will relinquish announcements for the two shows, is paying all expenses as a gesture to enrich the heart drive's fund.

In its sundry talent the program will have Vice President Alben W. Barkley and probably Mrs. Barkley. Producers at deadline were counting on the nation's famous newlyweds to render a duet of "Wagon Wheels." Both Democrats and Republicans will forget this is an election year and promote their musical abilities; the military's high brass will be unified on the harmony issue.

Mr. Mack told BROADCASTING the VIPs are certainly "a fine bunch" with which to work. Cooperation, he said, is 100%. However, as the men who set dates during the three weeks of rehearsals in Washington's Hotel Willard will attest, sometimes Congressional committee hearings can stampede schedules.

List of headliners on the show reads more like a page out of the *Congressional Directory* than a theatre's cast. House Speaker Sam Rayburn (D-Tex.) will sit beside Ted Mack to ring the gong. Barbershop quartets consist of Democratic Reps. Oren Harris (Ark.), Tobey Morris (Okla.), J. Frank Wilson (Tex.), House Whip Percy Priest (Tenn.), leader; Republican Reps. Harry L. Towe, Millet Hand (both N. J.), Frank Fellows (Me.), Minority Whip Leslie C. Arends (Ill.), leader. Director of both teams is Secretary of the Interior Oscar L. Chapman.

A Navy trio, featuring an admiral and captain at the piano and Capt. W. Gordon (Slim) Beecher Jr., USN, composer of "Of Old Hawaii," on the guitar, makes up a specialty act. Advance notices are enthusiastic. As Lou Goldberg, producer, puts it, "There's been a lot of necessary pushing around. But the VIPs don't mind it a bit. They're cooperative and helpful—real diplomats." Working with Mr. Goldberg is Director Lloyd Marx.

Special Train Planned

The entire program will be about 2½ hours with 45 minutes devoted to actual broadcast. Mr. Mack said the format conforms to his regular show with telephone numbers given for voting, the usual interview and then the acts in sequence. The Feb. 2 show will be held at Washington's Constitution Hall. The TV program will originate in New York at the International Theatre at Columbus Circle.

Two special train cars and an airplane are reserved for Feb. 7 to transport VIPs who will appear via video. There will be an "aftershow" that night as well. Proceeds from both shows will go to the heart fund.

A highlight of the broadcast is the Celebrity Symphony featuring tubs, washboards, bass fiddles, harmonicas, mandolins, etc. High ranking officers of all services, including Gen. Carl (Tooey) Spaatz, former Air Force chief, will participate. Rep. Louis C. Rabaut (D-Mich.), a tenor who sang his way to Congress in 1934, will be soloist. In the group is Paul Porter, former OPA Administrator, one-time FCC Chairman, and now an attorney practicing before the FCC. He will "thump a tub." Theme is a Washington parody on "Camptown Races" led by Sen. Estes Kefauver (Tenn.), wearing the coonskin cap with which he campaigned for his Democratic seat in the Senate.

A "Capital Chorus," made up of Senators and House members, includes Sens. Robert A. Taft (R-Ohio) and Claude Pepper (D-Fla.) and both barbershop quartets. Also on the agenda is an imitation of Winston Churchill by Rep. Dewey Short. Missouri Republican. Rep. and Mrs. Daniel J. Flood (D-Pa.) will present the "budget scene" from "Life With Father." Rep. Reva Beck Bosone (D-Utah) will sing. Rep. Frances P. Bolton (R-Ohio) will sing "Brahm's Lullaby." Finale will be an onslaught of voices of some 150 persons.

Repeats for Video

Among other personalities listed are Gen. Anthony (Nuts) McAuliffe, of Bastonge fame; Mme. Henri Bonnet, wife of the French Ambassador, who will model a "zany" fashion hat shipped special from Paris; Beverly Farrington, daughter of Joseph Rider Farrington, Hawaiian delegate to the U. S., who will do an original hula-hula. Many of the more pictorial acts will be in the radio show's afterschedule while some may be shown over TV.

Rehearsals turned Capitol Hill and some embassies a bit closer to Tin Pan Alley and most likely a "first" was registered in Secretary of the Senate Leslie Biffle's office in the Capitol last week when a group of Democratic Senators went over a number for the radio show.

In the *Congressional Record*, Sen. Alexander Wiley (R-Wis.) announced the broadcast, date, place and time and commended both Ted Mack's organization and Old Gold cigarettes for their efforts.

WMCA Spans Atlantic

PORTSMOUTH, England, recently was reported in the listening range of WMCA New York. The station received a letter from R. T. Coales of Portsmouth, who congratulated WMCA on "putting such a nice signal into Portsmouth."

THE SOUTH BEND MARKET MUST BE COVERED . . . AND ONLY

WSBT COVERS IT!

WSBT *completely* covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The *total* population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-*billion* dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases in 1948!

The South Bend market is one of America's biggest and best. It must be covered! It *is* covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



RCA Remote Amplifier
Type BN2A
—with self-contained battery kit



Now—this remote amplifier

✓ operates from a self-contained battery
✓ operates from an a-c line

Here it is—RCA's Portable Remote Amplifier type BN2A, with the new self-contained battery kit. It is the same in every respect as the standard BN2A amplifier, but it provides instant selection of a-c or battery operation—with everything in one package, *batteries and all.*

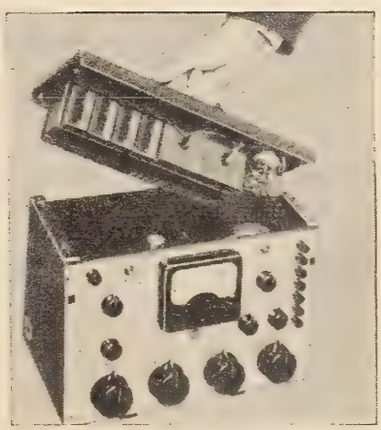
The new self-contained battery kit is actually a top cover which replaces the one on the standard amplifier. The kit includes: a-c receptacle, ac-dc selector switch, battery holder, new cover, and handle—yet the assembly is so compact that it adds only ⅝-inch to the overall height of the original amplifier.

NEW LOW PRICES* Type BN2A

- **With standard cover . . . $425.00** (*less tubes*)
- **With self-contained battery kit . . . $462.00** (*less tubes and batteries*)

Take advantage of the best buy in remote amplifiers . . . at new low prices. Order your BN2A Remote Amplifier . . . either the standard or the self-contained battery model . . . from your RCA Broadcast Sales Engineer. Or order from Dept. 19AE, RCA Engineering Products, Camden, N. J.

SPECIAL! New Battery Cover Kit—



—for owners of the standard BN2A Remote Amplifier

- ✓ Remove present cover
- ✓ Slip new kit cover into place
- ✓ No tools needed

PRICES*

Battery Cover Kit (less batteries), MI-11279 $37.00

Standby Battery Kit, MI-11281 $7.66

**Prices apply only within continental U. S. A.*

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA AWARDS

15 Employes Are Cited

THE RCA-Victor Award of Merit for 1949, the highest award established by the company for outstanding salaried employes of the year, was presented Jan. 21 to 15 employes of the RCA-Victor Division at the annual dinner meeting of the RCA-Victor Award of Merit Society in Philadelphia.

Witnessed by 45 recipients of previous years' awards and the company's executive staff, the awards were presented by J. G. Wilson, executive vice president in charge of the RCA-Victor Division. Principal address of the evening was made by Frank M. Folsom, president of RCA. Joseph B. Elliott, vice president in charge of consumer products and chairman of the 1949 awards committee, presided at the event.

Comprised of a scroll citing the recipient's achievements and a gold watch mounted on a money-clip, the Award of Merit was established by RCA in 1945 to recognize annually 15 salaried employes for extraordinary achievement in the performance of their jobs.

Winners of the award for 1949 are:

Henry G. Baker, vice president and general manager of the Home Instrument Dept.; Jack P. Barkow, manager of the commercial plant, Camden, Engineering Products Dept.; David D. Cole, chief engineer, Home Instrument Dept., at home office; Glenn L. Dimmick, directing engineer of the advanced development group, sound engineering section, Engineering Products Dept., at the home office; Harold M. Emlein, Indianapolis plant manager, Home Instrument Dept.; Robert C. Gray, assistant manager, Television Operations Section, RCA Service Co. Inc., at the home office; Clarence G. Hart, manager, equipment development engineering, Tube Dept.; Alva R. Hopkins, manager, sales division broadcast section, Engineering Products Dept., at the home office.

Also, Edward C. Hughes Jr., assistant to L. W. Teegarden, vice president in charge of technical products at the Tube Dept. home office; John A. King, plant manager, Harrison plant, Tube Dept.; John R. Meagher, television specialist, RCA renewal sales, Tube Dept., home office; A. A. Pulley, manager of the recording section, Record Dept.; Harry F. Randolph, general plant manager, Tube Dept. at home office; Raymond W. Saxon, home instrument field sales representative for the Western Region; Frank Sleeter, director of Plant Engineering Dept. at the home office.

Howard To Amend

ROYAL V. HOWARD, consulting engineer and ex-director of NAB's Engineering Dept., last week petitioned FCC to amend his application for a new station in Honolulu so as to request 860 kc in lieu of presently specified 850 kc, with 250 w fulltime, and to remove the bid from hearing with request of Island Broadcasting Co. for 850 kc at Hilo. In early January Mr. Howard received a grant of his bid but FCC later withdrew the authorization when it learned of the Island Broadcasting request, designating the two for hearing.

In Buffalo you can go places fast with WGR



---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA · FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Management

WALLY SEIDLER named manager of KSMA Santa Maria, Calif., replacing LAWRENCE W. HARRY, resigned.

LYLE DeMOSS, program manager of WOW-AM-TV Omaha, Neb., and KODY North Platte, Neb., named acting assistant general manager of WOW Inc., in addition to his present duties. He entered radio in 1923 at experimental station 9DXH Anthony, Kan. In 1937 he went to WOW as production manager from KFAB Lincoln, Neb.



Mr. DeMoss

JOHN J. GILLIN is general manager of WOW Inc.

GERALD L. STATEN, formerly sales promotion director for WNBH and WFMR (FM) New Bedford, Mass., appointed manager of WOCB-AM-FM Cape Cod, Mass. He succeeds DAVID J. SHURTLEFF, resigned.

E. K. HARTENBOWER, general manager of KCMO Kansas City, Mo., elected member of advisory committee working with ABC's board of directors for third year. He represents District 3.

J. WAGNER, assistant manager of WLEC Sandusky, Ohio, named "Young Man of the Year" by Sandusky Junior Chamber of Commerce.



Mr. Wagner

JOHN THORWALD and CATHAL VAN DER BRUGHA, general and assistant manager, respectively, of KWBE Beatrice, Neb., elected members of Radio Pioneers of America. Both men have been in the industry for 25 consecutive years.

FRANK WHITE, president of MBS, commissioned as Honorary Colonel on staff of Governor of Oklahoma.

JAMES C. BURKHAM, member of the board of KWK St. Louis, elected president of Globe-Democrat Publishing Co., St. Louis.

FRANK P. SCHREIBER, manager of WGN Chicago, elected honorary member of Epsilon Pi Alpha, radio fraternity at DePauw U., Greencastle, Ind.

HOWARD BEDFORD, owner of CHVC Niagara Falls, Ont., re-elected vice president of Greater Niagara branch of Canadian Cancer Society.

A. T. SHIELDS, manager of WLDY Ladysmith, Wis., is the father of a boy, John Webster, born Jan. 19. Mrs. Shields is former CORINNE KOPP, promotion manager of KWNO Winona, Minn.

REBROADCASTS to Rocky Mountain and Pacific Coast areas started by *National Farm & Home Hour* with stations in those time zones recording and playing back program at other periods. Show is re-done "live," except news and pickups of U. S. Dept. of Agriculture, which are recorded from the first broadcast. Rebroadcast affects 33 stations.



REPORTER • SUPER SALESWOMAN • AUTHOR

Mary Margaret McBride

"The First Lady of Radio"

In addition to her NEW YORK broadcast . . . NOW BRINGS THIS NATIONALLY KNOWN PROGRAM TO THE MIDDLEWEST ON

WGN

9:15 - 10:15 A.M.
MONDAY thru FRIDAY

Now, your products can be sold by Mary Margaret McBride in the great WGN listening area. Her 15 years in radio have been years of radio's most successful selling . . . See what her sponsors say:

- "In my entire twenty years' experience as president of an advertising agency, I know of no sponsored program that can accomplish such phenomenal results."— *Agency*
- "Nothing we have done has produced such widespread and favorable general comment on the part of both consumers and dealers, as our association with you."— *Sponsor*
- "Since you started broadcasting, our sales have pretty nearly doubled. Our increase one year was better than 65%."— *Advertiser*

IN OTHER WORDS: *IT'S RADIO'S MOST FABULOUS PROGRAM!*

Participations in the program are limited

Call your WGN representative for complete details today

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

THE LATEST WCKY STORY

Dear Time Buyer:

In 1949 more advertisers used WCKY (346 to be exact) than at any time in our 20 years of service. There is only one reason for this large increase in advertisers. They have found that they reach more people for less money.

WCKY HAS THE AUDIENCE

WCKY HAS THE POWER

WCKY PROVIDES THE COVERAGE

WCKY IS LOW COST

LOOK AT THE FACTS - - -

AUDIENCE

WCKY IS EXCEEDED IN AUDIENCE BY ONLY ONE STATION.

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
% of Audience*	19.5	15.2	17.2	22.2	16.6

COST

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
Open ¼ Hr. Daytime Cost**	60.00	70.00	68.00	359.25	60.00

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

** - 8AM-8PM Mon.-Fri., Nov.-Dec. Pulse*
*** - Standard Rates & Data Jan. 1950*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

POWER

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
50,000 W	250 W	5,000/1,000 W	50,000 W	5,000 W

COVERAGE

WCKY HAS THE COVERAGE.

WCKY has the reputation of being the outstanding mailpulling station in the United States. This mail comes from all 48 states with 90% of it from 15 Eastern states. Check BMB when it is released for the full coverage story.

With these facts, you too can see why more and more advertisers are getting larger audience at less cost on WCKY. Anyway you look at it—

IN CINCINNATI,
YOUR BEST BUY
IS WCKY

FOR YOUR 1950 CAMPAIGN IN CINCINNATI, WCKY IS YOUR LOGICAL FIRST CHOICE

Sincerely,

L. B. Wilson

WCKY
CINCINNATI

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The Rich, Full Life

ONLY ONE conclusion can be reached in reading *Life's* announcement that in 1949, for the second successive year, the magazine's gross advertising billings were bigger than those of any other single medium—$12 million more than the runner-up, NBC.

The conclusion is not that *Life* is priced too high; plainly its numerous advertisers must not think so. The conclusion can only be that radio is too cheap.

In 1949's first nine top billing media, based on authoritative Publishers Information Bureau figures, there are four national networks and five magazines. *Life* leads everyone. *Life* and the *Saturday Evening Post* lead ABC and Mutual. *Life, Saturday Evening Post, Time, The Ladies' Home Journal* and the *American Weekly* lead Mutual.

The vexing conundrum of this situation is why a national radio network should be led by anyone at all. Compare the products:

Once a week *Life* delivers 5,200,000 copies of a magazine that runs more than 100 pages.

Every day a nationwide radio network delivers around 18 hours of programming—available to a majority of 42,000,000 radio homes.

Precise statistics on network listenership are hard to come by, but one recalls the devastating CBS estimate of last year that its aggregate weekly audience was 99 million.

It is doubtful that the most imaginative *Life* researcher could multiply that magazine's readership to anything approaching the figure that the most modest network can claim.

Yet *Life's* total gross billing in 1949 was $76,346,727. NBC's was $64,031,296 and CBS's $63,403,583.

The Saturday Evening Post, a weekly with a circulation of slightly more than 4 million, had gross billings of $59,259,119. ABC's were $42,342,854.

Three other magazines also were ahead of Mutual in 1949. *Time*, with a weekly circulation of little more than 1.5 million, billed $23,771,732. *The Ladies' Home Journal*, a monthly of just under 4.5 million circulation, billed $22,743,526. *The American Weekly*, claiming more than 9.8 million circulation, billed $18,369,671. Mutual billed $18,078,695.

It is not necessary to inquire more deeply into a comparison between radio and magazines to conclude that a network that distributes 18 hours of programming every day to untold millions of Americans is priced at bargain basement rates when its total billings fall short of those of a single magazine that reaches a smaller audience less often. It might be more apt to compare the audience of a single station to the circulation of a single magazine.

Radio does not, however, appeal only to the bargain basement shopper. It is acting with no regard for realism if it fixes its rates as though its appeal were so confined.

Stiletto Out; Machete In

RADIODOM didn't have long to wait.

Last Tuesday, Rep. Sadowski (D-Mich.) dropped into the hopper his bill (HR 6949) to amend the Communications Act of 1934. This some 24 hours after we had commented that a bill would be offered and that it was contrived to block action of the Senate-approved McFarland Bill (S-1973) to restore equity and justice in FCC procedures.

We reprove ourselves for rank understatement. We characterized the upcoming bill as a "Legislative Stiletto" forged by the FCC legal minions, not with the hope of passage, but to retain the *status quo*, and thereby their own stranglehold on radio administration.

It's more of a legislative machete. Or guillotine. And it is more aptly titled the Sadowski—Cottone—Plotkin—Solomon Bill.

You can read the Sadowski Bill, brewed and packaged in the FCC's Law Bureau, elsewhere in this issue. It shouldn't be taken too seriously as a legislative threat. It hasn't a Chinaman's chance of passage. It is "strike legislation" of the most blatant sort. The reasons will be evident.

More than that. It obviously is but the first "take" of that which the lawyers wanted. Whether the second piece of legislation will ever see Government printer's ink is doubtful. Procedural and organizational provisions, which in the McFarland Bill would have restored policy direction to the FCC where it belongs, are absent. Mr. Sadowski makes no mention of them. Maybe some people were in a hurry to get something—anything—before the House Committee, thus snatching the ball from the McFarland Bill supporters.

Hence, the delaying action already begins. It will take weeks to get from the various agencies and departments of the Government their reactions on so complex a measure as the Sadowski Bill. The Army, Navy, Air Forces, Justice, Agriculture and Commerce departments, and other Government bureaus must be solicited before hearings can get underway. The Feb. 20 hearing date can only be tentative.

Let's hit the high-spots. The Sadowski Bill would create a new Commission—a super FCC to be known as the "Frequency Control Board." It would handle allocations of all facilities to Government as well as to industry. There would be five board members at $15,000 each (in addition to the seven on the FCC). There would be the staff and all that goes with the setting up of a new Government agency. And this when Congress and the administration talk economy in government and relief for the taxpayer!

Allocations are the prime function of the FCC. The difficulty has been in the Government hogging frequencies it doesn't need, through direct allocation by the President (who, in all deference, is no more of an expert on the intricacies of communications than Rep. Sadowski). There are means of achieving equitable allocations within the existing Government framework. Under the proposed structure, the military would probably wind up on top anyway.

The bill would give the FCC the authority to suspend station licenses for up to 90 days, and to fine stations $500 for each day during which a violation continues. To suspend a station for even 30 days is tantamount to revocation. The station will lose listeners and its business. The provision is unrealistic and ludicrous.

The station fine proposal is perhaps less onerous, if legal. Can you imagine what would happen to a station that might violate a simple rule, such as station identification? At $500 per day it could run itself into bankruptcy before the FCC's legal mills ground out the necessary citations to serve on the perhaps innocent offender.

The political broadcast section, which would relieve the station of liability because of that which politicians might say in their uncensored campaigning, is the sugar-coating that would make the bill palatable to many a harried broadcaster. But we shall have to leave to the Congress and the courts the delicate question whether Congress can so legislate.

It's easy to kill this legislation. It overreaches. It is too controversial. It flies in the face of both party platforms looking toward economy in government.

It unfortunately is true also that the very presence of this kind of bill can kill good legislation like the McFarland Bill.

Our Respects To —



ROBERT BLAIR HANNA Jr.

IN the early years of his service with the General Electric Co., Robert Blair Hanna Jr. gave little thought to the idea that he would ever enter the company's radio field. But when he joined GE in 1929, fresh out of college, he came equipped with at least one particular qualification which made him especially suitable for radio—the quality of punctuality.

Radio depends on punctuality, and by the same token, GE now depends on Bob Hanna as manager of the organization's WGY WGFM (FM) and WRGB (TV) Schenectady.

This same punctuality is a characteristic which has made Mr. Hanna both the recipient of praise and the target of jokes. Co-workers have been known to jest at him, because, if he has an appointment, he will arrive "on the dot." They accuse him of arriving ahead of time, waiting outside the door until the exact minute set for the appointment, before making his entrance.

"I don't like to keep people waiting," Mr. Hanna explains. "If I have an appointment at a certain hour, I want to keep that appointment to the letter; I want to keep it exactly and promptly."

Bob Hanna was born in Fort Wayne, Ind., Jan. 19, 1907. His father was a lawyer, who served as Fort Wayne's postmaster during the Taft Administration and was consultant to the City Planning Commission. He also planned Fort Wayne's circum-urban highway and was a frequent contributor to newspapers. Mr. Hanna's mother, now in her early 80's, still lives in Fort Wayne.

After attending the public schools in Fort Wayne, Mr. Hanna matriculated at Butler U. He was graduated in 1929 with a B. S. degree in business administration. His college activities were varied and included freshman football and the golf team, on which he served as captain. He was a member of the Delta Tau Delta and the Blue Key, a national honorary society.

Graduating at the age of 22, Bob Hanna went to General Electric where he entered the company's business training course. Two years later, in 1931, he was transferred to advertising and publicity. During the New York World's Fair, 1939-1940, he was in charge of the company's "House of Magic" exhibit.

Then came the war and, for Bob Hanna, three and one half years' service with the Army Signal Corps. He was discharged with the rank of captain in 1945. Returning to his post with General Electric, he was appointed manager of GE's Exhibits, Lectures and Services Division on Sept. 1, 1948. Exactly one year

(Continued on page 40)

CONFLUENCE*

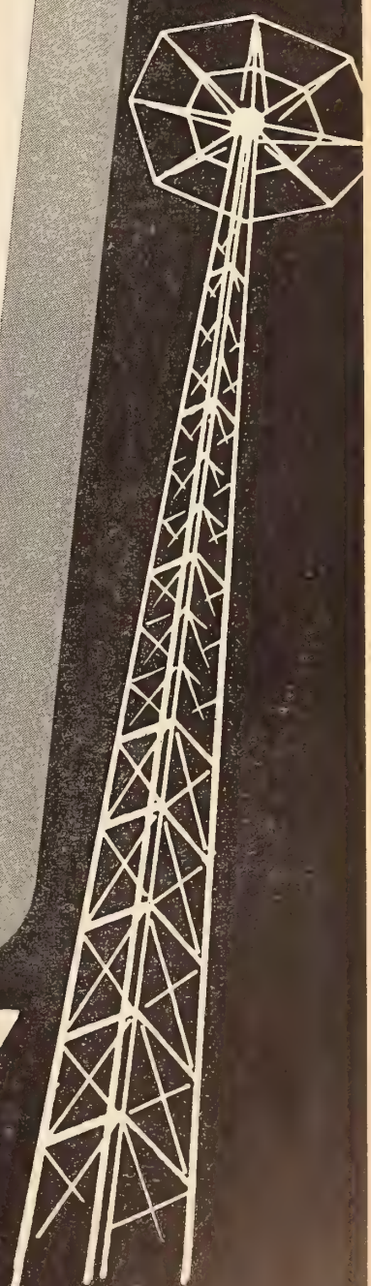
where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Respects

(Continued from page 38)

later to the day, Mr. Hanna was named manager of WGY WGFM and WRGB.

His first real introduction to radio had come during the hey-day of Major Bowes. Mr. Hanna, in conjunction with G. Emerson Markham, former manager of GE's Schenectady station and now head of NAB's Television Division, devised a series of community talent contests. Touring upstate New York, the two contacted various GE dealers throughout the area, arranging the amateur talent series. This series culminated with a broadcast in Schenectady with district talent winners participating. From then on, Bob Hanna gave a little more thought to the idea of entering radio.

Guiding the three GE stations takes more than a share of Mr. Hanna's time. He manages, however, to serve as a vestryman at St. George's Episcopal Church, a member of the Chamber of Commerce, a member of the Better Business Bureau's board of directors, and he is a past president of the Lions Club.

Mr. and Mrs. Hanna—she is the former Elizabeth Anderson of Toledo, Ohio—were married in 1930. They have three children. Fourteen-year-old Judith is musically inclined. Bill 16, devotes much of his energy to high school sports, especially track and baseball. The eldest, Robert III, 18, is a student at Clarkson College of Technology where he is majoring in mechanical engineering.

An admirer of the outdoors, Mr. Hanna puts the emphasis on golfing, gardening and flowers. Nowadays, he admits, fishing in some Adirondack lakes cuts into his golfing time.

Bob Hanna's philosophy of station operation was outlined clearly and with simplicity in his statement upon assuming the managership of WGY WGFM and WRGB. He said: "There will be no fundamental change in the philosophy of the General Electric stations. We will continue to serve you as we have for the past 27 years, the kind of entertainment information or programs, that you wish to have. We realize that we are coming into your homes at your invitation. We appreciate that privilege and hope to leave you with the desire to invite us in again and again."

WKTY to ABC

WKTY La Crosse, Wis., will become an ABC affiliate May 7, replacing WLCX La Crosse, a 250 w station, the network announced last week. WKTY operates fulltime with 1 kw on 580 kc and is managed by Verl Bratton.

15TH ANNIVERSARY

960 KC ABC 1000 W

OLDEST AND MOST POWERFUL

WEAV

Plattsburg, New York

LEADERS IN BROADCASTING
PIONEERING AND DEVELOPMENT
FOR 15 YEARS
1935 — 1950

AND OUR THANKS TO ALL WHO HAVE SHARED IN OUR PROGRESS

A Pioneer Radio Station and one of the original stations of the American Broadcasting Company, Serving the North Country for 15 years.

Nationally Represented by
Joseph Hershey McGillvra

Commercial



ERIC PAIGE, formerly of WPGH Pittsburgh, WMRN Marion, Ohio, and WARD Johnstown, Pa., appointed national sales manager of WHAY New Britain, Conn.

R. W. EVANS, member of KCMO Kansas City, Mo., sales department since 1946, appointed national sales manager of station.



Mr. Evans

DAVID J. SHURTLEFF, manager of WOCB - AM - FM Cape Cod, Mass., resigns to take charge of sales and sales production at WNBH and WFMR (FM) New Bedford, Mass.

FRANK JUNELL, formerly director of station relations for Southwest Network and in charge of sales and promotion for KROD El Paso, Tex., appointed director of sales for KCBD Lubbock, Tex.

JAMES RANGER, formerly with KAFY Bakersfield, joins sales staff of KWG Stockton, Calif.

CONTINENTAL RADIO SALES appointed national representative for WIFM Elkin, N. C.

DON FROST, previously in sales departments of NBC and WABY Albany, N. Y., appointed commercial representative for WCAU-TV Philadelphia.

A. R. MacKENZIE, formerly personnel director of All-Canada Radio Facilities stations and offices, appointed sales manager of CFAC Calgary, key station of All-Canada organization. He has in recent years been advisor on public relations and policy to Canadian Assoc. of Broadcasters.

KARL R. SUTPHIN, ABC Central Div. promotion manager, appointed to network sales staff in Chicago as account executive. He will be succeeded Feb. 1 by **DEAN LINGER,** promotion-publicity director of WXYZ Detroit. Mr. Sutphin, who has worked in promotion 17 years, joined ABC Chicago as assistant promotion manager in 1944. Following January he was named department manager. He is former sales service manager of WLS Chicago. Mr. Linger, central division publicity writer for two years, worked as Mr. Sutphin's assistant in promotion until January 1949 when he was transferred to Detroit.

HALSEY V. BARRETT, formerly in spot sales department of DuMont Television Network, transferred to network sales department. Other changes: **ARTHUR C. ELLIOT,** previously local sales service manager, named to succeed Mr. Barrett in spot sales and **WILLIAM WALTERS** appointed local sales service manager.

LARRY FRAIBERG, formerly with Anton of California, fruit package distributor, joins KSFO-KPIX San Francisco sales department.

ED HEWITT, formerly with KROW Oakland, joins KGO San Francisco sales department, replacing **HARRY MORRIS,** resigned.

JOSEPH A. RUGGIERO, New York general manager and account executive for Forjoe & Co., New York, is the father of a boy, born Jan. 17.

GEORGE DIEFENDERFER, NBC Chicago network sales account executive, is the father of a boy, Alex, born Jan. 18.

Pa. Meet Planned

TENTATIVE arrangements for the annual meeting of the Pennsylvania Assn. of Broadcasters were made at a meting of officers and directors at Harrisburg, Jan. 17. According to present plans, the meeting will be held during May, with the details to be worked out by a committee headed by Gordon Gray, WIP Philadelphia. PAB officers include: President, Frank R. Smith, WBVP Beaver Falls; vice president, C. G. Moss, WLTR Bloomsburg; secretary, David Bennett, WKBO Harrisburg; treasurer, George E. Joy, WRAK Williamsport.

WHAT POPULATION FIGURES do agencies use?

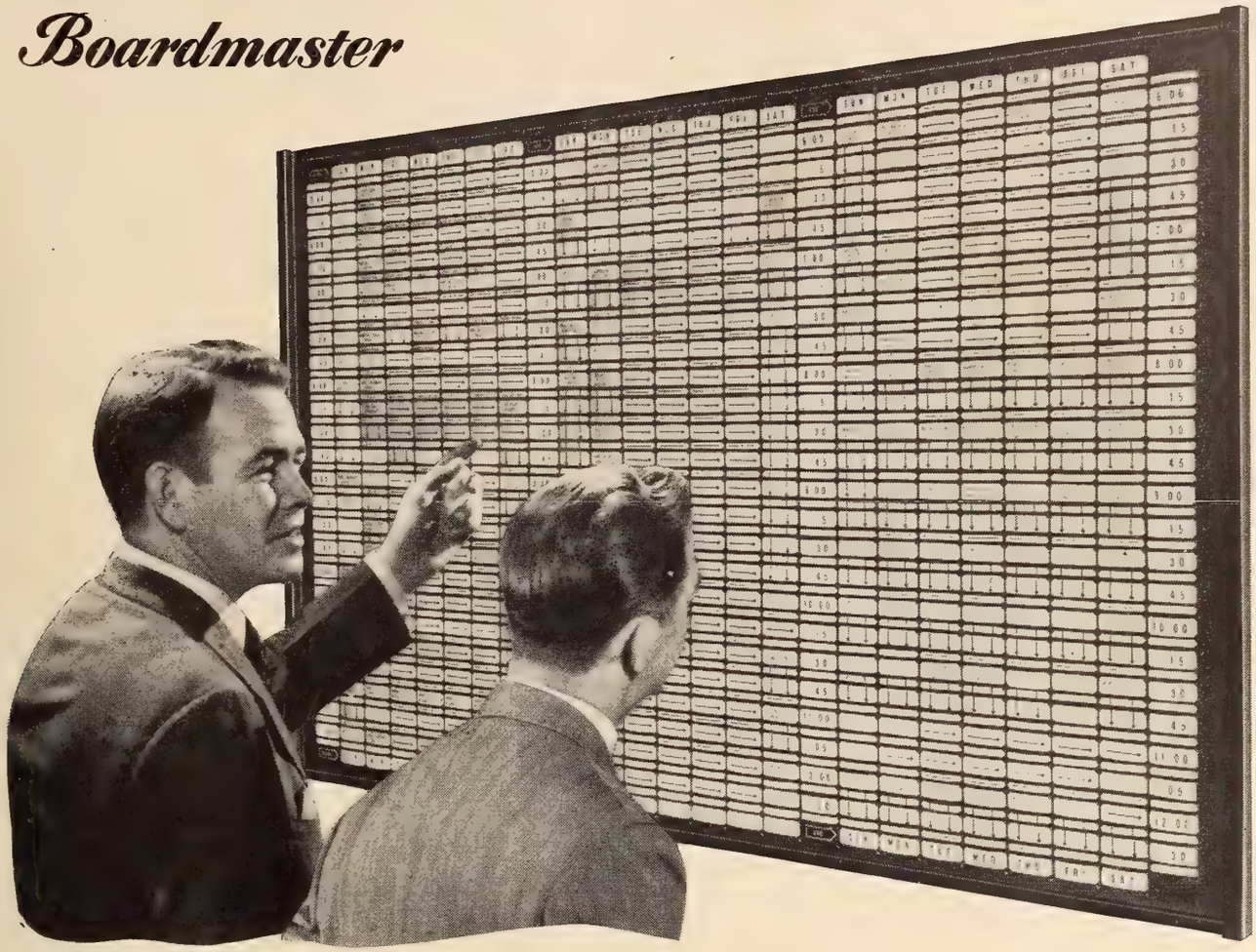
A survey by the Metropolitan Group found that 21 out of 22 leading advertising agencies use population figures from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

THE IDEAL VISUAL TRAFFIC CONTROL SYSTEM

Boardmaster



Your COMPLETE SCHEDULE at a GLANCE

Save time and enjoy smoother operation with this valuable tool. Gives the information you want in 10 seconds. Across-the-Board at a Glance—all Programs and Announcements in correct sequence.

Used by over 1500 AM, TV & FM stations as the ideal VISUAL Traffic Control System.

Programs SPOTLIGHTED With COLOR

Six color signal system tells you in a split second all Open Time, Commercials, Sustainers, etc. Color helps to identify Local Shows, Network Programming, Participating or Public Service.

You can quote Availabilities to advertisers on the spot, check expiration dates, see any product conflict and prevent mixups before they happen.

Price including cards $49.50 F.O.B. New York

The BOARDMASTER is made of Aluminum with Black Anodic finish. Size, 24"x38½", correct size for seeing entire board at one glance. Weight, 9 lbs. Compact, attractive.

CANADIAN STATIONS: No import permit required. Classified under Tariff Item 354 subject to 22½% duty, 8% sales tax. We absorb shipping charges. Total cost, $65.48.

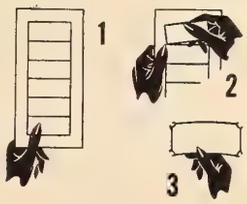
Manufactured and Sold Direct By

GRAPHIC SYSTEMS

VISUAL CONTROL SYSTEMS FOR EVERY INDUSTRY

55 West 42nd Street New York 18, N. Y.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for Participating, 5 and 10 Minute Shows. Cards available in White, Blue, Green, Canary, Salmon & Buff colors.



CARDS WITH FINGER-TIP CONTROL

Simply type or write program titles, sponsors' names, etc., on quality index card strips (1), snap inserts out with fingers (2) and post on board by anchoring corners in grooves (3). Cards Snap-In & Flip Out instantly.

Supply of 150 card strips furnished FREE with each board to install your system and fill future needs. Additional strips available 35¢ to 50¢ a dozen.

MAIL TODAY FOR IMMEDIATE DELIVERY

Graphic Systems, 55 West 42nd St., New York 18, N. Y.

Gentlemen: Please ship via Railway Express ..... boards, $49.50 each, F.O.B. New York (less discounts shown at bottom for more than one unit). We are to receive 150 FREE card strips with each.

Name .....

Station .....

City ..... State .....

***Discounts:** 2, 5%; 3, 10%; 4, 12½%; 5, 15%; 6, 18%.*

(We Pay Shipping Charges When Payment Accompanies Order)

WLIB EDITORIALS

Reports FEPC Stand Praised

WLIB New York reports a heavy response to its three-day editorial series on behalf of a national Fair Employment Practices Commission. Station says it has received hundreds of letters praising the campaign for civil rights [BROADCASTING, Jan. 23].

In broadcasting its editorial position on FEPC and civil rights, WLIB claims it is one of the first stations in New York to take advantage of the FCC's relaxation last June of the Mayflower rule, which now permits broadcasters to editorialize.

WCCO Transmitter

NEGOTIATIONS covering purchase of a new Western Electric 50 kw AM transmitter by WCCO Minneapolis-St. Paul, CBS outlet, are nearly completed, Wendell B. Campbell, WCCO general manager, has announced. Installation of equipment is expected to begin shortly, with new facilities to be used sometime this summer. Transmitter will be installed in the present WCCO building at Anoka, Minn. Replaced Western Electric equipment will be used as an auxiliary transmitter, according to present plans. Station also plans to use present tower-type antenna system and install a new transmission line.

Production



LEW WALKER, announcer and continuity writer, KFBB Great Falls, Mont., named program director succeeding **W. J. TOWNER**, who continues as assistant manager of station.

MRS. BEE REED, formerly traffic manager at WKNB New Britain, Conn., joins WTWN St. Johnsbury, Vt., as traffic manager. She replaces **ROSE VEAR**, resigned.

LOU TINNEY joins WCSS Amsterdam, N. Y., as fulltime staff announcer. He formerly was with WGLN Glens Falls, N. Y.

ART THORSEN, former script editor at Foote, Cone & Belding, Chicago, joins continuity staff at WBBM Chicago. He now writes *The Billy Leach Shows, Show Tune Time, Music Please, Rhyme Does Pay* and *The Meadow-Larks Show.*

HAROLD COHEN, drama critic for Pittsburgh *Post-Gazette*, will do show, *Critic's Column*, Sunday, 6:45 p.m., on KDKA Pittsburgh.

BEN PARK, producer of national award winning Chicago documentaries, *It's Your Life* and *Report Uncensored*, joins program staff of WNBQ (TV) Chicago Feb. 1 as producer. He will create and develop all new NBC Chicago video programs. **DAN PETRIE**, who joined staff three weeks ago, is Mr. Park's assistant. He is former assistant professor of speech at Creighton U. and educational director of WOW and WOW-TV Omaha.

FRED PEMBERTON, formerly sports and special events commentator for BBC in Manchester, England, and with commercial staff of CKSF Cornwall, Ont., since Dec. 5, appointed program director for CKSF.

DOROTHY FOLSOM, new to radio, joins WPAY-AM-FM Portsmouth, Ohio, as continuity writer.

ROBERT L. McKEE joins WGN Chicago announcing staff. He formerly was with WCAE Pittsburgh.

GILMORE POMEROY joins cast of KNBH (TV) Hollywood, *Adventures of Cyclone Malone.*

ROSS R. ROWLANDS, formerly of CKCW Moncton, N. B., and later with CKDO Oshawa, Ont., returns to CKCW as program director.

PRESTON STOVER, director of special events at WPTZ (TV) Philadelphia, appointed manager of program operations for station.

JOBY REYNOLDS, formerly of *Joby and Song* show on WOL Washington, becomes star of *Joby Reynolds Show* on WTOP that city, 10:45-11 p.m., Sunday.

LES CARMICHAEL, formerly of KWDM Des Moines, Iowa, joins KWK St. Louis announcing staff, replacing **LEE CAVANAGH**, resigned to enter his own business.

FRANK BUTLER, formerly of KFAM St. Cloud and KSTP Minneapolis, Minn., joins WCCO Minneapolis as announcer. He formerly was with WCCO, but left in 1949 to freelance.

JERRY CROCKER, formerly operations manager of WISR Butler, Pa., named head announcer and featured disc jockey of WCUE Akron, Ohio.

HERB McFARLAND, formerly of WFNC Fayetteville, N. C., joins announcing staff of WKIX Columbia, S. C.

NORM FISHER, formerly of announcing staff of KFBB Great Falls, Mont., and before that publicity director of CJOC Lethbridge, Alta., resigns from KFBB to join KGEZ Kalispell, Mont., as program director.

BILL BROWNE, JACKSON WEAVER and **GIL HODGES**, producer, announcer and writer respectively on *The Navy Hour*, Saturday, 11 a.m. over ABC and WMAL Washington, awarded citations by Navy. All are staff members of WMAL.

DOUG SETTERBERG, producer-announcer for KOMO Seattle, has penned "He's a Scandinavian Hot-Shot" and "Sewed Up in My Vinter Undervear," novelty songs. Numbers have been recorded.

GEORGE FISCHER, of Columbia Pacific Network news writing staff, is the father of a girl.

PHILIP MORRIS

FTC Asked for Re-Trial

PHILIP MORRIS & Co., charged with misrepresentation in its radio and newspaper advertising in a complaint dating back to 1942, has asked the Federal Trade Commission for a re-trial in its case.

Attorneys for the cigarette firm, which is charged with making certain "medical claims" for its product, placed the motion before the commission in a hearing in Washington Jan. 18. FTC is expected to hand down its decision in the near future. Approval of the motion conceivably could prolong the case another two or three years, a government attorney said.

An FTC trial examiner previously had handed down a report backing up the government stand, but FTC remanded the report which it described as "insufficient" and thus upheld Philip Morris' claim that the report failed to comply with the Administrative Procedures Act. Nor had it taken note of certain of the firm's objections as charged by its attorneys, FTC ruled.

Subsequently the trial examiner, Andrew B. Duvall, died and the membership of the commission changed substantially, it was pointed out. The firm had submitted an identical motion in hearings last spring. Hearings also were held in 1946 and 1947.

The complaint cites advertisements which claim that the cigarette is "less irritating," gives no "cigarette hangover," and that "no other cigarette can make that statement." Allen C. Phelps is the government attorney.

Murphy to Emcee

GEORGE MURPHY, motion picture actor, will m. c. the special radio-television-stage show as part of the Republican Party's Lincoln Day Box Supper in Washington Feb. 6, Rep. Carroll D. Kearns (R-Pa.) has announced. ABC will originate the AM broadcast, and arrangements are underway for a television pickup of the show. Rep. Kearns will produce the program.

GROCER BOY . . .

DULUTH, MINN.—"I deliver the goods in America's 51st Food Market," says Otto Mattick from his radarocket cruiser. He's right. With KDAL's dominance of the audience in the Duluth-Superior Market (see Hooper, any report) KDAL is the outstanding medium to sell food products in this heavy eating area. With KDAL's Certified Promotion back of your radio campaign, your sales per radio dollar will amaze you. Got a food product you'd like us to sell for you?



Avery-Knodel can give you more details on this market where the food ad dollar offers a greater return. Ask them.

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY



This is it in a nutshell!..



GraybaR

recommends the sensational ALTEC LANSING CORPORATION 21B microphone

. . . because it combines unparalleled technical qualities *plus* the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blastproof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 5019

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Allied Arts



DAVID H. LION, vice president of Spectrolux Television Corp., resigns to join Fletcher Smith Studios Inc., New York. He will be director of sales and producer on special accounts.

JACK STEWART, formerly head of his own Hollywood agency, and before that director of radio writers department of William Morris Agency, Beverly Hills, Calif., joins Frank Cooper Assoc., Hollywood, as executive. He will specialize in building of radio and television programs.

GREY ADV., New York, signs with **A. C. Nielsen** marketing research firm for its Class A national radio index.

LAWRENCE L. SYNN, vice president and program director of International Trans-Video, New York television packaging company, resigns his post to re-enter advertising agency field as TV production executive.

JACK LOW, teacher at Hal Styles School of Radio and Television, Beverly Hills, Calif., is the father of twins, Jack and Jill.

HARRY S. GOODMAN Productions, New York, announces assumption of sole sales rights in U. S. and possessions of *Doctor's Orders,* series of 52 quarter-hour transcribed programs. Series produced by Radio Providence, Providence, R. I.

MCA Artists Ltd., New York obtains *It's in the Bag,* new daytime TV program, for representation. Show is owned and produced by **WILLIAM VON ZEHLE.**

Equipment

EDMOND G. DYETT Jr., production manager of Hermon Hosmer Scott Inc., Cambridge, Mass., elected director and assistant treasurer of firm, which makes Dynaural amplifiers, noise suppressors and pocket-size sound level meters.

MICHAEL J. KINGSLEY, executive vice president of Vidcraft Television Corp., New York, TV set manufacturer, promoted to presidency of firm. He also has been corporation's general manager since its start in August 1948. He succeeds **LEOPOLD GODOWSKI,** retiring president who has been elected board chairman. **JAMES STEWART,** retiring chairman, elected chairman of company's executive committee. **MARVIN R. LIVINGSTON,** director since company's inception, elected secretary, succeeding **ARTHUR W. KANN,** who continues in his original capacity of treasurer. Elected vice president was **ROBERT W. ROSENBLATT,** also one of firm's original directors.

JOHN F. HOGAN, recently manager of Newell-Emmett's industrial department, establishes his own consulting service on industrial and trade advertising. Service, located at 345 East 17 St., New York, is offered to both agencies and industrial companies—latter on basis strictly noncompetitive with agencies.

ELECTROVOX Co., East Orange, N. J., announces production of new shape phonograph needle tip which will play both microgroove and standard record grooves with equal fidelity, firm claims.

HARRY J. MAYER, former manager of technical products service of RCA Service Co., Chicago district, appointed New York district manager of company's technical products service division. He is succeeded in Chicago by **FRED W. WENTKER,** formerly of company's Camden, N. J. offices. **WILLIAM F. HARDMAN,** former New York district manager, named special representative in Washington.

P. L. ALGER, MARSHALL ANDERSON, T. M. LINVILLE, C. H. RIDGLEY and **F. P. WILSON Jr.,** named staff assistants in General Electric Co's Apparatus Dept., Schenectady, N. Y.

LEE McCANNE, vice president of Stromberg-Carlson Co., Rochester, N. Y., elected president of Rochester Chamber of Commerce.

ALLIED RADIO Corp., Chicago, announces release of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of $99.50.

'BARGAINS'

Close Scrutiny Planned

CLOSE SCRUTINY of radio commercials offering sensational "bargains" is being planned by the Better Business Bureau of New York City, according to Hugh R. Jackson, president, in the BBB's monthly memo.

Mr. Jackson noted that a recent radio commercial offering "sensational five giant inflated toy animals" for a dollar brought the Bureau a flood of complaints. Such listener reaction has inspired the "close scrutiny" policy, he indicated.

WKY PLANS

New Building and Studios

PLANS for construction of a new building to house studios and offices of WKY Oklahoma City have been announced by E. K. Gaylord, president of the Oklahoma Publishing Co. The plans also call for construction later of new studios and other facilities for the firm's WKY-TV, Mr. Gaylord said.

The move was made after the directors decided, during their annual meeting, not to renew the lease on the present WKY space in the Skirvin Tower, Mr. Gaylord said. WKY, ABC affiliate, has been in the Skirvin Tower since 1936. Studios of WKY-TV, on the air commercially since June 6, 1949, now are located in The Little Theatre of Oklahoma City's Municipal Auditorium.

Two new directors of the Oklahoma Publishing Co. were named during the annual meeting. They are Don C. Dickinson, vice president of the Security Trust and Savings Bank, San Diego, Calif., and O. C. Brown, advertising director of the Oklahoma Publishing Co.

Technical



SELWYN (Red) REED, formerly with WONS Hartford, WKNB New Britain, Conn., and WNAC Boston as engineer, joins WTWN St. Johnsbury, Vt., as engineer-announcer.

ROBERT W. CONNER, RCA broadcast field engineering representative for western region for past eight years, joins KLAC-TV Los Angeles Feb. 1 as director of engineering.

ALLEN B. DuMONT Labs., Clifton, N. J., announces new Type 250-AH cathode-ray oscillograph with improved sweep circuit, fast sweep starting time and high output.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces new miniature receiving tube, type 6CB6, for use as wideband amplifier in intermediate-frequency or radio-frequency stages of TV and FM receivers.

WPAT at 93

NOW

5000 watts

24 hours a day

dials are swinging to

WPAT at 93

PATERSON, NEW JERSEY

Owned and operated by the Herald News

Passaic Clifton, N. J.

WANT THE FACTS IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

ANNOUNCEMENT

National Board of Fire Underwriters GOLD MEDAL AWARDS for 1949



HERE's hats off to the press and radio!

The newspapers and radio stations of America did an outstanding job of helping their readers save their lives and property from the devastating effects of needless fires in 1949.

The press and radio have campaigned for better fire departments, better water supplies, and greater public consciousness of the danger of fire.

To honor those newspapers and radio stations whose public service efforts in this field have been most outstanding, the National Board of Fire Underwriters again in 1950 will make its Gold Medal Awards.

A Gold Medal or $500 in cash will be awarded to the daily newspaper, weekly newspaper and the radio station which, in the opinion of impartial judges, has contributed most to the betterment of its own community through public service in fire prevention.

Newspapers and radio stations which conducted public service campaigns in fire prevention during 1949 are invited to submit exhibits. Exhibits should be in scrap book form and mailed before Feb. 28, 1950. Exhibits should cover the calendar year 1949.

A nomination blank is being mailed to all newspapers and radio stations. If you do not receive one, or wish further information, address Gold Medal Awards, National Board of Fire Underwriters, 85 John Street, New York 7.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

The Roll of Honor Last Year

DAILY NEWSPAPERS

GOLD MEDAL

Staten Island, N. Y., Advance

Honorable Mention Citations

Santa Ana, Cal., Daily Register
Burlington, Iowa, Hawk-Eye Gazette
Waltham, Mass., Daily Tribune
Philadelphia, Pa., Inquirer
Memphis, Tenn., Commercial Appeal
Port Angeles, Wash., Evening News

WEEKLY NEWSPAPERS

GOLD MEDAL

Lapeer, Mich., County Press

Honorable Mention Citations

South Bend, Ind., Township News
Hammond, La., Sunday Sun
Blackduck, Minn., American
Starkville, Miss., News
Teaneck, N. J., Sunday Sun
Honeoye Falls, N. Y., Times
Williston, N. D., Farmers Press
Lansdowne, Pa., Delaware County Times
Glenwood City, Wis., Tribune

RADIO STATIONS

GOLD MEDAL

WOWO, Fort Wayne, Ind.

Honorable Mention Citations

KNBC, San Francisco, Cal.
WEBR, Buffalo, N. Y.
WNEW, New York City
KELO, Sioux Falls, S. D.
KOGT, Orange, Texas

Hearings on 3 Bills

(Continued from page 19)

and staff have spent a substantial amount of time on general frequency allocations problems and international negotiations, and observed:

"It is my hope that my proposal to create a Frequency Control Board will so lighten the workload of the Commission that the backlog can be eliminated and that the Commission can become current in its work."

Rep. Sadowski said he had no criticism of present operation involving the relationship of FCC and IRAC, and thought they should be congratulated for having operated "this inadequate machinery so long without a serious breakdown."

Charges Recalled

But he called attention to charges that private applicants have "come out second best," and that FCC has been given for distribution only "that portion of the spectrum that has been left over" after government agencies through IRAC have taken what they wanted.

"This is a serious charge, indeed, and in a democracy it is poor business to leave the apportionment of an important natural resource . . . as between federal government and non-government users, to a planless system of compromises between two public bodies . . ." he asserted.

He said his proposal was in line with a report of the House Select Committee, under Chairman Clarence Lea in 1945, which felt that before power to make assignments to government stations is delegated to an independent body, Congress should review the whole question.

Regarding sanction provisions in his bill, Rep. Sadowski noted that the only present punishment for violation of FCC rules is revocation, and cited the Commission's recent Don Lee decision in which it voted for license renewal for want of a penalty less severe than a "death sentence" [BROADCASTING, Jan. 2].

The Sadowski Bill would authorize FCC to revoke licenses or permits, or to suspend licenses for a period up to 90 days for false statements knowingly made to the FCC; conditions which would have warranted denial of an original application; wilful or repeated failure to conform to license requirements or to the Communications Act or FCC rules, and for violation or failure to observe cease-and-desist orders.

Revocation or suspension proceedings could also be instituted against station licensees, permittees or networks tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or to follow a "course of action" which would justify denial of license or permit.

Forfeitures up to $500 per day for any offense could be demanded by the Commission in lieu of suspensions or revocations, and in cease-and-desist actions could be levied in addition to such orders. Cease-and-desist orders and revocation or suspension must be preceded by a show cause order and opportunity for hearing.

Rep. Sadowski made plain, with respect to FCC Chain Broadcasting Regulations, that he wants information from the Commission, networks, broadcasters, and the Justice Dept. on alleged monopolistic practices of networks.

Some Provisions Opposed

Additionally, he made clear that he opposes provisions of the McFarland bill which he contends might "loosen up" anti-trust restraints.

Under the McFarland bill, FCC would be divested of revocation power over licensees whom the courts have found guilty of anti-trust violations (though the courts could revoke as an additional penalty, and FCC consideration of a licensee's qualifications would not be impaired), and thus eliminate one phase of the "double jeopardy" which broadcasters have long opposed.

Rep. Sadowski's proposal to render licensees immune from any political libel action in any court—local, state or federal—seeks to eliminate the conflict between state libel laws and federal law against censorship, as envisioned in FCC's famed Port Huron decision. The licensee would remain civilly and criminally liable, however, for any statements made by him or anyone under his control.



FOUNDER and speaker of ABC *Old Fashioned Revival Hour*, Dr. Charles E. Fuller (l), receives a miniature gold microphone from Frank Samuels, vice president in charge of ABC Western Div., in honor of his 25 years as radio gospel speaker.

Sec. 315 of the Communications Act would remain unchanged in that licensees, once having agreed to permit use of their stations, may not alter or censor broadcast material, nor could they refuse equal time to opponents.

The decision to hold hearings was confirmed after the executive meeting. While members generally felt hearings were desirable, in view of the Michigan Democrat's new bill, it is understood there was a move to have the subcommittee act solely on the McFarland measure.

Rep. Sadowski, in his statement Tuesday accompanying the bill, said he noted "a great deal of pressure emanating from various quarters" that his subcommittee should concentrate on the Senate-passed FCC procedural bill.

But, he stated:

The Committee on Interstate and Foreign Commerce has not had an opportunity to study these substantive problems since it held its last comprehensive hearings on amendments to the Communications Act in the summer of 1942. Since then, many new problems, I need mention only television, have arisen, and many new members have joined the Committee who have never had occasion to study the problems connected with the various aspects of radio and radio communications. I believe it would be unreasonable to expect this committee to do, in connection with the consideration of S. 1973, the kind of job which it is accustomed to do unless the committee first gains a clear understanding of the substantive problems involved. Therefore, it is my purpose to bring before the committee some of the most important substantive problems connected with radio and to do that in the most concrete form possible, namely, that of placing before the committee appropriate amendments to the Communications Act in the field of radio. That is the sole reason for my introducing this bill at the present time.

Rep. Sadowski cited possibility of continuous sessions, if possible, but authorities thought it more likely they would be held in "takes," each lasting from seven to ten days and spaced apart because some communications subcommittee members also serve on other groups.

In addition to questions of network regulations, political libel liability, spectrum space and administrative sanctions, Rep. Sadowski's subcommittee also will elicit views of AM-TV broadcasters, networks, and FCC on color television and channel allocations, radio fraud provisions, FM allocations, appellate and other changes contained in the McFarland bill [BROADCASTING, Jan. 23].

Objections, some of them shared by the Commission, are sure to be aired during the hearings. These include questions involving deadlines on FCC action on applications; removal of the Commission's power of revocation over licensees cited in anti-trust violations; role of special services and safety functions in FCC operation; interpretation of "parties in interest" concerning intervenors in license cases, and others.

Authorities have indicated, also, that certain sections in the McFarland bill may be amended—chiefly those covering anti-trust; singling out FCC Commissioners for salary raises to $15,000 (where now they receive $16,000 through legislation passed last session), and stipulating that each Commissioner shall have a legal assistant. There is feeling that any such legislation should cover all independent agencies, not just one—where civil service is concerned.

MASON MURDER

Smithwick Given Life Term

VERDICT of guilty was returned last Wednesday night against Sam Smithwick, Jim Wells County ex-deputy sheriff, charged with murder in the fatal shooting of W. H. Mason, KBKI Alice, Tex., newscaster, last July 29 [BROADCASTING, Aug. 1, 8].

Sentence of life imprisonment was imposed by the court at Belton, Tex. The prosecution had sought the death penalty.



like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

The BLACK DAYS of 1949

Here is the 6-day work-week calendar followed last year by the coal industry. The shaded days were "mining holidays." The BLACK DAYS were days when most of the coal miners were called off their jobs by the dictates of a UNION MONOPOLY.

MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT
JANUARY						**FEBRUARY**						**MARCH**						**APRIL**					
3	4	5	6	7	8		1	2	3	4	5		1	2	3	4	5					1	2
10	11	12	13	14	15	7	8	9	10	11	12	7	8	9	10	11	12	4	5	6	7	8	9
17	18	19	20	21	22	14	15	16	17	18	19	14	15	16	17	18	19	11	12	13	14	15	16
24	25	26	27	28	29	21	22	23	24	25	26	21	22	23	24	25	26	18	19	20	21	22	23
31						28						28	29	30	31			25	26	27	28	29	30
MAY						**JUNE**						**JULY**						**AUGUST**					
2	3	4	5	6	7			1	2	3	4					1	2	1	2	3	4	5	6
9	10	11	12	13	14	6	7	8	9	10	11	4	5	6	7	8	9	8	9	10	11	12	13
16	17	18	19	20	21	13	14	15	16	17	18	11	12	13	14	15	16	15	16	17	18	19	20
23	24	25	26	27	28	20	21	22	23	24	25	18	19	20	21	22	23	22	23	24	25	26	27
30	31					27	28	29	30			25	26	27	28	29	30	29	30	31			
SEPTEMBER						**OCTOBER**						**NOVEMBER**						**DECEMBER**					
			1	2	3						1		1	2	3	4	5				1	2	3
5	6	7	8	9	10	3	4	5	6	7	8	7	8	9	10	11	12	5	6	7	8	9	10
12	13	14	15	16	17	10	11	12	13	14	15	14	15	16	17	18	19	12	13	14	15	16	17
19	20	21	22	23	24	17	18	19	20	21	22	21	22	23	24	25	26	19	20	21	22	23	24
26	27	28	29	30		24/31	25	26	27	28	29	28	29	30				26	27	28	29	30	31

For most American workers, and for most American businesses, 1949 was a "good year."

For most of the nation's 400,000 coal miners—and for the coal business—1949 was a very *black* year.

That was because a powerful union monopoly "blacked out" 110 of the permissible 298 working days—called the miners off their jobs—and denied the operators the use of their own property and facilities!

Those 110 BLACK DAYS cost the individual coal miner an average loss of about *one-third of a year's pay in 1949.* What good does it do the miner to get *the highest rate of pay* in any major industry if he can work only on such days as the UNION says he is *"able and willing?"*

Those 110 BLACK DAYS cost the miners' Welfare Fund many millions of dollars—*for how can a royalty tax be paid on coal that isn't mined?*

Those 110 BLACK DAYS cost the coal business, the railroads, and local communities that are largely dependent on coal, hundreds of millions of dollars in loss of income.

Those 110 BLACK DAYS cost the American people millions of tons of coal needed for home-heating, and for the production of goods *which the public needs.*

Those 110 BLACK DAYS are the price all America has been forced to pay—in just *one* year—because just *one* industry has been dominated by the *monopoly control* of just *one* union. If it can happen in the coal industry, can it not *also* happen in other major American industries *such as the steel, rubber, railroad, and automobile industries?*

The Coal Operators Are Eager for a Working Contract with their Employees

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING WASHINGTON, D. C.

Text of HR 6949

(Continued from page 19)

appointed by the President, by and with the advice and consent of the Senate. The persons nominated for appointment as members shall be selected solely on the basis of established records of distinguished service in the fields of (1) radio and the civilian or military uses thereof, or (2) public affairs. The President shall designate one member as Chairman of the Board.

"FUNCTIONS OF THE BOARD

"SEC. 372. (a) The Board is authorized and directed to formulate such plans and policies with respect to the utilization of the radio spectrum, with particular reference to the apportionment of frequencies between Government and non-Government uses, as it deems necessary for the accomplishment of the purposes declared in section 1 of this Act.

"(b) For the purpose of effectuating the plans and policies formulated pursuant to subsection (a), the Board is authorized and directed to—

"(1) allocate frequencies and bands of frequencies and cancel or modify any such allocation;

"(2) assign frequencies to Government stations and cancel or modify any such assignments; and

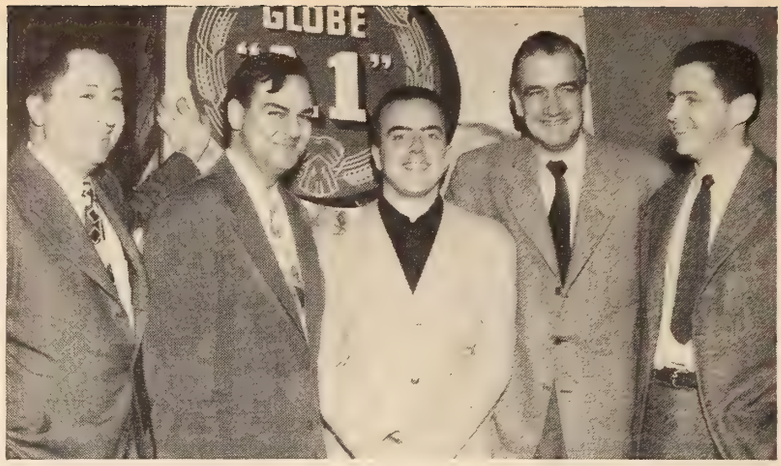
"(3) prescribe regulations to govern the assignment, by the Commission, of frequencies to non-Government stations.

"(c) The Board shall disapprove the proposed assignment or renewal of the assignment, by the Commission, of any frequency to a non-Government station where such assignment (A) would cause harmful interference to any Government use of radio or (B) would violate any regulation prescribed under paragraph (3) of subsection (b).

"ORGANIZATION OF FREQUENCY CONTROL BOARD

"SEC. 373. (a) The term of office of each member of the Board shall be ten years, except that (1) any member appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall be appointed for the remainder of such term; and (2) the terms of office of the members first taking office after the date of enactment of this Act shall expire, as designated by the President at the time of appointment, one at the end of two years, one at the end of four years, one at the end of six years, one at the end of eight years, and one at the end of ten years, after the date of enactment of this part. Three members shall constitute a quorum of the Board. Each member shall receive compensation at the rate of $15,000 per annum. Each member of the Board shall be a citizen of the United States. No member of the Board shall engage in any other business, vocation, or employment than that of serving as a member of the Board.

"(b) The Board shall appoint and fix the compensation of such personnel as may be necessary to carry out the provisions of this title. Such appointments shall be made and such compensation shall be fixed in accordance with the provisions of the civil-service laws and regulations and the Classification Act of 1949, as amended: *Provided*, That the Board may employ such technical and professional personnel and fix their compensation without regard to such laws as it may deem necessary for the discharge of the responsibilities of the Board under this title. Officers and employees of any other department or agency of the Government may, with the consent of the head of such department or agency, be assigned to assist the Board in carrying out its functions. The Board may, with the consent of the head of any other department or agency of the Government, utilize the facilities and services of such department or agency in carrying out the functions of the Board. The Board shall be authorized to accept and utilize the services of voluntary and uncompensated personnel and to provide transportation and assistance as authorized by section 5 of the Act of August 2, 1946 (5 U. S. C. 73b2), for persons serving without compensation.



THIS backstage gathering at the first broadcast of *It's Fun To Be Young* on CBS Pacific Network includes (l to r): Wendell Williams, West Coast radio director, Leo Burnett Co.; William Galbraith of Globe Mills Division of Pillsbury Flour, sponsor of show; Jay Stewart, show m. c.; Howard Cheney, West Coast manager, Leo Burnett; James Aubrey, CPN account executive.

"MILITARY LIAISON COMMITTEE

"SEC. 374. There shall be a Military Liaison Committee consisting of representatives of the National Military Establishment detailed or assigned thereto, without additional compensation, by the Secretary of Defense, in such number as he may determine. The Board shall advise and consult with the committee on the allocation or assignment of radio frequencies required for the purpose of the national defense. If the committee at any time concludes that any action, proposed action, or failure to act of the Board with respect to the allocation or assignment of radio frequencies for the purpose of national defense, is adverse to the responsibilities of the National Military Establishment, derived from the Constitution, laws, and treaties, the committee may refer such action, proposed action, or failure to act to the Secretary of Defense. If the Secretary concurs, he may refer the matter to the President whose decision shall be final.

"ADVISORY COMMITTEES

"SEC. 375. (a) The Board is authorized to appoint such advisory committees as it deems necessary to advise the Board on any matters arising in connection with the administration of this part.

"(b) The members of any such advisory committee shall receive compensation at the rate of $25 for each day engaged in the business of the Board pursuant to authorization of the Board, and shall be allowed travel expenses as authorized by section 5 of the Act of August 2, 1946 (5 U. S. C. 73b2).

"(c) Persons holding other offices or positions in the executive branch of the Federal Government may serve as members of any such advisory committee, but they shall not receive remuneration for their services as such members during any period for which they received compensation for their services in such other offices, or positions.

"ANNUAL REPORT

"SEC. 376. The Board shall render an annual report to the President for submission on or before the 15th day of January of each year to the Congress, summarizing the activities of the Board and making such recommendations as it may deem appropriate. Minority views and recommendations, if any, of members of the Board shall be included in such report.

"SECURITY

"SEC. 377. The Board, after consultation with the Military Liaison Committee, shall establish regulations and procedures for the security classification of information related to the work of the Board and for the proper safeguarding of any information so classified.

"INTERNATIONAL AGREEMENTS

"SEC. 378. Agreements with foreign governments which affect the allocation and assignment of frequencies shall be negotiated and concluded by the Board, acting in accordance with the directions and subject to the control of the President. The Secretary of State shall assist the Board in the arrangements for and conduct of such negotiations.

"APPROPRIATIONS

"SEC. 379. To enable the Board to carry out its powers and duties, there is hereby authorized to be appropriated annually to the Board, out of any money in the Treasury not otherwise appropriated, such sums as may be necessary."

SEC. 2. Section 1 of the Communications Act of 1934, as amended, is amended to read as follows:

"PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

"SECTION 1. (a) It is the purpose of this Act to provide for regulating interstate and foreign commerce in communications by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges; to promote the national defense; and to promote safety of life and property through the use of wire and radio communication.

"(b) There is hereby created a commission to be known as the 'Federal Communications Commission', which shall be constituted as hereafter provided, and which, except as otherwise provided in this Act, shall execute and enforce the provisions of this Act."

SEC. 3. Section 3 of the Communications Act of 1934, as amended, is amended by adding after paragraph (aa) the following:

"(bb) The term 'Government', when used with reference to radio, means the United States Government or any agency or instrumentality thereof.

"(cc) The term 'allocation', when used with reference to frequencies, means the distribution, subject to conditions and limitations, of frequencies or bands of frequencies to services and classes of stations for specific purposes whether Government or non-Government services or classes of stations are involved.

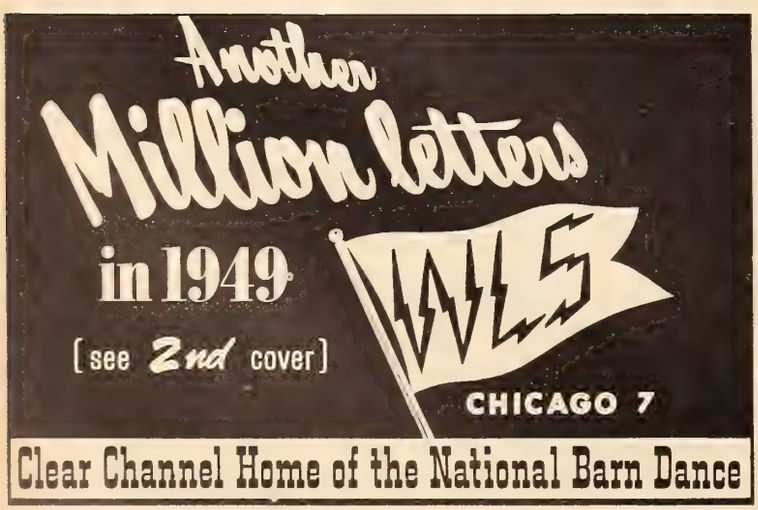
"(dd) The term 'assignment', when used with reference to frequencies, means the grant, subject to conditions and limitations, of authority to a particular radio station to use a particular frequency for a specific purpose.

"(ee) The term 'harmful interference' means any radiation or any induction which endangers the functioning of a radio navigation service or of a safety service or obstructs or repeatedly interrupts any radio service."

SEC. 4 (a) Paragraph (c) of section 303 of the Communications Act of 1934, as amended, is amended to read as follows:

"(c) Assign frequencies, subject to the provisions of section 372 of this Act, for each individual non-Government station, and determine the power which each such station shall use and the time during which it may operate;".

SEC. 5. (a) The second sentence of section 305 (a) of the Communications Act of 1934, as amended, is hereby amended by striking out the word "President" and inserting in lieu there-



Father of the Groom

ON BEHALF of a client, Washington Attorney Paul M. Segal petitioned FCC last week for postponement of a hearing in which he is slated to appear Feb. 14, giving this explanation: "The oldest son [Paul F.] of Paul M. Segal is to be married at Denver, Col., on Feb. 19 and Paul M. Segal has entered into extensive commitments with regard to the festivities customarily preceding such an event. The violation of any of those commitments would result in domestic and community distresses and embarrassments."

of "Frequency Control Board".

SEC. 6. Notwithstanding the amendments made by this title, allocations and assignments heretofore made under the authority of section 303 (c) or section 305 (a) of the Communications Act of 1934, as amended, shall continue in effect according to their terms unless and until canceled or modified in accordance with law.

SEC. 7. The provisions of this section and of sections 371, 372 (a), 372 (b) (3), and 373 through 379 of part III of title III of the Communications Act of 1934, as amended, enacted by this Act, shall take effect on the date of the enactment of this Act. The remaining provisions of this Act and of such part III shall take effect six months after the date on which three members of the Frequency Control Board have been appointed and have taken office.

TITLE II—MISCELLANEOUS PROVISONS

SEC. 201. Section 312 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"ADMINISTRATIVE SANCTIONS

"SEC. 312. (a) Any station license may be revoked or suspended for a period not to exceed ninety days, and any construction permit may be revoked—

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to section 308;

"(2) because of conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit on an original application;

"(3) for willful or repeated failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States;

"(5) because the licensee or permittee (or any person controlling, controlled by, or under common control with, such licensee or permittee) has engaged in a course of conduct designed to persuade, induce, or coerce any other licensee or permittee (A) to violate or fail to observe any of the provisions of this Act or any rule or regulation of the Commission, or (B) to engage in any course of conduct which, under any rule or regulation of the Commission, would warrant the Commission in refusing to grant a license or permit to such other licensee or permittee;

"(6) for violation of or failure to observe any cease and desist order issued by the Commission under this section.

"(b) Where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or has failed to observe any of the provisions of this Act or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or revoking a permit pursuant to subsection (a), or issuing a cease and desist order pursuant to subsection (b), the Commission shall serve upon the licensee, permittee, or person involved an order to show cause why an order of revocation or suspension or a cease and desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquring and shall call upon said licensee, permittee, or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period. If after hearing, or a waiver thereof, the Commission determines that an order of revocation or suspension or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission and the grounds and reasons therefor and specify the effective date of the order, and shall cause the same to be served on said licensee, permittee, or person.

"(d) In any case where the Commission is authorized pursuant to this section to suspend or revoke a license, or to revoke a permit, or to issue a cease and desist order, the Commission, after the hearing required by subsection (c), or waiver thereof, in lieu of revoking or suspending a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, may order the licensee or permittee to forfeit to the United States the sum of $500 for each day during which the Commission finds that any offense set forth in the order to show cause issued pursuant to subsection (c) occurred, or such lesser sum as the Commission may find appropriate in the light of all the facts and circumstances of the particular case. Any forfeiture ordered by the Commission under this subsection shall be paid by such permittee or licensee to the Treasury of the United States within thirty days after the order of the Commission becomes final, and, if not so paid, the license or permit shall be deemed revoked and shall be surrendered forthwith unless within such time the licensee shall file a suit in accordance with the provisions of section 402 (a) hereof to enjoin or set aside the order of the Commission. If the order is sustained, the forfeiture, together with interest thereon, shall be paid into the Treasury of the United States within thirty days after the order of the court becomes final, and, if not so paid, the license or permit shall be deemed revoked, and shall be surrendered forthwith.

"(d) Any station license hereafter granted under the provisions of this Act, or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

SEC. 202. Section 315 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"POLITICAL BROADCASTS

"SEC. 315. (a) If any licensee—

"(1) shall permit any person who is a legally qualified candidate for any public office in a primary, general, or other election to use a broadcasting station in furtherance of his candidacy, he shall afford equal opportunities in the use of such broadcasting station to each of the other legally qualified candidates for that office or to a person or persons designated by each such other candidate;

"(2) shall permit any person to use a broadcasting station in support of a legally qualified candidate for any such office, he shall afford equal opportunities in the use of such broadcasting station to each of the other legally qualified candidates for that office or to a person or persons designated by each such other candidate;

"(3) shall permit any person or persons to use a broadcasting station in opposition to a legally qualified candidate for any such office, he shall afford equal opportunities in the use of such broadcasting station to the candidate so opposed, or to a person or persons designated by the candidate so opposed;

"(4) shall permit use of a broadcasting station in support of or in opposition to a public question to be voted upon in any referendum, initiative, recall, or any other form of public election, he shall afford equal opportunities in the use of such broadcasting station for the presentation of opposite views on such public question.

"(b) The licensee shall have no power to censor, alter, or in any manner affect or control the material broadcast by any person whom he permits to use his station in any of the cases enumerated in subsection (a), or who uses such station by reason of any requirement specified in such subsection; and such licensee shall not be liable in any civil or criminal action, in any local, State, or Federal court because of any material in such a broadcast, except material personally uttered by the licensee or by any person under his control.

"(c) The Commission shall make rules and regulations to carry out the provisions of this section.

"(d) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of his broadcasting station by any person."

CBS REPORT

Stanton Reviews Progress

IN A LETTER sent last week to advertisers, agencies and stations, Frank Stanton, CBS president, said CBS in 1949 became the "unquestioned leader in network radio."

Summarizing progress made by CBS in both radio and television operations, Mr. Stanton claimed CBS radio had the largest average audience four nights of every seven and, omitting the 20 most popular programs in Nielsen reports, had an average audience 12% bigger than that of any other network.

The Nielsen Radio Index shows CBS has 14 of the top 29 evening programs.

Mr. Stanton said CBS affiliated stations had a bigger share of listening than those of any other network—33.7%—in Nielsen's October 1949 report on "Share of Total Minutes of Listening to Each Network Station Group."

In television, CBS has a sponsored evening Telepulse average of 22.2 or 11% higher than that of the second network, he said.

In 1949 CBS-TV network advertisers increased from seven to 30, he said, and CBS-TV network time sales in 1949 were 20 times bigger than those of 1948.

Mr. Stanton said that "only CBS is bringing advertisers bigger values—in both radio and television—than it did a year ago."

"Columbia's position of leadership," he said, "is not an impression created by promotion or publicity, but is a solid fact rooted in cold arithmetic."

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Radio's Audience

(Continued from page 19)

650,000 ballots in March and April, getting back about 55% of usable returns. Tabulations began June 1, transferring the information from the ballots to some 5.5 million IBM punch cards. The completed reports will go out this week to all station subscribers, each receiving the details on its own coverage. Copies of these station reports also will be sent to members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies requesting them.

Chief difference between the first and second surveys is that the 1946 study asked what stations the respondent listened to at least once a week, day and night. The 1949 ballot asked what stations were listened to six or seven days (or nights) weekly, what ones were heard three to five days weekly, and which were listened to one or two days a week.

New Information Added

This new "composition of audience" information was added to the study with the expectation it would refine the BMB measurement of station audience to provide a more efficient tool for the buying and selling of time. It also was expected to eliminate many of the complaints that followed the release of the first study reports.

Three years ago BMB followed publication of the individual station reports with an area report book giving details of day and night audience for each subscriber station serving every county and major city in the country. The relatively small proportion of station subscribers to the second BMB study would make an area report for the second study of little value unless non-subscriber data were also included. For this reason and because of the expense entailed, it is doubtful that such a report will be issued this time.

BMB Undecided

Future of BMB, following completion of the current study, is still unresolved. The ANA and AAAA, as well as many individual advertisers and agencies, have wholeheartedly endorsed the BMB type of audience measurement and urged that it be continued. But the broadcasters as a group seem unwilling to assume responsibility for its upkeep beyond the current study. Proposals that BMB be reorganized as a stock company along the lines of BMI have aroused only mild interest. Perhaps next week's NAB board meeting will produce a more likely-looking formula for keeping BMB alive.

NAME MULLEN

For Radio Pioneers Head

FRANK E. MULLEN, chairman of the board of Jerry Fairbanks Inc., film producer, and formerly NBC executive vice president, has been nominated president of the Radio Pioneers, to succeed William S. Hedges, NBC, whose term expires April 4.



Mr. Mullen

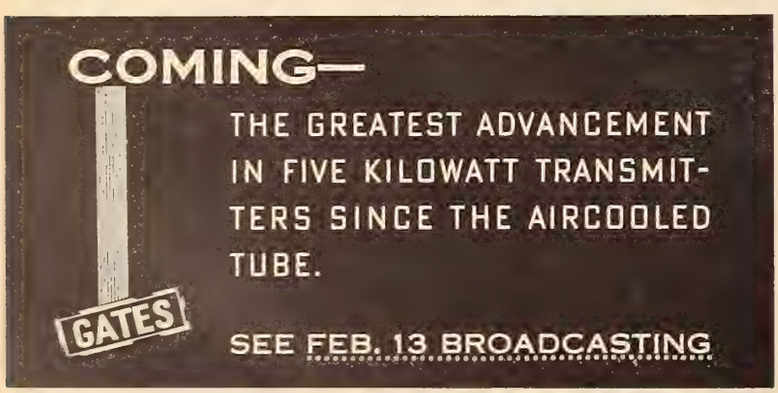
O. H. Caldwell, who served during the past year as vice president and treasurer, was nominated first vice president. Others nominated: Arthur Church, KMBC Kansas City, Mo., 2d vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, WOR New York, vice president, and Martin Campbell, WFAA Dallas, vice president.

Gray Eyes UNC Post

SECRETARY of the Army Gordon Gray, owner of WSJS Winston-Salem and WMIT (FM) Charlotte, N. C., and publisher of the *Winston-Salem Journal* and *Sentinel*, has indicated his willingness to be considered for the presidency of the U. of North Carolina, his alma mater, it was reported last week. Gov. Kerr Scott stated the nominating committee has suggested Mr. Gray for the post to the executive committee of the university's board of trustees.

Elbrock Joins Mogul

RAE ELBROCK, formerly radio timebuyer for the Bruck Agency, New York, has joined Emil Mogul Co., New York, as radio and television timebuyer.



EVICTION SUIT

WILM Asks Injunction Against WDEL

WILM Wilmington, Del., and the Delaware Broadcasting Co. have petitioned a city court to enjoin WDEL Wilmington from evicting it from a transmitter site owned by the latter and used by both stations. WDEL operates on 1150 kc with 5 kw, WILM on 1450 kc with 250 w.

The suit, which seeks preliminary and permanent injunctions against eviction, also seeks to enjoin sale of the site or equipment by WDEL to anyone without due notice to WILM. WDEL had served notice on Ewing B. Hawkins, president and general manager of the WILM licensee firm, to vacate by Jan. 31 (tomorrow).

WILM's suit claims the eviction, if it materializes, would virtually force it "out of business" or compel the Delaware Broadcasting Co. to lease or buy the transmitter site at an "exorbitant" price, which it described as an "attempted forfeiture" which would lead to "irreparable damage."

The court was asked to order WDEL to give WILM notice ranging from three months to a year, at least, before the latter's use of the transmitter site and equipment can be terminated.

Both stations have been occupying the same transmitter site on E. 35th St. off Governor Printz Blvd. WILM uses one tower, while WDEL utilizes all four. The suit alleges that when WILM was sold in 1944 to Alfred G. Hill, former stockholder in Delaware Broadcasting Co., an agreement to share the transmitter site and towers stipulated termination only after 30 days' notice on the part of WILM or a year on the part of WDEL, of which Clair R. McCollough is vice president and general manager.

After negotiations failed in December 1949 for purchase of the WDEL transmitter site, according to the suit, WDEL served notice WILM could continue operating there if it paid a monthly rental fee of $1,000, which the plaintiffs charged was "exorbitant and unreasonable."

No Rent

The original agreement provided that WILM would not have to pay rent to WDEL and that, in fact, no rent has ever "been demanded by the defendant corporation," the suit alleges.

In the summer of 1948, Mr. Hill and other stockholders of Delaware Broadcasting Co. sold their interests to the Hawkins Broadcasting Co. and Mr. Hawkins, co-plaintiffs in the suit. James H. Steinman and John F. Steinman, original WILM owners and now majority stock owners in WDEL Inc., were named as co-defendants in the suit. The Steinmans had to dispose of WILM in accordance with FCC's ruling against multiple station ownership.

KFIO SALE

Louis Wasmer To Pay $30,000

RE-ENTRY of Louis Wasmer into Spokane, Wash., station operation was reported proposed last week with announcement he has purchased KFIO Spokane for $30,000 subject to FCC approval. Transfer papers were to be filed Friday.

Mr. Wasmer, who sold KGA Spokane (1510 kc, 50 kw) for $425,000 last summer to Gonzaga U. [BROADCASTING, Aug. 29, 1949], acquired KFIO from its sole owner, Arthur L. Smith, who told FCC he wished to retire because of poor health. KFIO, independent outlet on 1230 kc with 250 w, has operated in Spokane since 1922 and has been under Mr. Smith's ownership since 1929. Mr. Smith will cancel notes totaling some $6,000 which he holds against Spokane Broadcasting Corp., KFIO licensee, if the sale to Mr. Wasmer is approved.

Mr. Wasmer holds 40% interest in KOL Seattle and 22% in KXXL Missoula, Mont. He also is applicant for 1 kw fulltime on 960 kc at Pasco, Wash., which bid has been designated for competitive hearing with request of Cascade Broadcasting Co. Inc. for same assignment at Richland, Wash.

FBI Network

A SPECIAL emergency radio communications system is maintained by the Federal Bureau of Investigation to link its field offices in all parts of the U. S. in event normal communications are broken by war, sabotage, floods, or other forces. FBI Director J. Edgar Hoover, who revealed the existence of the FBI network in Congressional testimony released last week, said it is independent of commercial media of communications and also is independent of radio and ground communications networks of the armed forces.



Mitch's Pitch

(Continued from page 24)

details on the extent of the attention paid radio by American listeners.

Radio's penetration is deepest. Radio offers figures, again produced by an established, continuing industry source, to document this fact. BMB data—produced by the joint efforts of broadcasters, agencies and advertisers alike—show 43,000,000 radios in 39,280,000 American homes—or 94.2% of *all* American homes.

Newspapers, with a 1% circulation increase in 1949 over 1948, show a total aggregate daily net paid circulation of over 52,000,000. That this penetration is much shallower than radio's is borne out by examination of the facts in individual cities, as well as by the obvious 30,000,000 differential between sets and newspapers.

In one major eastern city, 25% of the total population, when asked by the newspapers, reported that they saw no newspapers at all.

Magazines can be dismissed as having only splinter circulation. As even the Bureau of Advertising of ANPA has pointed out, the eight great circulation leaders among American magazines can deliver a combined audience of only 24,000,000 homes. And even if an advertiser bought all 45 of the top magazines, he'd be missing 17.5% of the homes—homes that get no magazines at all.

NBC's Promotion

This comparison of the penetration of major media will prove out in practically any market you select. Note the way NBC nails the point home in its promotion for two areas in which it operates stations:

New York Area

Radio—total WNBC audience—daytime (BMB—1946)	3,077,190
Magazines—total circulation in area (nation's largest magazine)	1,301,673
Newspapers — total circulation in area (New York's largest newspaper)	2,320,466

Washington, D. C. Area

Radio—total WRC audience—daytime (BMB—1949)	316,580
Magazines—total circulation in area (nation's largest magazine)	156,421
Newspapers — total circulation in area (Washington's largest newspaper)	245,246

This difference in radio's penetration as compared with other major media becomes even more pronounced in less urban areas, where newspaper circulation thins out quickly outside of the city zone, and where individual magazine circulations are negligible factors in covering the whole market.

Circulation measurements are more than a definition of the size of an advertising medium. A manufacturer, for example, should look at circulation figures to prove to himself that he is spending advertising dollars for impressions made *where his products are sold*—not just in the areas where the newspaper or magazine is sold. Will his advertising work for all his dealers, for all his company salesmen? Radio will pass this and other tests with a far higher score than printed media.

Retailers, too, are becoming increasingly disturbed by the failure of *local* newspapers to follow the spreading outlines of their trading areas. Newspaper space costs zoom astonishingly when it becomes necessary to buttress the local paper's coverage by buying a flock of community papers in outlying areas. Big city retailers in particular are turning to radio in increasing numbers to solve this problem.

Fallacy About Cost

The very "bigness" of the radio coverage picture—and it keeps growing all the time—makes some advertisers feel that radio must be an expensive medium. Yet, despite its high impact and deep penetration, radio is the least expensive of all major media.

Radio costs less. It costs less no matter how you figure it, but if you toss aside the concept of cost that printed media have been peddling for these many years, and measure the actual cost of the goods delivered to the buyer, then the cost picture in favor of radio is astounding. When the advertiser begins to measure what he is really buying—impressions—then radio's genuine economy becomes dramatically apparent.

Here is one of dozens of illustrations that might be worked out to demonstrate radio's low cost as compared with other major media. Let's take St. Louis, as a large, fairly typical, centrally-located market. A leading St. Louis radio station is reported by BMB (1946) as reaching 616,080 radio homes in the 77 Illinois and Missouri counties comprising the St. Louis area. Using this as a base, how does *Life* magazine—the nation's largest—compare? Its circulation in these same 77 counties is 59,053. Radio (one station) reaches 10 St. Louis homes to every *Life* copy sold.

Projection Used

But *Life* claims a total "audience" far greater than its circulation. It uses a 5.1 multiplier to produce its total readership. Let's project *Life's* 59,053 copies into "audience." Result: 301,170 readers. How about the radio audience? Using the normally-accepted figure of 2.9 persons per family, radio reaches a total of 1,786,632 people in this same area. In terms of people reached in this area, one radio station outreaches *Life*, six to one.

Now how does a newspaper advertiser fare in St. Louis? His space bill for a 525 line advertisment in a leading St. Louis newspaper would total $315, for which he could expect 54,209 readers to his advertisement. Cost per thousand—$5.83. A little more spent in radio—$337.50 on a leading station, to be exact—would bring him 470,771 listening impressions. Cost per thousand impressions: 72¢.

Omitted from these formulae



HARRY BANNISTER (l), general manager of WWJ-AM-FM-TV Detroit, accepts an Outstanding Achievement Award from Detroit Police Commissioner Harry S. Toy. The award cited Mr. Bannister for "excellent and valuable cooperation in the promotion of personal and traffic safety programs during 1949."

are the costs of preparing the advertising itself. Some day radio's selling force will sit down with advertisers and persuade them to compare the soaring costs of simply preparing printed advertising with that of getting radio advertising on the air.

Wasted Dollars

In the nation's dry goods emporiums alone, literally millions of dollars charged against advertising are frittered away on specialized help in the preparation of copy that is read far more lightly than most graphic advertising experts dare to dream. The same facts apply to other local advertisers and equally well to the regional, the national spot, and the truly national advertiser.

Results. Every medium has its catalogue of astonishing result stories. The fact that all media men make such a fuss over good results is a pretty good indication of their concern with the possibility that there will be no results. This fear rarely stems from a lack of confidence in the medium; rather, it arises from a lack of confidence in their ability to use the medium correctly.

Newspapers have been selling advertising in this country for 245 years—magazines even longer. Yet neither are known for their contribution to the techniques of successful advertising. It's a fact that printed media men leave this function to the agency, the advertiser's own staff, the mat or "idea" service.

Merely an Instrument

They are content (and this only at the local level) to translate the advertiser's message into the tired, long-used stereotyped type forms characteristic of their media. Beyond this, the printed media go only as far as offering—at a premium price—to deliver a clumsy association between editorial matter and advertising known as "position." When an advertiser has paid an additional 25% for the privilege of placing his soap advertisement on the woman's page, he has squeezed the last ounce of technique available to him from the newspaper end of his contract.

When you compare this to radio, where the advertiser assumes that the selection of position, time, audience composition, editorial content, mood, and a dozen other factors is a natural part of his service from the medium, you begin to see why radio and results are terms in common. The advertiser who prefaces his advertising contract with considerations like these is drawing upon a vast store of techniques *created by broadcasters with the improvement of their art in mind.* He is thinking about results, trying to control or dictate results. And he gets results.

It is common practice for advertisers, local and national, to depend upon radio and only radio for the selection of those factors that can best produce results for them. That is why radio is *sold*, much in the manner of a custom-tailored suit fitted to the individual buyer, while printed media are *bought.*

"What are your availabilities?" is a question peculiar to radio. In what other medium does the buyer preface his purchase with a question inviting basic advice on how best to place his advertising? It doesn't do to reply that others work regardless of where or how they're used. They don't.

Radio results follow the basic media rule: They increase in direct proportion to the effectiveness with which the medium is used. Possessed of an overwhelming advantage over other major media in every department, radio has not failed to produce staggering results wherever it has been used properly.



When Mr. Star

(Continued from page 23)

nated, inviting the city's V. I. P. top-layer. Through this, we secured still wider publicity and build up.

Point number six: Jack Benny, John Tackeberry, Hilliard Marks, Phil Harris, Artie Auerbach and the entire cast of our now-regional show, put as much time and effort into the writing, rehearsing and producing of the program as though it were a TC origination. When the show hit the air, it was network calibre, the kind of program the several million listeners in Texas expect to hear from a man named Benny. This is probably the most important point of all.

Most of the stars who come our way should have stayed home in the first place, as far as helping themselves, their shows and their sponsors are concerned. Nothing will lose ratings faster for a performer than to hit a town and disappoint the local and regional listeners with a careless, loose, dull show. I have seen Hoopers fall after appearances by stars in local markets. Jack Benny is due for a rise in Texas.

Point number seven: Too few stars realize that the affiliate station which carries their program is composed of people. If these people are well-disposed toward them, their programs surely have a better chance than if they aren't. The Benny troupe made friends of every one on the staff. I have seen other stars convert former friends into detractors. Even though we are local radio people, we are human and have our weaknesses.

In a Nutshell

Here, then, is the net result of the Benny visit to Houston from the affiliate-station personnel standpoint. Our promotion people, when they allocate spot announcements, newspaper ads and stories promoting our shows will hit the Benny show more often than they did. Our commercial and public-service departments will somehow find ways to keep demands for time by politics and other events away from the Benny show time.

(I know of one specific case where a so-called star appeared in a city where he antagonized the staff of a station. It was odd, during the next political campaign, how many candidates demanded and got the time at which that star's show should have been broadcast. He never recovered his ratings in that market.)

Our engineers will remember the pats on the back, instead of the usual carping and complaining and will ride the show, each week, more carefully than any other on the schedule. Our merchandising man will go a little further helping to sell Benny's sponsor's products in our market. And so on down the line.

Finally, comes the question: Is it wise for network stars to make appearances in local markets? As a gray-beard of local radio who has handled these people and seen the tangible results over a period of years I'd say that the best insurance a radio-star can have for lasting popularity and high ratings is to get out and around the country, especially for charity purposes as Jack Benny does. The top names, Hope, Crosby, Benny, seem always on the move. They go where the people are, the people who are called for ratings and who buy the products they advertise.

For a concrete example of appearance-importance, look at the life span of the *Dr. I. Q.* show against the hundreds of other static quiz-shows which have come and gone. There is nothing a listener likes more than to have his star visit his town.

But, and this is a very big but, these appearances can do more harm than good if not handled properly. Everyone can't be a Jack Benny or a Phil Harris, with their charm, modesty and ability. But every network "name" can work carefully to make his appearance smooth and successful. Instead of taking in laundry to supplement his income, Jack Benny might well give a course of instruction to radio celebrities on how to get along with the public on tours.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK • DECEMBER 11-17, 1949 • NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre (CBS)	10,802	27.5	+3.8
2	2	Jack Benny (CBS)	8,720	22.2	—0.6
3	3	Godfrey's Talent Scouts (CBS)	8,328	21.2	+0.9
4	5	My Friend Irma (CBS)	8,092	20.6	+2.5
5	4	Amos 'n' Andy (CBS)	7,974	20.3	+1.3
6	6	Charlie McCarthy (CBS)	7,895	20.1	+2.6
7	7	Fibber McGee & Molly (NBC)	7,031	17.9	+1.3
8	22	Red Skelton (CBS)	6,953	17.7	+3.8
9	8	Walter Winchell (ABC)	6,913	17.6	+1.1
10	13	Bob Hope (NBC)	6,521	16.6	+0.9
11	12	Fanny Brice—Baby Snooks (NBC)	6,442	16.4	+0.4
12	20	Inner Sanctum (CBS)	6,285	16.0	+1.8
13	32	Great Gildersleeve (NBC)	6,246	15.9	+3.1
14	23	Bob Hawk (CBS)	6,167	15.7	+1.8
15	16	Judy Canova (NBC)	6,128	15.6	+0.8
16	26	Horact Heidt (CBS)	6,089	15.5	+2.0
17	15	Dennis Day (NBC)	5,892	15.0	+0.1
18	19	Mystery Theatre (CBS)	5,853	14.9	+0.4
19	52	Your Hit Parade (NBC)	5,774	14.7	+3.5
20	9	Mr. Keen (CBS)	5,696	14.5	—1.6

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

K & E EXPANDS

Adds to S. F. Staff

JOHN WILEY, manager of the newly expanded office of Kenyon & Eckhardt Inc., San Francisco, last week announced initial additions to his staff.

New staff members include: Dick Hovis, formerly freelance artist, art director; Patrick Warfield, formerly with Donahue & Co., New York, copy chief; Ralph Grady, formerly with Brisacher, Wheeler & Staff, production manager, and Beatrice Baker, formerly with J. Walter Thompson Co., San Francisco, media assistant. Virginia Stone continues as office manager. William B. Lewis, vice president and general executive, and Davis C. Stewart, secretary, are in San Francisco to assist Mr. Wiley in the expansion program.

MORE than one first class letter in every 1,612 which arrives at the Chicago post office goes to WLS, that city, station reports. Postal survey showed total of 1949 incoming letters to be 1,759,461,287. WLS' share was 1,092,039.

OHIO AD MEET

Radio-TV Seminar Se

THEME of the Ohio State Advertising and Sales Promotion Conference on Feb. 23-24, which will feature a television-radio seminar on the first day, is "How to Make Advertising More Effective." It will be held at Ohio State U. in Columbus.

The TV-radio session will consider the position of the media in present day advertising from the viewpoint of the advertisers. Also discussed will be use of research techniques, audience reactions and other related problems.

Overall conference will study the following topics: The advertising budget, public relations, analysis and selection of advertising media, how to choose the right advertising appeal, application of research to today's advertising problems, packaging, point of purchase promotion and industrial advertising.

On the second day, clinics will be held at the work-shop level on both industrial and newspaper advertising and advertising management. A joint session that night with the Columbus Advertising Club will close the conference.

For the meetings the university has the cooperation and co-sponsorship of all advertising clubs in Ohio, industrial advertising chapters, local agencies, printing associations and the Ohio Assn. of Broadcasters. Dr. Kenneth Dameron, professor of business organization at Ohio State, is general conference chairman.

950 KC CASE

WHOM Asks Intervention

WHOM New York, which claims to air more foreign language programs than any other station in the area, last week petitioned FCC for leave to intervene in the Feb. 6 oral argument on the Boston 950 kc case. The initial decision in this proceeding criticizes the value of foreign language broadcasts.

Issued by Hearing Examiner Hugh B. Hutchison, the initial ruling proposes to grant the 5 kw day, 950 kc assignment of the now-defunct WORL Boston to Pilgrim Broadcasting Co. and to deny the competitive bids of five other groups [BROADCASTING, Nov. 7, 1949]. The foreign-language proposal of one of the latter applicants drew the comment of the examiner that such programs tend to prevent assimilation of minor groups into the national unity.

WHOM told the Commission such broadcasting is in the public interest and that the potential foreign language audience in the U. S. is between 15 million and 20 million. The station said "large numbers" of these people "depend almost exclusively on foreign language broadcasting for information, education and entertainment" and that these minorities have equal right with others for access to media of communication.

WANT THE FACTS IN CINCINNATI?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NAB Board Headaches

(Continued from page 22)

2½% discount as well as boosting of dues in some brackets may be necessary if 1950 income is to be brought above $700,000.

One suggestion proposes to increase minimum (Class A) dues from $7.50 to perhaps $15, Class B from $15 to $20 or $25 and so on through the low-income brackets.

Proposals for membership drives have come up at every board meeting held in the past year. Fees of several high-income stations that resigned last year have by no means been offset by large numbers of small-station members who entered the fold.

Some weak spots exist with only one of about 10 stations belonging to NAB in the case of at least two cities.

BAB Budget

With BAB riding on a wave of membership popularity, the proposal to give it a budget of at least $200,000 a year will be carefully considered. This will be perhaps $75,000 above the current annual budget level. The divisional operation at NAB headquarters also will require a substantial budget.

Last November the board did not consider the division functions at any length. Some director feeling on the subject cropped up at the January tri-committee meeting, resulting in a compromise suggestion that the Radio and Television Divisions be reduced to departmental level.

Attending the meeting of the Finance Committee last Monday and Tuesday were John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston, and Clyde W. Rembert, KRLD Dallas. William B. Quarton, WMT Cedar Rapids, and Harry R. Spence, KXRO Aberdeen, Wash., did not attend.

At the brief Monday meeting of the Structure Committee were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, KOZY Kansas City; Paul W. Morency, WTIC Hartford; Mr. Meagher. Henry W. Slavick, WMC Memphis, did not attend.

Mr. Weil's letter to Judge Miller, after pointing out that WOV will remain an NAB member for the time being, lists several favorable signs in the NAB operation. These include creation of the Unaffiliated Stations Committee and its functioning under Ted Cott, WNEW New York; action taken in customs regulations covering imported news tape, and high price of tape itself. Perhaps "a new era of realism" had come, he felt.

Then Mr. Weil went to work on some of the things that weren't so pleasing. First he attacked "what would seem to be a thoughtless attitude on the part of NAB executives toward the matter of expenses," citing the advertising slogan, "Spend every dollar of the client's money as if it were your own."

Carrying the economy theme further, Mr. Weil criticized holding of board meetings in "remote resort spots" instead of centrally located cities. "I have heard that in the case of the Phoenix meeting," he wrote, "there was opposition to the choice of that city because of the estimated cost of $5,000 for travel expenses of NAB department heads."

The economy motif was applied to BAB by Mr. Weil. He referred particularly to "big printing bills" for two-color cards used in the co-op file sent to member stations.

Getting personal without mentioning names, Mr. Weil observed that "some NAB personnel tend to take a cavalier attitude toward broadcasting problems of which they happen to know little. This business of broadcasting is a highly complex and varied one, and it should be the point of view of the NAB experts that not even they can know everything."

NAB Blamed

Mr. Weil blamed NAB in part for some of the problems now facing the industry. "There isn't any question that a whole series of difficult problems beset our industry today," he wrote, "but it seems to me that a lot of these problems stem directly from the ineffectuality that exists within the NAB itself. I would like to see an end to the internal bickering and jockeying for position which appear to afflict the NAB, and instead of this, an atmosphere of unity and cooperation.

"However, I do not feel at the present time that by leaving the NAB WOV would help correct these conditions. There is no doubt that the industry needs a strong, unified trade organization. Should the time come when we think that the NAB is beyond hope as the organization the industry needs, we will pull out. But that time is not yet."

Another New York independent, WNEW, had resigned from NAB in mid-January because it felt it could spend its annual $7,000 fee more constructively on new programming. The resignation is effective Feb. 28.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

Prudential Drops

PRUDENTIAL INSURANCE Co. will drop sponsorship of *Family Hour of Stars*, Sunday 6-6:30 p.m., on CBS Feb. 25. Company is planning to save some money by the cancellation move but is expected to return to network radio in the fall. The insurance firm will be handled starting in May by the newly established agency, Carlock, McClinton & Smith, New York [BROADCASTING, Jan. 23]. Benton & Bowles, New York, has been servicing the account.

FM DRIVE

Carolina Broadcasters Promote Increased Sales

A GROUP of FM broadcasters are beginning an all-out drive to sell FM to listeners in an attempt to push the medium to the fore in the Carolinas. This Wednesday (Feb. 1) a three-month promotion campaign, enlisting broadcasters' and set dealers' support, gets underway.

If the drive, sponsored by the North Carolina FM Assn., proves successful, Ray A. Furr, WIST (FM) Charlotte, chairman of the FM promotion committee, says a follow up program for the summer will be forwarded. Mr. Furr has petitioned all FM broadcasters in both North and South Carolina to join in the campaign. Other members of the committee are J. Frank Jarman, WDNC-FM Durham, and E. Z. Jones, WBBB-FM Burlington.

Plans for the drive were formulated Dec. 3 at a Pinehurst, N. C., meeting by some 40 FM owners and operators. Mr. Furr told the broadcasters that while some "inadequacies" may be in the proposed program, "it does represent, at least, an effort to protect an investment of several million dollars in Carolina FM facilities."

The FM campaigners have set a 10 point program. Zenith already has offered preparation of several thousand folders with space for local stations to put call letter imprints plus programming highlights, frequencies, etc., which will be distributed by dealers, Mr. Furr said.

Promotion Asked

Every station has been asked to use 20 spots per week for FM promotion, using discs supplied by the association. FM radio distributors were urged to make awards to dealers in their areas who show the largest percentage of increase in FM set orders during the campaign as compared with any three-month period last year. A $50 prize to the Carolina station whose FM promotion is judged the best will be presented by the association.

In addition, each station has been requested to hold a community FM clinic, cooperating with other willing FM outlets in the same community, and have a salesman contact every FM dealer in the area. The governors of North and South Carolina will be asked to proclaim February as "FM Month," with local stations securing similar proclamations for their communities from their mayors.

Beginning Jan. 21, Mr. Furr says, a progress bulletin is being sent to all participating stations once each week for the three months.

ARKANSAS GROUP

Annual Session Is Feb. 10

THE ARKANSAS Broadcasters Assn., comprised of 24 member stations, will hold its annual meeting on Feb. 10 at the Hotel Marion in Little Rock.

Ed Zimmerman, manager of KARK Little Rock, is president of the association; Sam Anderson, manager of KFFA Helena, is vice president, and Ted Rand, general manager of KDRS Paragould is secretary-treasurer.

Joins Pearson Agency

EDWARD H. PEARSON, formerly vice president of J. M. Hickerson Inc., New York, has joined the staff of Pearson Advertising Agency Inc., New York, as an account executive. Mr. Pearson is no relation of the head of the Pearson agency.

Daughter to Nelsons

MRS. ELLA NELSON, secretary to C. E. Arney Jr., NAB secretary-treasurer, is the mother of a girl weighing 6 pounds 1 ounce, born last Monday at Garfield Hospital, Washington. Mrs. Nelson left the hospital Friday for her home at 3220 Connecticut Ave., N.W., Washington. The child has been named Sandra Lee. It is her first child.


The last WORD ...for results in
SPARTANBURG
MORE FOR YOUR DOLLAR WITH
WORD in Spartanburg
See TAYLOR-BORROFF
WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

Jones Hits NAB

(Continued from page 22)

is no connotation in this hearing that the Commission is forcing an assembly-line production of anything, and can't be because the Communications Act does not comprehend regulation of receiving sets. There is, however, a consideration of free competition between husky black-and-white and infant color. I have never thought of you or the NAB as being on the side of those who would urge Commission rules that would eliminate this or any other kind of competition.

In the present hearing record and the issue before us there is nobody tacitly or specifically urging that the Commission assume jurisdiction over receiver production. On the other hand the industry again is implicitly trying to get a decision which will freeze television in black-and-white until they have exhausted the market. Such a decision, which industry seeks and it appears you would favor, might well inject us into the Stalin type of regulation of receiver sets which both you and I condemn.

It seems fair to assume from the press reports of your speech in Iowa, wherein you stated that color is five years away, that you have aligned yourself with those who wish to preserve an exclusive black-and-white receiver market. I feel, therefore, that you have joined forces with those who wish to lick color with nothing. If for any reason I am wrong, may I suggest to you as a leader of industry—industry which so far as I know has refused to build receivers to field test the color systems proposed in these hearings—that you might well call on industry to set schedules that it can meet to furnish the answers to the questions they themselves have raised about color. When may I hear from you about your efforts in the matter, which I am sure would help bring color to the public in the manner you propose? That would be a real demonstration of good faith to the Commission and the public.

May I suggest to you that color was a very, very small part of my speech. It was only intended to show one block of the blueprint which industry has used to develop radio—a blueprint which has served the congested areas with multiple service and the sparsely settled areas with little or no service. I have always thought of the NAB as representing the little broadcasters and little members of the industry as well as the big and powerful ones. I was therefore shocked to have in black and white from you some confirmation of the accusations that have been made by small broadcasters about the NAB that the NAB speaks for the power segments of the industry. Your letter is therefore more significant by what it did not say in behalf of the small communities and the small broadcasters.

FREQUENCY USE

U. S. Must Coordinate, Says Webster

IF THE U. S. is to meet adequately its responsibilities in the "telecommunications world of the future," the nation must first generate an "aggressive, unified drive toward maximizing efficient use of our frequency resources." This was asserted last Wednesday by FCC Comr. E. M. Webster speaking before the New York Chapter of the Armed Forces Communications Assn. at a dinner meeting held at New York's Fraunces Tavern.

Comr. Webster explained that in order to get better use out of our limited national frequency resources, a framework or structure will have to be established to coordinate the efforts of all frequency users. This need for "cleaning house at home" before attempting to help or influence other nations was given as the keynote to successful international communications negotiations in the future.

Now Competitors

He pointed out that since the end of the war all nations have become competitors for frequencies. In the past, Comr. Webster said, nations were not competitors and had only to work out assignments to eliminate electrical interference situations, which made such conferences examples of harmonious international cooperation. Today's meetings must consider economic, social and political problems over and above the purely technical matters, he said.

A major policy decision must be made whether "we as a nation want to seek as many individual frequencies as possible without a plan which sets forth priority of use," Comr. Webster said, or whether "we want to plan our frequency needs in terms of the actual volume of radiocommunication that will best serve the United States requirements without resorting to 'grab bag' tactics which overly inflate our requirements." Until such a decision, he said, "we must rely on voluntary cooperation among all users to protect the best interests of the nation."

In addition, he emphasized, new national policies will have to be found regarding certain specific aspects of communication. Some of the problems demanding policy answers were cited as follows:

1. Shall the government operate communications systems for the purpose of carrying its own communications? 2. Shall the military agencies operate communications systems in peacetime which can be expanded to meet their needs in wartime? 3. Shall the military agencies look to the commercial communications systems for their basic communications needs in wartime?

4. Can we find a method to finance VHF (line of sight) throughout the American hemisphere and in Europe so as to release high frequencies (long distance) for vital communications services? 5. Can we find a method to finance a "stratovision" relay system for the relay of general communications over the North Atlantic so as to relieve the strain of existing high frequency radio circuits? 6. Shall we have competitive private overseas communications systems or shall we have a regulated monopoly?

REDS' GAMES

WCPO-AM-TV 5-Year Pact

EXCLUSIVE radio and television rights for five years to the Cincinnati Reds baseball games were negotiated last week by WCPO and WCPO-TV Cincinnati. In addition, Burger Brewing Co., Cincinnati, will sponsor the games, according to station officials. Midland Adv. Agency handles the account.

WLWT (TV) Cincinnati broke off negotiations last week for telecasts of the Reds games. Robert E. Dunville, Crosley Broadcasting Corp. president, said the action was taken because the five-year contract demanded "was against the best interests" of the station.

WCPO will shuffle all network and other time for the games which will be carried on a 27-station hookup in adjacent portions of four states. WCPO-TV will feed the telecasts to WHIO-TV Dayton and WTVN (TV) Columbus.

Mr. Dunville said WLWT would have been willing to negotiate a contract for "a reasonable period of time." An example, he said, was the negotiation of plans for baseball telecasts by Crosley in Dayton WLWD (TV) for this year only with no commitments beyond the one year made.

While baseball telecasts could be incorporated in the WLWT schedule this year, Mr. Dunville said, a five year period could very well necessitate a disruption of network and local sponsored time.

Telecasting Insert

Pull Out for Filing

FM AMENDMENTS

Finalized by FCC

AMENDMENTS proposed by FCC last November to its revised tentative allocation plan for Class B FM stations was made final by the Commission last week in most respects. Several controversial cases are still under consideration [BROADCASTING, Nov. 21, 1949].

Purpose of the changes is to increase frequency separation and "generally to improve the FM allocation pattern," FCC said. Still under consideration are proposed changes for Wilmington, Del., Baltimore and Philadelphia. The Commission in these changes proposes to switch WAMS-FM Wilmington from Channel 241 to 243 to reduce interference with WFLN (FM) Philadelphia on 239, and to switch WDEL-FM Wilmington from 229 to 279 to reduce conflict with WIP-FM Philadelphia on 227.

The Commission had proposed to change WRFL (FM) Winchester, Va., from Channel 223 to 236, but has retained 223 in the amendment even though adding 236 to that area. WRFL is seeking to change to Channel 260. Following are the changes made final:

General Area	Channels Delete	Add
Ventura, Cal.	...	264
Bridgeport, Conn.	248	...
Coram, N. Y.	277	248
Winchester, Va.	...	236
Frederick, Md.	268	260
Front Royal, Va.	236	...
Harrisburg, Pa.	259	...
Holyoke, Mass.	282	...
Keene, N. H.	300	282
Batavia, N. Y.	235	...
Bristol Center, N. Y.	...	236
Columbus, Neb.	..	268
Sunbury, Pa.	284	...
Concord, N. C.	243	...
Laurinburg, N. C.	...	243
Milwaukee. Wis.	251	255
Madison, Wis.	255	251

Greene Elected V. P.

KENNETH F. R. GREENE, who has been with Kastor, Farrell, Chesley & Clifford, New York, for the past two and a half years, has been elected a vice president.

WHERE DOES BMB get its basic figures?

Number of radio families in specific counties is determined by applying the BMB per cent of radio ownership to the total number of families as shown by—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

JANUARY 30, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

TRY DU MONT'S

Daytime Television

YOU'LL GET A LOT
FOR YOUR MONEY

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to *show* her while you *tell* her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y.

Du Mont's Newest

SHOPPERS' MATINEE

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.

What's New in Television? **Take a Look at WPTZ!**



Highest Rated Local Program In All Television!

Based on the December survey of the American Research Bureau, WPTZ's hour-long Western feature, "Frontier Playhouse" is the highest rated local program on any station in any city! The December survey shows that it pulls down a whopping average rating of 49.7.

Translating this rating into terms of people and homes based on Philadelphia's current set census of 350,000 receivers, "Frontier Playhouse" each evening reaches 644,000 people. And lest some scoffer says, yeah, but it's a kid audience—we hasten to point out that the A.R.B. survey indicates that of the total audience, *364,000 are adults.*

What's the secret of "Frontier Playhouse" success? Frankly, we're not too sure ourselves. Certainly, it isn't because Philadelphians are starved for Western features. There are at least two or three on the air each day, sometimes more.

Can WPTZ's Westerns be that much better? We're inclined to doubt it even though we screen and select them with considerable care.

Somehow we suspect that the success of "Frontier Playhouse" goes right back to the preference Philadelphia's television audience consistently shows for WPTZ . . . a preference that has grown up through years of careful programming, superior technical skill and professional presentation that can come only with years of television broadcasting experience.

If you're considering television time to reach the Nation's second largest television audience . . . if you would like to join the 133 advertisers who are currently buying time on WPTZ to tell their story—give us a call or see your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA** NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

JANUARY 30, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TELECASTING

TELEVISION CLINIC

TBA Meet Set for Feb. 8 in New York

EXECUTIVES of television stations, networks, advertising agencies and program packaging firms will participate in the annual television clinic of Television Broadcasters Assn. Feb. 8 in New York.

The list of speakers for the one-day sessions, to be held at the Waldorf-Astoria Hotel, was released last week by Charles C. Barry, ABC vice president and chairman of the clinic.

The sessions will start at 11 a.m., continuing through luncheon and the afternoon. At the morning session, over which Mr. Barry will preside, programming, buying and selling and interconnected vs. non-interconnected stations will be discussed.

William Gillette, vice president in charge of television at Young & Rubicam, New York, will speak on "Program Production Problems—Agency Style." Klaus Landsberg, general manager of KTLA (TV) Los Angeles, will discuss "Local Station Production Problems."

Sales to Be Covered

In the buying and selling sessions, Kenneth W. Stowman, television sales manager of WFIL-TV Philadelphia, and Linnea Nelson, radio and television timebuyer of J. Walter Thompson Co., New York, will speak.

The program problems of interconnected and non-interconnected stations will be discussed by Paul Adanti, general manager of WHEN (TV) Syracuse, and Jack Boyle, studio production manager of WAVE-TV Louisville. A question and answer period will follow the morning sessions.

At luncheon, Milton Berle will perform, and a special adaptation of *Stop the Music* featuring Bert Parks will be presented. J. R. Poppele, TBA president, will preside at the luncheon.

The afternoon sessions will be divided into five sections: Profitable affiliated stations, local television packages, the jurisdictional problems of television, the future of sports in TV and a roundtable discussion.

Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, will talk about profitable affiliated stations.

Local television packages will be treated by Russ Johnston, vice president of Jerry Fairbanks Inc.; Ralph Cohn, manager of the TV department of Screen Gems Inc., and Maurice Rifkin, executive of Frederic W. Ziv Television Programs Inc.

Ernest de la Ossa, NBC director of personnel and labor relations, will talk on the jurisdictional problems of television. Ned Irish, vice president of the Madison Square Garden Corp., New York, will discuss the future of sports in TV.

Mowrey To Participate

Participating in the roundtable discussion will be Paul Mowrey, ABC national director of television program sales, as moderator, and representatives of television networks.

The annual meeting of TBA members will precede the clinic sessions.

Mr. Poppele will make his annual report and directors will be elected. Directors whose terms expire are Paul Raibourn, vice president of Paramount Pictures; Frank M. Russell, NBC vice president, and Ernest B. Loveman, vice president and general manager of WPTZ (TV) Philadelphia. Two vacancies on the board also will be filled, one left by the resignation of G. Emerson Markham, who before recently joining NAB was station manager of WRGB (TV) Schenectady, and the other by the resignation of Robert E. Kintner, ABC president. Mr. Kintner's place on the TBA board has temporarily been filled by Joseph A. McDonald, ABC vice president.

KBTV (TV) SALE

Dallas 'News' Applies

APPLICATION for FCC approval of the $575,000-plus acquisition of KBTV (TV) Dallas by the *Dallas Morning News*, owner of 50 kw WFAA, was filed with the Commission last Thursday [CLOSED CIRCUIT, Jan. 23].

In adition to the $575,000 cash purchase price, the sales contract provides for the *News* to pay KBTVs's net operating losses, up to $25,000 a month, from last Jan. 1 to the date of transfer.

The sale was announced by E. M. (Ted) Dealey, *News* president.

The station, on the air since last Sept. 17, was built at a cost of $487,593 by Tom Potter, multi-millionaire oil man who told FCC he wishes to sell because of the pressure of other business interests. He would serve the new management as an advisor.

Martin B. Campbell, general manager of WFAA, would also have supervision over the television operation, upon FCC approval of the transfer. FCC was told that an "integrated operation" is anticipated and that it is expected that KBTV's present staff of about 30 persons will be absorbed in the overall operation.

KBTV, on Channel 8 (180-186 mc) with effective radiated power of 27.1 kw video and 13.5 kw audio, will use kinescope recordings of the NBC, ABC, and DuMont television networks pending completion of the coaxial cable for direct connection, FCC was told.

"We will also devote much time to local programming," Mr. Dealey said, asserting that "talents of the WFAA forces will be combined with those already trained to television at KBTV." The station now uses DuMont and Paramount film shows.

WFAA has a pending television application which will be withdrawn upon FCC approval of its acquisition of KBTV.

Mr. Potter has operated the station in the name of Potter Television Broadcasting Co. His son, Jack I., is president and Curtis Sanford is vice president and general manager. Larry DuPont is production manager and Morris G. Barton is chief engineer.

With Mr. Dealey's announcement of the sale, Mr. Potter said he had "long felt that the welfare and destiny of KBTV could be secured best by experienced radio hands." He said, "Mr. Dealey has invited me to continue my participation as best friend and severest critic, and I am happy to think that KBTV and I will be together for a long time."

Operating Losses

From the time it went on the air in mid-September until Dec. 31, according to data filed with FCC, operating and other costs of KBTV totaled $155,790 while income amounted to $27,770, leaving an overall net loss of $128,020 for that period.

The transfer application was filed with FCC by the Washington law firms of Loucks, Zias, Young & Jansky, representing A. H. Belo Corp., owner of WFAA and the *News*, and Welch, Mott & Morgan, representing the Potter interests.

The transaction was handled through Dallas Rupe & Son, underwriters.



Mr. POTTER



Mr. DEALEY



Mr. CAMPBELL

IN THIS TELECASTING . . .

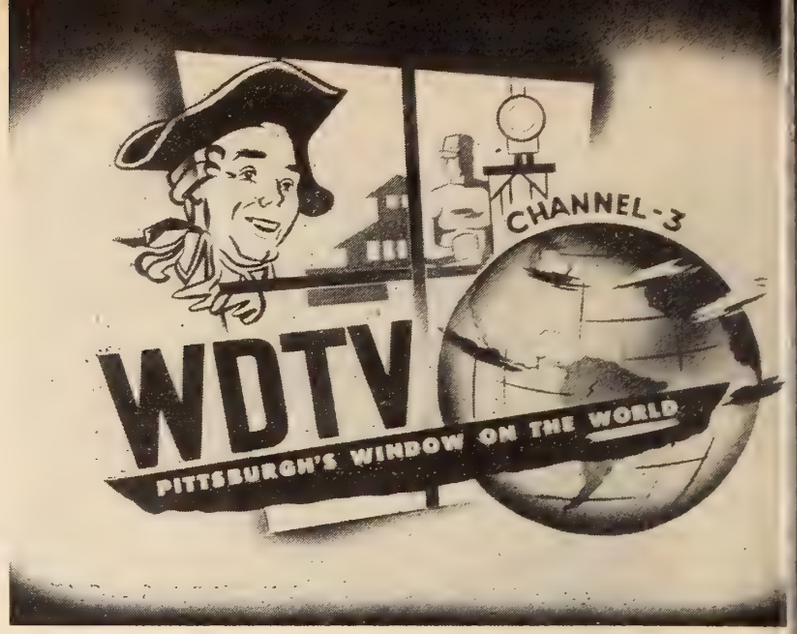
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Telefile:

WDTV (TV) MARKS FIRST BIRTHDAY SHOWING A MONTHLY PROFIT



ONLY a short year ago the two-million-plus dwellers in the rugged tri-state area around industrial Pittsburgh were patiently awaiting the advent of this new-fangled television business they had been hearing and reading about.

The relatively high-spending inhabitants of the area, dwelling in houses perched on hillsides and in rolling valleys, wondered if they would be denied visual broadcasting because of the tricks nature had played on the terrain. After all, this was the hallowed radio city that had spawned the pioneer KDKA.

For two centuries the area has been taking advantage of Mother Nature's whims to build up the vast system of factories, mines, farms and commercial enterprises reaching out from the Golden Triangle.

Now the tri-state populace is a well-developed television area despite its relative TV infancy. Just last week civic and industrial leaders gathered in Pittsburgh's historic Duquesne Club to salute the founders of WDTV (TV)—Dr. Allen B. DuMont, pioneer TV inventor and developer, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

Occasion of the celebration was WDTV's first birthday. Those who took part looked around this young enterprise, Pittsburgh's only TV outlet, and what they saw was good. They looked at that relative rarity in modern business—a television station that is making money, perhaps as much as $7,000 or $8,000 a month after operating overhead and depreciation.

And most unusual of all, they observed a station that has made money almost from the moment it entered the commercial air of the nation's eighth ranking market. Today the area has 65,000 TV sets and there are scarcely any blind spots in the tumbling terrain.

Many years before television became an industry, Dr. DuMont had figured Pittsburgh as a good city. After the war he still felt that way and was one of the first to apply for a Pittsburgh TV permit.

When the time came for action, Julian Armstrong, then director of planning and licenses, coordinated the operation while Rodney D. Chipp, DuMont network director of engineering, supervised technical activities with Raymond W. Rodgers, then and now station engineer.

On Nov. 27, 1948—10:57 p.m.—WDTV sent out its first signal—a picture of its "test pattern." On Jan. 11, 1949, Pittsburgh's "Window on the World" was formally inaugurated with the linking of the East-West coaxial cable. On Jan. 12 it began its first commercial operation. Nine days after East-West television made its first appearance on the new station, the inauguration of President Truman was offered—the first of many special events that WDTV was to bring to the Pittsburgh area.

As WDTV headed into its second year, Comdr. Loewi could look with satisfaction upon the outcome of the policy which he had laid down for the DuMont owned-and-operated station.

"We felt that in view of the fact that WDTV was the only station in one of the country's major cities, we must break with the past, if necessary, to assure its viewers the very best in programming and the business world the utmost our facilities could provide in reaching an excellent market.

"For that reason, we granted WDTV's management virtual autonomy and encouraged it to pick and choose among all programs on the air. As a result Pittsburgh viewers see not only the best programs that DuMont has to offer but the best on all other networks as well. In fact they enjoy nine of the top 10 television programs on the air today.

"That is an established policy that we intend to maintain because WDTV—on account of the freeze—will likely remain Pittsburgh's only station for some time to come."

At the present time the station broadcasts on the average of 54 hours per week. Approximately two-thirds of its programs are picked off the coaxial cable; the other third is produced locally on film, slides and balopticon.

* * *

DURING December, the station had 103 hours, 50 minutes of air-time sponsored by 43 network advertisers, 60 hours and 44 seconds sponsored by 40 regional and national advertisers, and 3 hours, 40 minutes and 20 seconds sponsored by local retail advertisers. Between 70 and 80% of the station's income was derived from local sales.

At WDTV they like to talk about their success stories, a phenomenon not uncommon in the electronics arts. There's the story of Frigidinner, for example. Frigidinner makes a frozen dinner packaged in a disposable aluminum tray. The product had never been advertised in the Pittsburgh area when the manufacturer decided to crack the market.

Through Rothman & Gibbons Agency, Frigidinner bought a WDTV half-hour ahead of the Oct. 1 Pitt-Northwestern football game. For programming the firm used film highlights of a local high school game that had been played the previous afternoon. At the end of the commercial, the Frigidinner phone number was flashed on the screen five seconds and announced just once.

And what happened? — fifty phone calls came through the Frigidinner board during the football game followed by another 250 after the game.

"Hmmm!", said Frigidinner executives, wondering how long this sort of thing had been going on. They promptly signed for a one-minute spot Monday through Friday. Ever since, they have averaged more than 150 calls per announcement. Sometimes the number has passed 300.

Calls are fine, of course, but Frigidinner wanted sales. So the snapper in this success story is the fact that a high percentage of these calls result in actual Frigidinner sales.

Though enjoying a link into the cross-country coaxial cable, WDTV set out to establish local character. One of the first results was a daily newsreel program. As civic-minded as a chamber of commerce, the station filmed leading local events and donated generous program time to civic, charitable and religious causes as well as defense recruiting drives, March of Dimes and related projects.

The film idea caught hold. At the same time WDTV took the air there were two industrial film companies in the city—one 35mm and one 16mm. Arrival of television in the city has brought five more 16mm companies into operation,



ATTENDING the celebration of WDTV's first anniversary are (l to r): Dr. Allen B. DuMont, founder and head of Allen B. DuMont Labs.; Donald Stewart, WDTV general manager, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

one of many side benefits accruing to the area.

The early newsreel was titled *Pitt Parade*, featuring film highlights of local events and presented six days a week. Producer is Packaged Programs Inc., also filming a daily 15-minute show for housewives, *Home Is Happiness*.

While *Pitt Parade* was getting a foothold in the tri-state area, one of Pittsburgh's largest retailers, Jerome Donahoe, began to envision TV's advertising potential. He is president of the Donahoe's Food Stores, a Pittsburgh institution favorably known to the oldest inhabitants.

Mr. Donahoe decided to put some of his advertising budget in the brand new medium, using the strictly practical approach of the successful retailer. TV could prove itself as an effective medium, he figured, if it could stimulate over-the-counter sales in Donahoe stores. The way to do this, he decided, was to use a show concerned with items of interest to Pittsburghers since the chain is concentrated in the city. He recalled the greater reader appeal of local newspaper items over national news in newspapers. The answer was *Pitt Parade*.

Now, how about commercial treatment? Mr. Donahoe decided to sell visually a specific item of merchandise, advertise it in no other medium, put a time limit on response, and thereby appraise TV's effectiveness.

* * *

THE Donahoe campaign provided Pittsburgh's first television success story. It worked like this: A story board was prepared on a cheddar cheese selling for 95¢ a pound. The manager of Donahoe's cheese department was shown cutting a slice of cheese from a large wheel, tasing it, and inviting viewers to come in to any Donahoe's Food Store within 24 hours. A lure was offered in the form of a pound of Donahoe's My-Te-Good macaroni to anyone who asked for the television special.

The next day 80 customers responded, sending the cheese sales curve soaring. Encouraged, Mr. Donahoe tried a pound box of Fifth Avenue Candies the next week. The gift with each 95¢ purchase was a half-pound box of bon bons. Again the offer was advertised in no other medium and again the time limit was 24 hours. The response doubled as 153 persons went to Donahoe's stores for the TV special. No price reduction was made on the special.



WDTV's transmitter building and tower at 1410 Grizella St., highest point in Allegheny County

* * *

Remember, this was still the first month of WDTV's operation and there were no earlier TV stations in the city to stimulate set sales. Third offer of six bottles of ketchup for $1 with a free can of tomatoes brought 213 customers and the fourth sold over 600 pounds of coffee.

The *Parade* has built up a wide following. Among sponsors are a group of cooperative trucking companies and a group of auto dealers.

Duquesne Brewing Co. sponsors a local and national sports newsreel plus news events on the lighter side. It's called *Viz Quiz* and features Pie Traynor, ex-major league baseball player, and Ken Hildrebrand.

George Drake Bakery buys the Al Morgan Monday evening program off the DuMont network cable. When the pianist brought his act to Pittsburgh recently, the Copa night club where he appeared broke all records and he's coming back in March.

WDTV pays particular attention to children, education and outstanding sports events. The Pittsburgh area saw telecast baseball for the first time when the station brought in the 1949 All-Star baseball game and carried the 1949 World Series.

Home coverage of the Pirates baseball club was snagged by the club's refusal to permit telecasting of its games—the only major league ball club to take this view. But refusing to take "no" for an answer when the Pittsburgh Steelers, the local professional football team, refused to have its games telecast "live," WDTV won approval to record them by film, and in this manner, succeeded in bringing the grid games to the TV screen.

WDTV was instrumental in the rebirth of wrestling and boxing in its area. The Zivic Arena, managed by one-time Welterweight Champion Fritzie Zivic, was opened with a full schedule of wrestling and boxing with credit for their appeal given to WDTV's presentation of wrestling.

In discussing the region's acceptance of television, WDTV General Manager Don Stewart remarked: "In Pittsburgh, television is becoming an ever increasing factor in both everyday life and in the entertainment and advertising world. WDTV desires to serve the needs of the community from the standpoint of offering its facilities to educational, religious, civic, business and industrial groups."

Reviewing the year, he stated: "From the outset of operation the station has shown a steady growth. With the upward trend in 1949, I look for even greater results in 1950.

"Advertisers in the Pittsburgh area have shown a favorable attitude toward television and are most cooperative; they are helpful in planning their needs and the trend is toward greater use of television as a medium for selling."

With the start of DuMont's daytime programming last month, WDTV advanced its going-on-air time to 12 noon Monday through Friday, running until approximately midnight.

Saturday and Sunday programming had been instituted long before at the specific request of viewers unable to get their fill of television during the week. On Saturday the station goes on the air at 2 p.m., and on Sunday at 4:30 p.m., remaining on until about midnight on both nights.

The station never hesitates to break its regular program schedule to bring Pittsburgh any event of major importance, and its decision to interrupt regular schedules often results in additional success stories. Such an occasion was its telecast of the Walcott-Charles heavyweight boxing championship.

On the day of the title fight, six special announcements and a 15-minute program telling viewers of the title bout telecast were made on behalf of Kep's Electric Co., distributor in the Pittsburgh area for Admiral and Sunbeam products. A prize was announced for the largest number of viewers per set.

The promotion brought in over 19,000 responses from Pennsylvania, Ohio, West Virginia and New York. Letters included names and addresses of viewers. Many submitted photographs. Viewing audiences ranged up to 200 persons.

* * *

WDTV's staff includes some 30 employees with 12 in administrative work, seven engineers, two salesmen and two announcers. Station offices are located in the Clark Bldg., in the heart of the Golden Triangle. The transmitter is at 1410 Grizella St., on the Northside, highest point in Allegheny County.

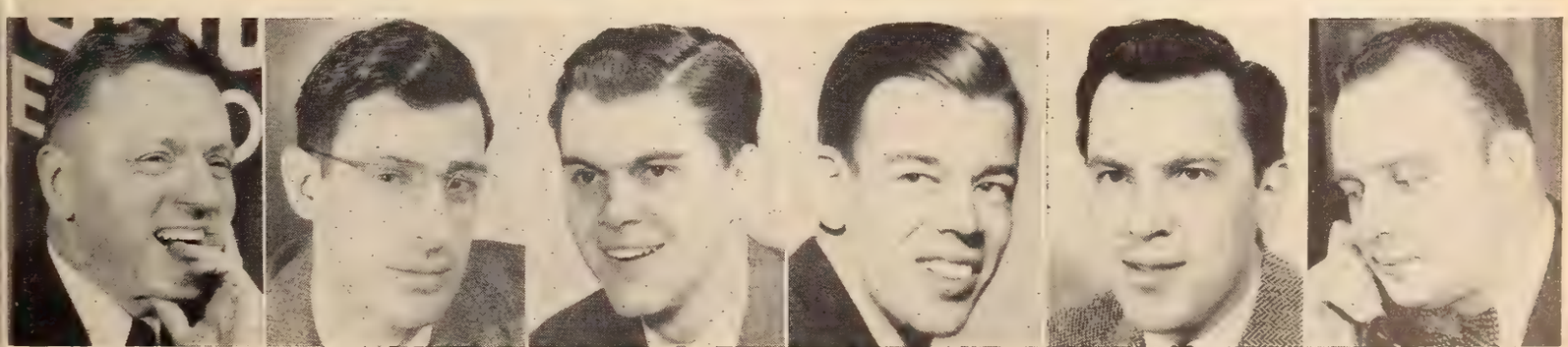
The station transmits on Channel 3 with a 5 kw DuMont transmitter delivering 16.6 kw visual and 8.3 kw aural power. The antenna is 550 feet high, 818 feet above average terrain.

Film equipment includes two 16-mm projectors, a balopticon, one flying spot scanner which will accommodate standard slides, and other material.

Basic Class A rates for one hour are $350; basic Class B rates $175.

Headed by General Manager Stewart, top personnel at WDTV includes Leslie Arries Jr., in charge of program operations; Larry Israel as sales director; John J.

(Continued on Telecasting 12)



Mr. STEWART Mr. ISRAEL Mr. ARRIES Mr. MUNSON Mr. OKON Mr. COLE

CONTROVERSY surrounding sports telecasts could be settled—or at least would subside somewhat—if the flow of objective reports on gate receipts are maintained.

That is the opinion of N. W. Ayer & Son Inc., Philadelphia advertising agency, which last week released preliminary findings of a report by Jerry N. Jordan, 21-year-old U. of Pennsylvania graduate student [TELECASTING, Jan. 23].

N. W. Ayer said it made the findings public to clear up "garbled reports" about the survey's sponsorship. Although Mr. Jordan is the son of Clarence L. Jordan, executive vice president of the Ayer firm, the agency claims no sponsorship credit for the work. N. W. Ayer is one of the many organizations furnishing information but, the agency emphasized, that fact does not alter the "complete" objectivity of the study carried on by young Jordan with both sports organizations and university authorities.

Jerry Jordan's preliminary findings indicate that while TV has hurt sports attendance in some cases, the media may increase gate receipts in the long run.

Partial results of the study have been distributed to leaders in college football and professional baseball, Ayer said. These have been instrumental in helping maintain the sports TV status quo for at least another year, when final results of this and other studies are available, the agency pointed out.

The Ayer announcement traced the danger to the enjoyment of millions of *new* TV sports fans posed by dipping sports attendance figures during the summer and subsequent moves for a "partial blackout" of sports telecasts in 1950. It cited sentiment among certain segments of the sports world to ban TV at their events although most big ball clubs and the National Collegiate Athletic Assn. decided to stand pat until final research findings point the way for a decision in 1951.

The points arrived at in the preliminary findings by Mr. Jordan are:

The longer a person owns a TV set, the more interested he becomes in buying tickets to attend sports events.

Baseball does not seem to be as sensitive to TV as football. Set owners of less than a year attend about as frequently as non-owners and owners of two or more years attend more frequently. Samples show a higher percentage of TV owners present than non-owners.

Among other factors influencing attendance, apparently management, personal income and team performance are *much more* important than TV.

Football colleges did not fare so well in TV areas in comparison to those in non TV-areas. However, there have been signs in some instances of colleges in TV areas of high saturation that showed an increase.

Small football colleges did not appear to be hurt by TV in the same degree as large colleges in their area.

Mr. Jordan in his survey included a breakdown of set owners sampled in a 50-mile radius of Philadelphia through personal interviews, mailed questionnaires and telephone calls. In addition, actual attendance records were studied of both baseball and football in 522 cities and towns. All the other numerous factors which could affect attendance figures are being studied and evaluated, he said.

Organizations cooperating and furnishing information for Mr. Jordan's study are major league ball clubs, National Assn. of Professional Ball Clubs (minor league), International League, United Press, television and sports publications, 88 TV stations, the Atlantic Refining Co., N. W. Ayer & Son Inc. and a large number of colleges and universities, including NCAA members.

* * *

Weekly Television Summary

Based on Jan. 30, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	6,344	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	13,003	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	WOAI-TV	3,160	Station
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,990,552

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Pulse Reports Top 10 N. Y. Shows

THE TOP 10 television programs for New York during the week of Jan. 3-9 as reported by The Pulse Inc. were:

ONCE-A-WEEK SHOWS

	Program Average Rating Jan.	Dec
Texaco Star Theatre—Tues.	70.	76.
Toast of the Town—Sun.	44.6	42.5
The Goldbergs—Mon.	42.8	45.
Talent Scouts—Mon.	38.5	42.0
Studio One—Mon.	38.1	34.5
Godfrey & Friends—Wed.	37.5	41.5
Suspense—Tues.	35.0	38.0
Lights Out—Mon.	30.0	....
Philco Playhouse—Sun.	29.5	32.1
Fireside Theatre—Tues.	29.0	30.5

MULTI-WEEKLY SHOWS

	Program Average Rating Jan.	Dec
Howdy Doody—Mon.-Fri.	17.8	16.9
Captain Video—Mon.-Fri.	15.6	14.3
Small Fry Club—Mon.-Fri.	12.4	12.5
Lucky Pup—Mon.-Fri.	11.9	12.5
Junior Frolics—Mon.-Sun.	11.7	9.2
Kukla, Fran & Ollie—Mon.-Fri.	11.1	11.0
Camel News Caravan—Mon.-Fri.	11.0	11.0
Western Features—Mon.-Sun. (4 p.m.)	10.0	9.1
Children's Theatre—Mon., Wed., Fri.	9.1	8.6
Mohawk Showroom—Mon., Wed., Fri.	9.0	....

AVERAGE QUARTER-HOUR SETS-IN-USE FOR ENTIRE WEEK, 12 NOON—12 MIDNIGHT

	Television Homes Combined Radio & TV	TV	Radio
Jan. 1950	37.7	28.1	11.3
Dec. 1949	37.2	27.6	10.6
Jan. 1949	32.3	23.9	10.8

* * *

ARB Report For Washington

FOLLOWING the lead of New York, Philadelphia and Baltimore, Milton Berle's *Texaco Star Theatre* also headed the TV rating list in Washington, according to the latest American Research Bureau report [BROADCASTING, Jan. 23].

Conspicuous by its absence from the Top 10 listing was *Arthur Godfrey's Talent Scouts*. This strange turn of events—the program having been in third place for December—was caused, according to ARB, by a comparatively new full-length feature film series, *Mystery Theatre*, on another station.

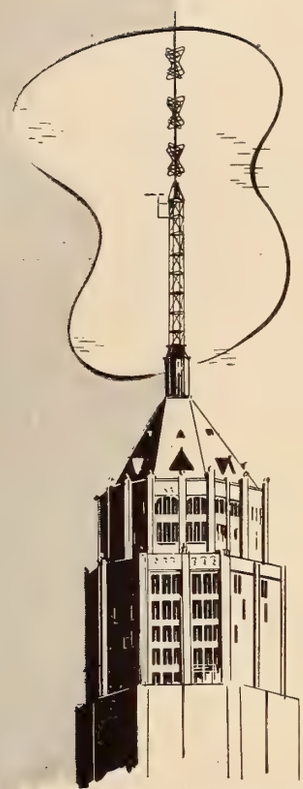
Strong competition also tended to lower the rating of other programs. *Fred Waring*, for instance, lowered *Philco Playhouse*, while wrestling and boxing telecasts hurt *Studio One*, *The Goldbergs* and *Break the Bank*. *Suspense* was kept down by competition from *Life of Riley*, according to American Research Bureau.

The firm reports that as a result of this highly competitive evening

(Continued on Telecasting 13)

Announcing

a new eyeline for the San Antonio skyline



TELEVISION
KEYL
CHANNEL 5

KEYL

THE NATION'S NEWEST TV STATION
—FIRST ON THE AIR IN FIFTY!

top television entertainment for Texans in the San Antonio trade territory

Channel 5

AFFILIATED WITH DUMONT, PARAMOUNT FILM NETWORK

Represented Nationally by

Adam Young Television, Inc.

San Antonio Television Company
Business Office, Studio and Transmitter
atop the Transit Tower, San Antonio, Texas

NBC SAT. SERIES

Revising Plans, FCC Told

NBC TOLD FCC last Thursday that it was preparing new plans to replace the projected 2½-hour Saturday night television series which had prompted Allen B. DuMont Labs to call for an FCC investigation [TELECASTING, Jan. 9].

Gustav B. Margraf, NBC vice president and general attorney, wrote FCC:

". . . NBC is withdrawing the order which it placed by telegram dated Dec. 28, 1949, with its interconnected television affiliates for 8-10:30 p.m. (NYT) Saturdays for 13 weeks commencing Feb. 4, 1950. A new plan has been formulated which we expect to offer to the stations within the next few days."

Earlier, in response to FCC's request for information as a result of the DuMont protest, Mr. Margraf had told the Commission that for the present it would withhold "affirmative action" on its original 2½-hour plan. He gave this assurance in conjunction with a request for "an additional reasonable period of time" in which to submit "further considerations" with respect to the 2½-hour plan.

NBC had stipulated that at least 15 affiliates must accept the 2½-hour, 13-week series. There was no official indication of how many did accept, but some authorities said it was fewer than the required number.

DuMont, operator of a rival TV network, had charged NBC was trying to "freeze out" competition.

NBC contended in reply to FCC that its offer to take 2½ hours of affiliates' time on Saturday night was intended to be subject to the terms of affiliation contracts (or other arrangements, where formal affiliation contracts had not been signed).

Thus, Mr. Margraf wrote, "it was the intent of the telegram, and it is believed that it was so understood by the stations," that program material offered by NBC would be subject to the station's right to refuse, reject and substitute for any program which they considered unsatisfactory, unsuitable, or not in public interest.

Denial Made

The letter denied that NBC's telegram to DuMont Network Director Mortimer Loewi was an offer for NBC use of the entire DuMont network. The offer applied only to DuMont's WDTV (TV) Pittsburgh, "with respect to which NBC has arrangements for broadcasting NBC network programs," Mr. Margraf asserted, adding that this was "the only reasonable interpretation which could be placed upon the telegram."

He also denied that NBC's offer involved payment of each station's "full half-hour rate." He said:

. . . The telegram stated that the station would be paid regular compensation based upon its half-hour rate. It was the intent of that provision, and it is believed that it was so understood by the stations, that the compensation . . . would be the percentage stated in the network's agreement with the station of the half-hour network rate specified in the agreement.

NBC's plan anticipated that several advertisers would sponsor the Saturday night series. Their commercials were to be telecast on a rotating basis. Each half-hour period was to contain three one-minute commercials, followed by a 30-second station break. The sponsors were not identified.

WBAP-TV Newsreel

WBAP-TV Fort Worth's station-produced newsreel, *Texas News*, carried eight of the 10 best Texas news stories of 1949 named by the Associated Press, four of them fed by WBAP to NBC-TV for network showing, the station says. The 10-minute newsreel is aired at 6:45 p.m., five days a week, using coverage by staff camera-reportorial crews.

CTI COLOR

Public Demonstration Held on Coast

FIRST public demonstration of color TV in the West was staged last Thursday and Friday by Color Television Inc., San Francisco, participant with CBS and RCA in the current FCC color hearings.

The public showing was staged in the auditorium of San Francisco's Emporium department store. There were strong protests to the demonstrations by Northern California TV distributors and dealers who feared the showings would hurt set sales in the area.

The show, a half-hour talent production featuring Del Courtney, disc jockey on KPIX (TV) San Francisco, and Eileen Christopherson, singer, was microwaved from CTI laboratories at 30 Sterling St. to KPIX studios in the Mark Hopkins Hotel and retransmitted by KPIX on its Channel 5.

CTI projection type color receivers were set up in the Emporium auditorium to receive the color telecast. Home receivers in the area received the show in black-and-white.

Arthur Matthews, president of CTI, said the colorcasts achieved a picture definition of approximately 350 lines.

On the color receivers, reception was steady and true with no breakup of color, even during fast motion such as the waving of flags and brightly colored scarfs. Definition of the picture was clear.

The public showing last week was preceded by a series of private closed circuit showings for manufacturers' representatives, industry people and newsmen [TELECASTING, Jan. 16]. FCC officials, who had earlier planned to visit San Francisco for the test showings, were unable to make the trip.

CTI is scheduled to demonstrate its system before the FCC Feb. 20, to be followed by comparative tests with the CBS and RCA systems.



ON SET for the first public color TV show staged on West Coast are (l to r): Singer Eileen Christopherson; Del Courtney, KPIX (TV) disc jockey and former bandleader; Zetta Jones, fashion expert, and Pianist Lloyd Simpson.

CBS COLOR SHOWING

Congressional Group Given Demonstration

CBS' COLOR TV crusade was taken to Capitol Hill last week with a special showing of its system to Senators and members of the House of Representatives. Senators and wives were guests of CBS at a demonstration in Washington's Walker Bldg. last Monday [BROADCASTING, Jan. 16].

The network, which has been showing its system to the public since Jan. 12 (the same show was presented to Congressmen), registered the following comments from legislators who viewed the showing:

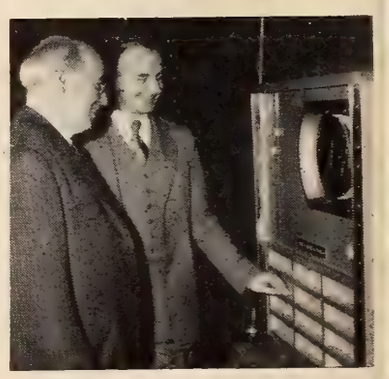
Sen. Charles W. Tobey (R-N. H.) was quoted to be fascinated by color, saying: "This is tops in television entertainment. It's the ultimate." Iowa's Sen. Guy M. Gillette, a Democrat, said: "It's astonishing what has been developed in color television. My only criticism is that the color is almost too vivid. However, it is a marked advance over black-and-white."

Mrs. Herbert H. Lehman, wife of newly-elected Democratic Senator from New York, thought the showing "very exciting" because "color always has meant very much to me." Sen. Edward J. Thye (R-Minn.) who attended the demonstration with Mrs. Thye, said the color was excellent and that they liked the showing since "these pictures are more natural in color and clearer than black-and-white."

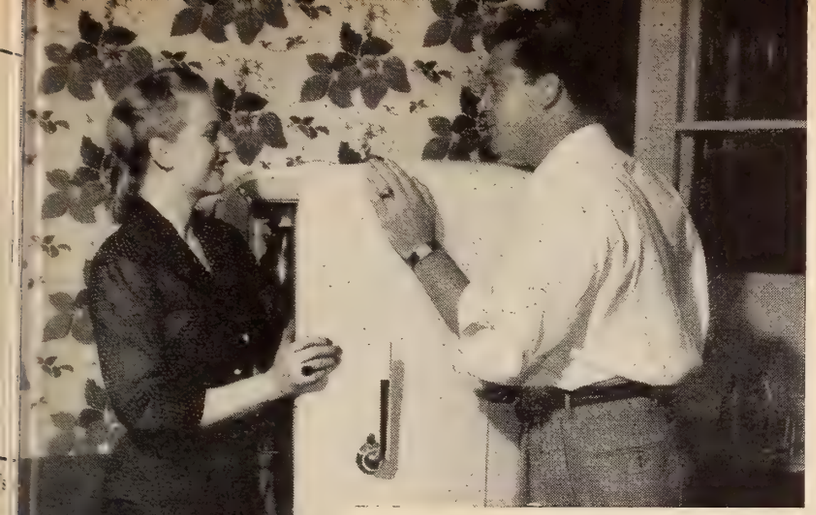
Sen. John J. Williams (R-Del.) who said he and his wife did not own a black-and-white set, had but this to say, according to CBS: "This is wonderful."

The demonstration was presented for House members Wednesday and Thursday (Jan. 25-26). Also on the invitation list were members of the President's Cabinet. While only a few Senators appeared at the Monday showing, they had many emissaries in the attendance of their wives, assistants and other Capitol Hill personnel. Today, CBS has scheduled previews for top echelon from the Pentagon and other major government departments. Supreme Court and other judicial members of the federal courts in Washington will be guests of CBS at a later date in the week.

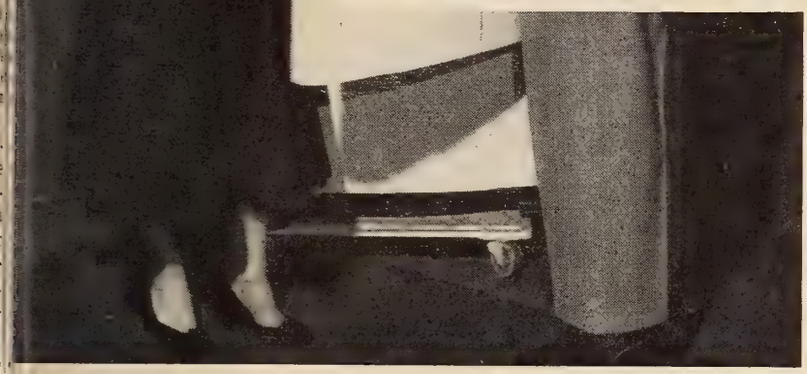
* * *



Senators Tobey (l) and Williams take a closeup look at CBS' color.



'Market Melodies' WJZ-TV's Daytimer Earns Advertiser Accolades



Ann Russell and Walter Herlihy inspect a Servel refrigerator.

By MARJORIE DORRANCE
Account Executive
French & Preston

DESPITE the general neglect of daytime telecasting, *Market Melodies* on WJZ-TV New York is one show that has become as popular as it deserves in a little over six months on the air. Bucking baseball competition all summer in its time period, Tuesday through Saturday from 2 to 4 p.m.*, it has forged ahead retaining old sponsors, picking up new ones and turning down those that could not be accommodated. Of the six original sponsors, four are still with them—one, a seasonal, cancelled at the end of the summer—and eight, new steady ones have been added. One-shots are frequently dropping in when the time is available.

One session with lovely Anne Russell and big, friendly Walter Herlihy, who emcee *Market Melodies*, helps convince a sponsor that this show is for his product—especially if he wants to sell to women. Anne and Walter really know how to appeal to the ladies. Listeners write in and say that it's a relief to find two emcees who talk like normal people about things worth hearing.

They work their commercials into interesting, chatty conversations so easily that you don't realize they're selling until you find yourself going out to buy the product. Their line of patter plus many welcome features—such as cooking demonstrations, fashions, interior decorating, interviews with women's club members, dancing lessons, knitting instructions, up-to-the-minute news, tips on hair styling and make-up, guests with unusual products, and talent from radio, stage and night clubs—really "gets over" to the audience and pays off for a sponsor.

Mail Response Heavy

If you have a food product to sell, *Market Melodies* is the place to sell it. About 65% of their mail is requests for recipes—the response to pamphlet offers is tremendous. A brochure suggesting ways to prepare chicken that was offered three times brought in about 8,000 requests. Frances Foley Gannon, from the Dept. of Markets, who was on the show Jan. 5, has been swamped with cards asking for her food purchasing booklets. On the average, the show has a steady pull of about 5,000 pieces of mail a week.

If life ever seems too hectic for the principals of *Market Melodies*, a talk with any of their enthusiastic sponsors makes their efforts seem worthwhile. Hugh J. Davern, vice president in charge of merchandising of the Grand Union Co., says:

"We have used the television show *Market Melodies* consistently since its origin in May of 1949. According to results of test, we feel that television, due to its ability to demonstrate the use of the product in the home, has great possibilities to promote the sale of food and household products."

The Brooklyn Union Gas Co. has been using time on *Market Melodies*. The firm has participated in radio occasionally in the past, but feels that television really can do a better job for it. The company's food demonstrators are on *Market Melodies* every Thursday. They give cooking hints and show how an appetizing dinner can be prepared in their half-hour period. The cooking is done in the *Market Melodies* kitchen, beautifully equipped with modern automatic gas appliances—a Servel gas refrigerator and a Roper automatic clock controlled gas range. This big utility company feels there is a great advantage in being able to show its appliances in use.

Salesmen Enthusiastic

One of the most enthusiastic sponsors is the maker of "Minwax"—a furniture polish. The firm has a 15-minute demonstration one day a week, showing how to finish furniture. William Mackey, the sales manager of the company, said they were convinced by their own salesmen that they should buy time on *Market Melodies*. Said Mr. Mackey:

"The salesmen were sold on the show because, you know, salesmen are naturally lazy, and they could see this would be a really easy way to sell our product." The "Minwax" people feel that on television they can do something educational as well as sell. Refinishers from their company tell the audience how to refinish everything from a book-end to a bed, both antiques and new pieces. One day they brought in some boys from a manual training school to do the refinishing—that day there was no commercial.

The "Minwax" people also do a lot of newspaper advertising and have used some spots on the best daytime radio programs. But they are convinced *Market Melodies* is for them. They have some interesting figures on costs. On cost per inquiry basis they figure $4.50 per inquiry on newspaper, contrasted with only $1 per inquiry on *Market Melodies*. They're planning some advertising for other cities—and you guessed it—they're using television.

Among the regular sponsors on *Market Melodies* is Stahl-Meyer for its canned meat products, "Snow Crop" frozen orange juice, and Hills Brothers Dromedary Mixes. The fact that they have used *Market Melodies* without interruption on a full schedule ever since it first went on the air last May certainly shows that they are satisfied. Continental Bakers bought time for "Wonder Bread" shortly after the one is used, *Market Melodies* has a show started on a two-spot a week basis and is still with them.

The owner of an Italian restaurant devised an interesting gimmick. He bought a quarter-hour a week on the show and got three suppliers to go in with him. He showed how to prepare Italian dishes, using the suppliers' products. He also made an offer on the air that he would go to anybody's home and cook an Italian dinner for them free of charge. He had several requests, which we understand he is still fulfilling.

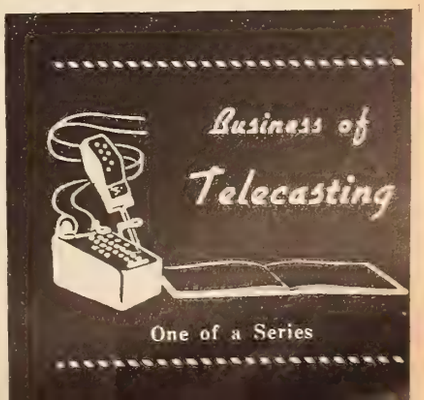
Fully aware that it is difficult to attribute over-the-counter sales to any one medium when more than direct sales record to show. They received 284 orders from one announcement for a $15 reconditioned vacuum cleaner, $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher, 700 sales from five announcements for a $2.95 set of plastic Christmas tree ornaments, and 300 sales from one announcement for a $1 set of toy balloons. These figures represent substantial profits for sponsors when you consider that one-minute announcements cost $120 (per).

The future for *Market Melodies*, Emcees Anne Russell and Walter Herlihy, Producer-and-Owner Arthur B. Modell, Associate Producer Charles A. Harbruck and staff looks increasingly more interesting. They're all young, quick to catch what's going on, and well equipped with a tongue-in-cheek attitude to withstand the gaff of a two-hour daily show. There has never been a script for the show. Anne and Walter remember everything, including commercials. And if you think television sponsors aren't imaginative about what they want included in their commercials, you haven't heard *Market Melodies*.

Planning Sequel

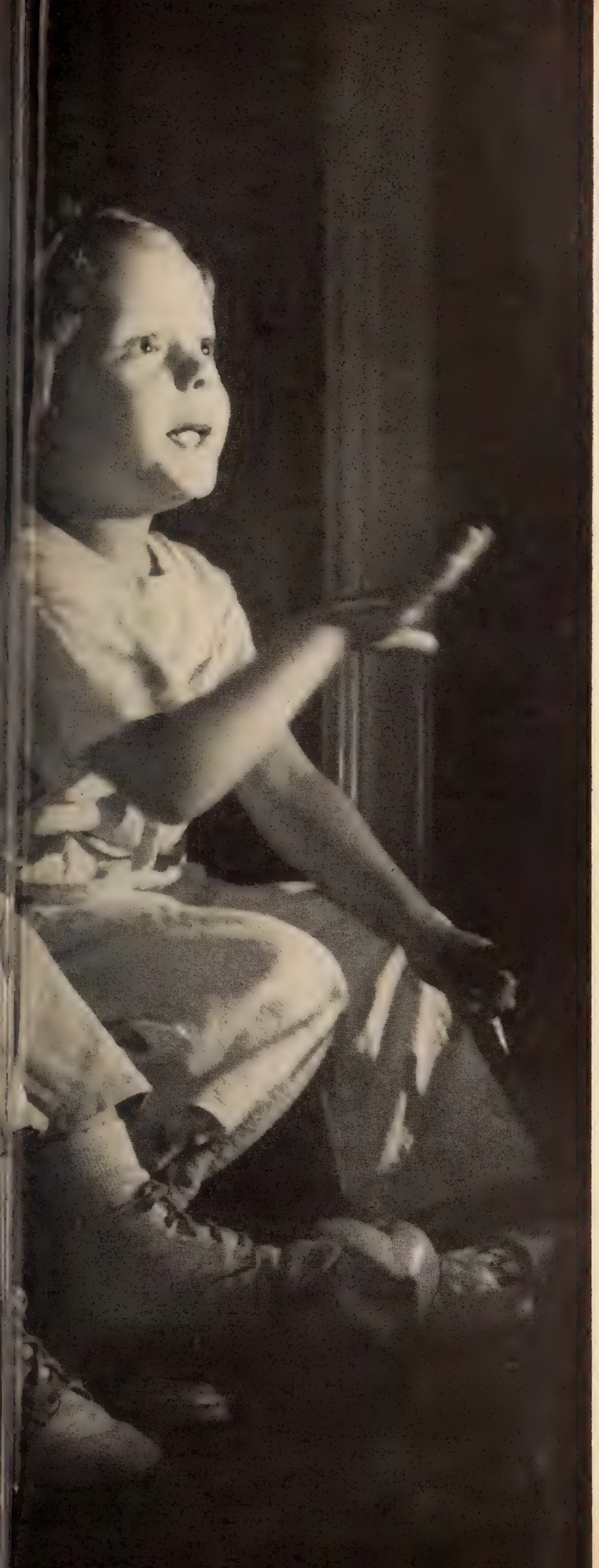
At the moment Modell-Harbruck Inc. are working on the idea of an additional show that will be similar to the *Holiday Hints* that Anne and Walter did for them right before Christmas. *Holiday Hints* proved itself a money-maker and boasted among its sponsors the rarely heard from advertisers, F. W. Woolworth and John David Stores.

Market Melodies has all the earmarks of a show that's geared to grow synchronously with TV.



* Market Melodies is now heard Wednesday through Saturday, from 2 to 4 p.m. since WJZ-TV curtailment of Tuesday programming.





The MAGIC is built-in

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen.* It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen.* For it is the result of creative programming which alone can *sustain* this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create— but he needs the magic of CBS to hold it.

CBS TELEVISION

Telefile

(Continued from Telecasting 5)

Cole as sales service manager; Harry Munson, film director, and Chief Engineer Rodgers. In charge of public relations is Theodore A. Okon.

When the station signs off each evening, there falls to the announcer a bit of an extra chore. His final task is reading the announcement: "The program schedule of WDTV can be found in the following newspapers . . ." and there follows a list of the names of 25 district newspapers.

The newspapers on the list are from the tri-state area of Pennsylvania, Ohio and West Virginia. Those listed include the three Pittsburgh dailies, plus the *Courier* and the *American Jewish Outlook;* and one or more papers in each of the following cities where WDTV has a large audience: Homestead, McKeesport, Greensburg, Latrobe, Jeannette, Tarentum, Aliquippa, New Castle, Beaver Falls, Butler, Uniontown, Point Marion, Johnstown, and Altoona, Pa.; Steubenville, Youngstown and East Liverpool, Ohio, and Wheeling, W. Va.

When television started in Pittsburgh, there were no more than a handful of TV sets in the coverage area. As of Jan. 1 WDTV claimed an audience of at least 325,000 viewers—and dealers were running 60 to 90 days behind in filling orders.

Another

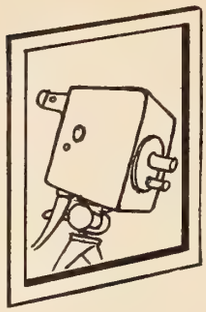
FIRST

for KDYL-TV

Afternoon programming aimed at women (naturally) marks another important "first" for Salt Lake's first TV station.

Availabilities during this 3 to 5 p.m. period are unusually attractive.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.



Reel Takes

IRVING MACK

THERE'S A REASON why Filmack Trailer Co.'s sales letters pack a wallop. Letter-writing is the boss's hobby.

In fact, Irving Mack, who founded the Chicago film trailer firm 30 years ago, has little truck with any diversion that fails to contribute to Filmack's prosperity. He went to college only after he realized Northwestern U. had a few courses that would aid him in his business. And his friends note with amusement that, although for five years it seemed he had raised three sons to be soldiers, he now has them *exactly* where he always planned they should be—at Filmack.



Mr. MACK

Son of a Centerville, Iowa, grocer, Mr. Mack moved to Chicago at the age of 13. He attended Wendell Phillips High School in the days before it became famous as an all-Negro institution. Still in his mid-teens, he became assistant publicity director of sprawling White City Amusement Park, on Chicago's south side, and at 18 joined the Jones, Linick & Schaefer film exchange. Five years later, Universal Film Co. named him exploitation manager for its Chicago territory, and in 1919, at the age of 24, he organized Filmack.

His first accounts were the Midwest, Terminal, and Piccadilly theatres, but he soon added Ascher Bros., Lubliner & Trinz, Selznick Pictures, Metro, Goldwyn (prior to formation of M-G-M), and others to a roster of film exhibitors that now stretches across the nation.

"If you've been in a movie theatre anywhere in the country within the past 30 years, you've seen a Filmack trailer," he boasts.

* * *

With the advent of TV, Irving Mack figured his backlog of experience qualified him to make titles for TV shows, as well as complete commercials. He launched a promotional campaign in the TV trade press and unloosed a barrage of his best sales letters.

One of his first TV accounts was KoolVent Awnings. He animated a series of still photographs of KoolVent's manufacturing process for its TV show over WBKB (TV) Chicago. The animation gave a feeling of action and motion to the stills by means of a special film process which he developed in his own laboratories. A one-minute commercial was produced for $45.

Using his efficient film trailer "assembly line," which operates day and night, he made a "roll-down" of 52 names and show titles for the opening and closing of a half-hour TV show for $25. A one-minute sound movie was produced for $150.

The list of TV producers using Filmack is growing as agencies and stations learn that Irving Mack's rapid techniques make it possible for them to buy his tricky film productions for less money than they can produce static cards or slides. Mr. Mack emphasizes, however, that he'll never tackle "big" TV productions.

Policy Explained

"We're not Cecil B. DeMilles. We're not Walt Disneys," he insists. "All we offer are high quality - low budget productions with extra quick service."

Mr. Mack and Belle Harris of Chicago were married 32 years ago. Their three sons—Joseph, 29; Bernard, 27; Donald, 23—saw action in World War II, and each was decorated with the Order of the Purple Heart. Each pursued different courses at college (Joseph at Loyola; Bernard and Donald at Northwestern) to prepare them for separate and distinct duties at the Filmack shop, where, their Dad hopes, they will one day "take over."

Mr. Mack, who represented *Film Daily* in Chicago for some time, is a familiar figure on Chicago's Wabash Ave. "film row," where he has spent most of his business career. He is a national representative of the Variety Club and holds memberships in the Tub Thumpers, Covenant Club of Chicago, Prudence Lodge of the A.F.A.M., and B'nai B'rith.

FCC FREEZE

Dr. DuMont Urges Action In WDTV (TV) Talk

LIFTING of the FCC freeze on TV to permit development of a "truly competitive television transmission system" on a nationwide basis was advocated by Dr. Allen B. DuMont, president of Allen B. DuMont Labs., in an address Tuesday at the first anniversary dinner of WDTV (TV) Pittsburgh (see TELEFILE, page 4).

Dr. DuMont was principal speaker at the dinner. Comdr. Mortimer W. Loewi, director of DuMont Television Network, welcomed dinner guests on behalf of the network, and Donald A. Stewart, WDTV general manager, on behalf of the station. Larry Israel, sales director, introduced speakers, including Herb Akerberg, CBS vice president in charge of station relations, and Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING.

The first and most important TV problem, Dr. DuMont said, is to provide more channels for black-and-white television so all major markets will be properly served. He cited Pittsburgh as "a prime example of the extreme necessity of settling quickly this problem of allocating new channels and issuing new construction permits." Of 58 markets having TV, 39 or 67% have only one station because of the freeze, he added.

By 1951, Dr. DuMont predicted, 25% of all Pittsburgh families will have TV sets despite the one-station limitation. Black - and - white should be allocated now, letting color come when it is "more completely perfected and when lasting standards of quality and performance can be adopted," he insisted.

Charging that the FCC is trying to cram color down the industry's throat, he said he believes "it will be 10 years before we can have a nationwide system of color television equal in quality, reliability and comparative cost to our present black-and-white system."

At a news conference Dr. DuMont predicted 75% of homes will have TV receivers within five or six years. He said WDTV hopes to have programs originating from local studios by autumn. The station will welcome TV competition in the city, he explained, because it will stimulate set sales and business.

PACKARD TV

Places Horton on ABC

PACKARD MOTOR CAR Co., Detroit, through Young & Rubicam, New York, will sponsor Edward Everett Horton in a half-hour TV show on ABC-TV starting March 23. This marks Packard's first use of television.

The production, as yet untitled, will have a mythical hotel for its setting. Rights have been acquired to all of Gordon Jenkins' compositions, including the musical vignettes, which will form a musical basis for the weekly telecasts. Mr. Horton will play the role of Hotel Manager. Monte Proser will be in charge of production.

ABC FILM PACE

'Crusade' To Show Profit

ABC's $400,000 film series *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book, may turn out to be a profitable venture for the network if it can continue to market the 26-week series at the present pace.

The series, first sponsored by *Time* magazine on its initial run, is now in its second run on a syndicated basis. More than 30 stations have bought it, 15 of which are running it sponsored. It is expected that the second run income will add $130,000 to ABC coffers.

ABC will have the right to a third run of the series. If it can duplicate the income of the present series, it was acknowledged by Ludwig Simmel, in charge of ABC cooperative sales, ABC will show a profit on this venture, which was regarded last May as the most ambitious film series made to date for television.

The film is being released to stations on a sustaining basis at 25% of their network rates and on a commercial basis at 50% of their national evening rates. The latter, depending on location, ranges anywhere from a low of $75 to a high of $1,000.

Mr. Simmel said that when *Crusade* was first offered as a syndicated series in December, sales were slow. Most purchases of the series came in during the past three weeks and are still coming in, he said.

TV PACKAGERS

Face Talent Problem

ONE of the biggest problems advertising agencies have experienced in dealing with television packagers is that the shows presented too frequently depend on talent that can't be delivered, Sylvan Taplinger of Kenyon & Eckhardt, last week told a meeting of the Television Writers Group in New York.

He cautioned writers against planning shows that depended on stage or screen stars whose contracts make television appearances impossible.

At the same time, he emphasized, a show idea without talent is seldom good enough to clinch a sale for an independent packager.

Because of the talent problem, he said, agencies prefer to deal with established package firms and the networks rather than with individual packages. However, a person with an exceptional idea who can not deliver the talent may sometimes sell his idea to an agency on a royalty basis, he said.

Irvin Paul Sulds, president of Irvin Paul Sulds Inc. and president of National Society of Television Producers, said that television is currently in an era of low-budget shows because of inadequate circulation to justify a sponsor's spending more. He looked to the lifting of the FCC freeze before circulation would expand.

Te-Ve



Drawn for TELECASTING by John Zeigler

"He always turns it off three minutes before the hockey game ends so as to not get caught in the crowd!"

NEW TV STUDIO

To Animate Video Films

BILL STURM Studios has been organized to produce art work and animation for television, commercial and educational motion pictures and slide films. It also will produce live action pictures.

The firm is comprised of Bill Sturm, Crestes Calpini and Albert D. Hecht. Office will be at 53 East 9th St., New York.

Mr. Sturm has worked at Max Fleischer Studios, Walt Disney, Fletcher Smith Studios and Loucks & Norling. Mr. Calpini, a former president of Screen Cartoonists Guild, worked at Famous Studios.

Mr. Hecht, a member of the production committee of the National Television Film Council, has been an account executive for such TV film accounts as Botany Mills, Lucky Strikes, Sheffield Dairies and others.

Telestatus

(Continued from Telecasting 6)

picture such programs as *Hopalong Cassidy*, seen Sunday afternoon with very little competition, and *Super Circus*, in a similar situation, appear high up in the rankings.

Washington's Top 10 television programs for the week of Jan. 8-15 are reported by ARB as follows:

1. Texaco Star Theatre	67.9
2. Hopalong Cassidy	51.1
3. Godfrey & Friends	47.1
4. Toast of the Town	46.3
5. Stop the Music	44.5
6. Super Circus	44.0
7. Amateur Hour	42.1
8. Frontier Theatre	*41.5
9. Fireside Theatre	40.6
10. Boxing (N. Y. Fri.)	38.4

* Mon. through Sat. average.

TELEVISION Workshop, sponsored by WMAL-TV Washington and American U., that city, currently being conducted for 15 weeks in station's studios. Enrollment is limited to 20 persons with radio or motion picture production experience. Course being conducted by Van Beuren W. DeVries, WMAL-TV producer.

Well! Well! Well!

LOOK WHO'S HERE! THE MOST-WELCOME GUEST HAS ARRIVED! THE PARTY CAN GET GOING GOOD NOW.

He's not a big high-pressure tycoon (50,000 W.), nor is he a loud-shouter (250 W.). He's just a guy everyone knows—and likes tremendously.

He's WKRC, dominating the evening field in Cincinnati.

HOOPER SHARE OF AUDIENCE NOV.-DEC.-1949
EVENING, SUN. THRU SAT., 6:00 P.M.-10:30 P.M.

Sets-In Use	Sta. A	Sta. B	WKRC	Sta. C	Sta. D	Sta. E	Sta. F	FM-TV Others
37.4	9.2	8.0	25.1	22.6	Day Only	9.9	Day Only	25.1

What about TELEVISION?

Hasn't made a bit of difference. Though tee-vee has grown by leaps and bounds in Cincinnati, WKRC continues to grow, to attract more listeners every day.

Yes, it's no wonder Cincinnatians are saying: *"More of our friends and neighbors listen to WKRC than to any other Cincinnati radio station."*

WKRC

CBS IN CINCINNATI

Nationally Represented by the KATZ AGENCY

Radio Cincinnati Inc. WKRC(AM) . . . WKRC(TV) . . . WCTS(FM)

Affiliated With Cincinnati Times-Star



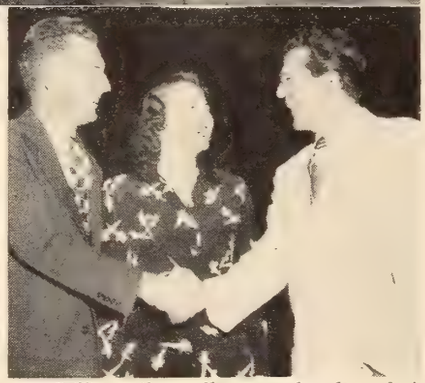
On the dotted line . . . . .

PARTICIPATING in presentation of a Ford franchise to Detroit's Walker Motors, telecast on Walker-sponsored WXYZ-TV wrestling show, are (l to r), Gil Schaefer, pres., and Tom Walker, v. p., Walker; Larry Doyle, Ford regional sales mgr.; Eric Williamson, Ford Detroit asst. sales mgr.

PLACING Greater Boston Pontiac Dealers Assn. sponsorship of Roller Derby on WNAC-TV Boston are, seated (l to r) Linus Travers, WNAC-TV v. p.; Latham Clark, N. E. Pontiac mgr.; Dudley Talbot, pres., Greater Boston Pontiac Dealers; standing, George Steffy, WNAC-TV, Wm. J. Small, Small Agency.







GREATER Cincinnati Ford Dealers contract for a variety program on Crosley Corp. outlet WLWT(TV) Cincinnati. Seated (l to r): Daniel Bauer, Lou Bauer Inc.; Samuel M. Levy, Ford Dealer. Standing: James Davidson, Fuller Automobile Co.; Bill McCluskey, WLWT; Jack Lester, Ford Co.

IT'S smiles all around after hair stylist J. Baldi (r) contracts to continue for another 26 weeks his participating spots on the Gibson & Pierce *Holiday House* program over WTVJ (TV) Miami, Fla. Congratulating him are Alex Gibson (l) and Jackie Pierce, stars of the show.

COMPLETING contract for Pilot Life Insurance Co. sponsorship of *Crusade in Europe* on WFMY-TV Greensboro, N. C., for 26 weeks are Norman Gittleson (l), WFMY-TV account executive, and C. R. Andrews, Pilot advertising manager. Contract became effective Jan. 12.

TO Ald De Dominicis (l), secretary-treasurer of WNHC-TV New Haven, Conn., goes the distinction of being the first to complete arrangements for an NBC television affiliation contract for 1950. The ceremony is witnessed by E. B. Lyford of NBC-TV stations relations department.





COLLEGE TV STUDIO

WSYR-TV To Transmit Syracuse U. Programs

OWNING and operating its own TV studio, with programs to be transmitted by WSYR-TV Syracuse, Syracuse U. is entering the field of television, Chancellor William P. Tolley announced Saturday. Studio construction is slated to begin shortly on the Syracuse U. campus.

Syracuse U., Chancellor Tolley pointed out, becomes the first institution of higher learning to embark on a full-scale cooperative venture in television training and programming. He said the university is making extensive plans for the development of TV in the fields of adult education and public service programming, training of personnel and research.

Planned 10 Years

Chancellor Tolley said that TV at Syracuse U., planned for 10 years, has been made possible through funds held in reserve for the purpose by the university for many years and through WSYR-TV which has offered its transmitter for telecasting university programs. About four years ago, he stated, WSYR-TVgranted funds to the university for television research. The station also will finance the link to its transmitter and will defray a portion of the costs of studio operation.

Citing the cooperation between a commercial television station and a large urban university, Dean Bartlett of Syracuse U. said: "We believe that the plans that have been drawn for television at Syracuse U. are among the most significant developments of what promises to be the most vital area of mass communication."

Programs of the university will originate in its present Studio "A" and will go by coaxial cable and relay to the WSYR-TV transmitter at Sentinel Heights. Beginning March 1, Prof. Kenneth G. Bartlett, director of the radio-television center, expects to broadcast a minimum of three hours of live talent programs each week from the studios.

Commenting on the school's plans, Col. Harry C. Wilder, president of WSYR-AM-FM-TV, said: "For many years the support of WSYR for the AM and FM educational broadcasting of the radio center at Syracuse U. has been recognized in industry and educational circles as a pioneering example of the mutual benefits commercial broadcasters and educational institutions can and should gain by close and friendly association.

"Just as we have taken pride in our small part in the development of Syracuse U.'s radio center under Chancellor Tolley and Dean Bartlett into the outstanding educational radio center in the nation, so we are glad to move on into this great, new field of television with so progressive and vigorous an educational institution."

Facilities will include a three-camera chain and film camera although use of film will be chiefly incidental to the live programs. Arrangements also are being made for the pick-up of remote events from various strategic campus locations such as the stadium and lecture and concert auditoriums.

PROGRAM TAGS

Asks FCC To Require Notice

FCC WAS ASKED last week to require television stations to announce at the beginning of each program whether it is (a) live, (b) film, or (c) kinescope recording. The request came in a letter from Charles W. Curran of New York, who said he was not employed in television but was writing as a "television viewer."

He said the quality of each type of origination varies, with "kinescoping being about one-third as satisfactory as live programming." If viewers were told in advance what type each program would be, then needless adjustment of sets might be reduced, he said. The change he requested would involve amendment of Sec. 3.688 of FCC's Rules, dealing with "mechanical reproductions."

WHAT BASIC MARKETING FACTOR is used by radio and TV manufacturers?

Every single one of the five largest producers of radio and tv sets uses—as a basic marketing factor—"% of U.S.A. Potential" from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

WOR-TV Weather Aids

WOR-TV New York, which has installed a thermometer and wind velocity indicator on its 810-foot tower in North Bergen, N. J., at a point 1,000 feet above the Hudson River, has started furnishing weather information to the New York Weather Bureau. The WOR-TV installation is the highest point from which the New York Weather Bureau will receive regular official reports.

'PETRY SET'

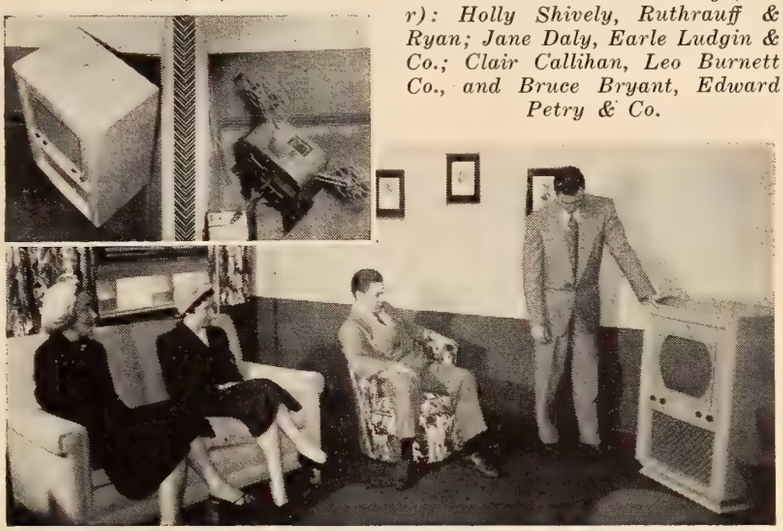
Clients See Films On Screen

WHAT LOOKS LIKE a custom-made TV set in the recently opened television clients' room at Edward Petry & Co.'s Chicago office is not a set at all. The blonde mahogany cabinet, with "built-in" speaker, is a device for showing, in their natural setting, films destined for commercial TV.

Hidden in a small room adjacent to Petry's plush television lounge, in the Wrigley Bldg., is a Bell & Howell 16mm sound motion picture projector which flashes its picture on the special rear projection screen of the "TV set" through use of a mirror in a small porthole in the separating wall.

The novel way of presenting TV advertising to agencies and prospective advertisers was developed by Chicago executives of the radio and television station representative firm after they discovered that advertisers have difficulty in visualizing TV programs and announcements, and that the company itself has trouble in presenting a clear enough description to push through sales.

* * *



At left is a photo diagram of the projector located behind the wall and the viewing set. At bottom, a simulated television showing is viewed in the clients' room by (l to r): Holly Shively, Ruthrauff & Ryan; Jane Daly, Earle Ludgin & Co.; Clair Callihan, Leo Burnett Co., and Bruce Bryant, Edward Petry & Co.

Heretofore, the only way an advertiser was able to see in advance what film programs or announcements he was buying — as they would look when actually telecast— was to arrange a viewing at a TV station off the monitor line at a time when the station was not on the air.

Several Chicago agencies already have brought clients to the Petry viewing room, and the company is urging all those interested in commercial TV to make use of this so-called "simulated television" as a spur to sales.

Equipment Explained

In addition to the projector, equipment behind the "Petry set" includes a splicer, 16-inch turntable, microphone, slide projector, and tape recorder, thus enabling the company to simulate any type of telecasting—live voice behind film or slide, wax behind film or slide, etc. The "mike" assembly also permits ad-lib interpolations through the loud speaker while a film is being shown.

The Petry firm plans to have a similar installation in its new headquarters on the top floor of 488 Madison Ave., New York, expected to be ready in March, and eventually identical set-ups in all of its eight offices.

RELAY LICENSES

Renewals to Crosley, Philco

EXTENSION of licenses to April 1 was given by FCC last week to two experimental TV relays used by Crosley Broadcasting Corp. and 10 similar relays used by Philco Television Broadcasting Corp. But both firms were informed that in the future they will have to prove common carrier facilities are inadequate.

Crosley uses the relays to interconnect its WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, while Philco uses its relays between New York and Philadelphia in connection with its WPTZ (TV) in the latter city.

FCC pointed out that this policy was consistent with that announced in the overall television interconnection and rates proceeding which has been underway for more than a year. The Commission ruled in late December that AT&T by March 1 must allow interconnection of its inter-city TV relay facilities with those of private telecasters until the FCC finds that the common carriers have ample facilities to fill this need [TELECASTING, Dec. 26, 1949].

Denies Three Others

Meanwhile, last week FCC denied license renewal to three other experimental TV stations owned by Philco because they are operating in the commercial TV band on 204-216 mc and Philco "has had ample time to apply for frequencies allocated for TV auxiliary broadcast stations." The Commission also denied further temporary extension of license beyond March 1 to Don Lee Broadcasting System for its experimental TV station KM2XBA (formerly W6XDU) Los Angeles because Don Lee, "despite notifications, has not sought removal to a properly allocated band from its present frequency 310-318 mc."

Regarding its policy on experimental television relays, FCC told Crosley and Philco:

As you may be aware, in its report of Feb. 20, 1948, in Docket 6651, the Commission announced its policy of authorizing intercity television relaying by microwave relay for operation by television broadcasters only until such time as common carriers have adequate intercity television relay facilities available to meet the needs of broadcasters for intercity television transmission services. This policy was recently restated by the Commission in its report issued on Dec. 23, 1949, in Docket 8963 * * * * * *. In the latter report the Commission stated that it would maintain a continuing review of such authorizations with a view to termination thereof upon the availability of adequate common carrier facilities. It was noted in this regard that consideration would be given to the opportunity broadcasters may have had to amortize their investment in such facilities.

In order that the Commission may effectuate the above policy it will be necessary for all applicants for authority to operate intercity television relay stations and for renewal of such authorizations to obtain and furnish the Commission full information with respect to the ability of common carriers in the area involved to meet the requirements for intercity television transmission services which the operation of the television relay stations in question is designed to meet. Such requirements should be presented to the appropriate common carriers in writing together with a request for a statement with respect to the ability of such common carriers to provide the required service. Copies of all such correspondence, including the replies received from the common carriers and any comments which the applicant may wish to make in the matter should be forwarded to the Commission at the earliest practicable date.

1950 **January 30** 1950

Call Frazier & Peter re: Solution to sales problems

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

BASEBALL TV

Eastside Buys in West

LOS ANGELES Brewing Co., Los Angeles (Eastside Beer), through Lockwood-Shackelford Adv., that city, will sponsor half this season's telecasts of both the Los Angeles Angels and Hollywood All-Stars home baseball games on KFI-TV and KLAC-TV, respectively. Both are Los Angeles stations.

Sponsorship cost for the alternating games on KLAC-TV is $60,000, with KFI-TV price reported as between $40-45,000.

Langendorf United Bakeries, San Francisco, through Biow Co., that city, is paying $42,500 to sponsor half the AM broadcasts on an alternating games basis on KLAC starting March 28.

THEATRE VIDEO

Planning Unit Underway

NATHAN L. HALPERN, television consultant to Fabian Theatres, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres in charge of television activities, have been named co-chairmen of the theatre television planning committee of the Theatre Owners of America.

In their new posts, Messrs. Halpern and O'Brien will direct and coordinate the preparations among film exhibitors for the forthcoming theatre television channel hearings before the FCC. Marcus Cohn, TOA television counsel, will work closely with the two co-chairmen.

Best Buy In Booming TV Market . . .

With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLW - Television stations (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.

WLW-TELEVISION

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

PHONEVISION

McDonald Answers Storer

THE public is willing to pay for "good movies on television," Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week wrote George B. Storer, president of the Fort Industry stations. Mr. Storer had suggested Comdr. McDonald was performing a disservice to TV and the public by advocating Phonevision [TELECASTING, Jan. 23].

"Your Jan. 11 letter reminds me of the movie producers of 1925 who ridiculed and resisted the advent of talking pictures, and were later bailed out of depression and led to new heights of prosperity by the very talkies they had derided," Comdr. McDonald wrote.



Mr. McDonald

"We have never told anybody that he should not go into television because it is going to cost him too much money, nor have we ever suggested that Phonevision is going to make the public pay for television programs which they now receive free.

"On the contrary, we have made every effort to have broadcasters and the public understand that Phonevision is a supplementary service, just as phonograph records are to phonograph radio combinations, except, that it is going to increase broadcasters' revenues instead of cutting into their audience as do phonograph records played at home.

Support Factor

"You know as well as I that the public will pay for anything that it wants, and you also know that if television is to depend entirely upon advertisers for support it can never present first-run movies and many other high-cost entertainment features.

"You also know that the public wants to see good movies on television, and you should know, if you don't, that in survey after survey the public has indicated its willingness — nay, eagerness — to pay for seeing them.

"You say that your television stations are earning a modest profit. Congratulations! FCC reports that last year television broadcasters lost $15,000,000, and it is no secret that losses from television have in many cases sharply reduced or erased entirely the profits from highly successful AM operations.

"The fact is that nobody, until very recently, had thought to make a study of what television is actually going to cost. I am indebted to Senator Wheeler for sending me a copy of the first study of this type I have seen. It is titled 'Television' and was prepared by the Faught Co. of New York. If you wish, I shall gladly send you a copy."

Comdr. McDonald said Phonevision would provide revenue TV broadcasters badly need—a return "always greater than the sale of the same amount of time to advertisers." It would provide means to expand TV into areas that can't support stations today, he said.

CHRYSLER SHOW

Strike Slows TV Debut

CHRYSLER CORP. (Dodge Motor Div.), Detroit, through Ruthrauff & Ryan, New York, is considering sponsorship of an hour-long TV show called *Make A Hit With America* which it was hoping to put on in April. The current strike in Detroit may delay the starting date.

The program itself will combine the American National Theatre Academy package with another owned by Martin Gosch called *Make A Hit With America*. The program will be a variety show and will use the stars of ANTA.

The agency is looking for a Sunday spot on one of three networks, NBC, CBS & ABC, so that performers in current Broadway vehicles can appear on the television show.



Howdy Doody Patent

HOWDY DOODY, freckle faced puppet star of the NBC Television Network, is now No. 156,687 in the U. S. Patent Office—one of the first video characters to be patented. According to the patent, he is designed by Robert Y. Allen, Pacific Palisades, Calif., and Melvin Shaw, Beverly Hills, Calif., assignors of the patent to NBC.

WORLD MARKET

RMA To Show American Units

FIRST U. S. effort to gain an international market for TV sets and equipment was taken last week when Radio Mfrs. Assn., at State Dept. request, named industry committees to arrange a demonstration of American TV between March 27 and April 7.

RMA will conduct the demonstration for a group of European experts comprising Study Group 11 of the International Radio Consultative Committee (CCIR). This committee met last July in Zurich, Switzerland, to consider international television standards. RMA and several U. S. manufacturers were represented. The State Dept. asked Group 11 to inspect U. S. television in operation.

Nations in the group are Austria, Belgium, Czechoslovakia, Denmark, France, Hungary, Italy, The Netherlands, Sweden, Switzerland, United Kingdom, Yugoslovia and United States. French and Dutch demonstrations will be held April 20-25 in Paris and Eindhoven, with a British demonstration April 27-May 4 in London.

RMA last week recommended membership of a host committee and administrative subcommittee, to be named by the State Dept. It appointed a technical subcommittee under Dr. W. R. G. Baker, General Electric Co. and RMA Engineering Dept. director. The technical group will meet tomorrow (Tuesday) at IRE headquarters in New York.

Willard L. Thorp, Assistant Secretary of State, said in a letter to RMA President Raymond C. Cosgrove that certain foreign nations are trying to obtain approval of TV standards differing materially from the U. S. standards. "It is hoped by the contemplated tests," he said, "to demonstrate the effectiveness of U. S. standards. Certainly, the formalization of standards which are not compatible with U. S. standards, even though designed for the European region only, would produce a most unfortunate influence in Latin America and might cause considerable delay in the establishment of satisfactory international standards for the Western Hemisphere."

HITS FREEZE

Hollywood Group Asks Action

PROTESTING further continuance of FCC's television freeze as "definitely not in the public interest," the Society of Television Engineers, Hollywood, has called upon FCC Chairman Wayne Coy for action.

Written by Camerson Pierce, STE president and technical operations supervisor of KECA-TV Hollywood, the communication, dated Jan. 19, cited six major reasons for a thaw:

1. The original intent of the "freeze" was to allow time to re-study the VHF allocation problem. Ample time has already elapsed for this study, and we believe the Commission now has in its possession adequate facts to readily permit this reallocation of the VHF band.

2. The UHF band can be allocated immediately or later but the VHF channels can be allocated now with due regard to UHF allocation problems. Our group feels that insofar as possible VHF and UHF channels should not be allocated to the same service area. It is recognized that this ideal cannot be realized completely. Again, however, there are enough facts to establish immediately the VHF allocation.

3. The public interest is being directly damaged by the "freeze" because many people who want TV now cannot obtain this excellent and educational entertainment medium. Many areas have no service and cannot obtain it as long as the "freeze" persists. Certain areas are served by one station only, limiting the program quality and service available to viewers in these areas. Further it is not apparent why the "freeze" was not terminated long ago for the West where serious allocation difficulties do not exist.

4. The "freeze" is preventing the establishment of true television networks both on an interconnected and non-interconnected basis. Networks need affiliates in order to establish better programs and to improve their service to the public.

5. The arbitrary limitation on the growth of television artificially limits the producton of television receivers in the country and consequently slows down the improvements in design which higher and higher production automatically contributes to a product such as a television receiver. Not only are improvements in design held back, but price reductions dependent on high production are retarded. This is definitely against the public interest.

6. The color problem has really been made a part of the allocation study, and it is, in our opinion, wrong to continue the intermingling of these two problems. It is agreed that a compatible color television system is needed. Therefore, color should no longer hold up the progress of black and white television by the artificial retarding effect of the freeze. The public is being confused and not helped by the many press releases which are continually emanating from Washington on color. This complicated and confusing subject should not be allowed to extend the "freeze" when the latter was originally imposed not because of color television considerations, but for very different reasons. As pointed out previously, the information needed to settle the original problems of the "freeze" is now available and definitely should be used.

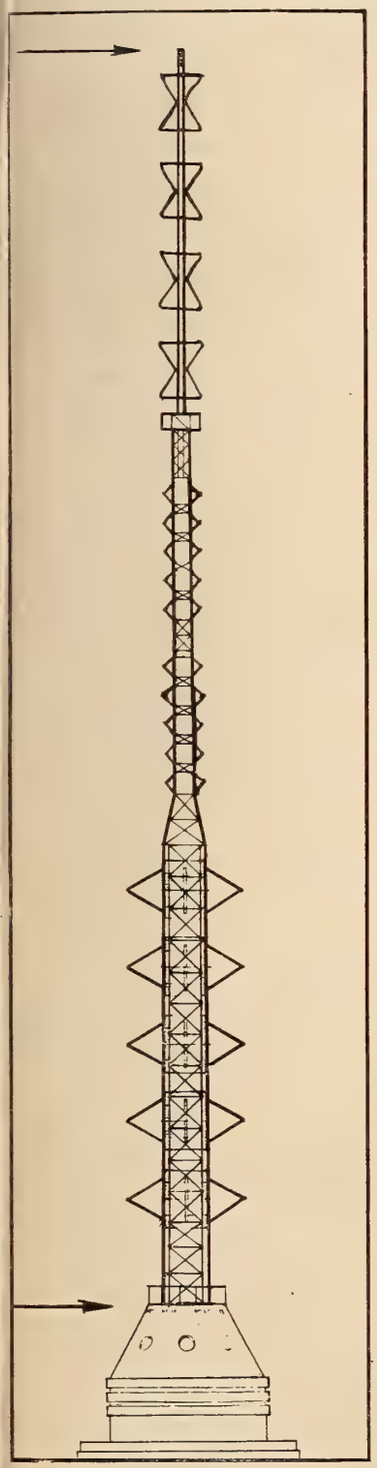
EMPIRE STATE

Multiple-Use Tower To Be Built

TELEVISION will add another 199 feet to the world's tallest building, the Empire State Bldg. in New York, when a multiple-use video tower is installed later this year. The structure will provide New York telecasters with the highest telecasting transmission point along the Atlantic Seaboard.

Announcement of the alteration in New York's skyline was made last Monday by Joseph H. McConnell, president of NBC, and Lt. Gen. Hugh A. Drum, president of Empire State Inc.

Gen. Drum's organization will finance the addition, which, at a cost estimated at half a million dollars, will be the first major alteration to the building since it was opened in 1931.



IN this architect's visualization of the proposed Empire State Bldg. tower, the lower arrow indicates 1,300 feet above sea level; the upper arrow, 1,499 feet.

The tower will be an integral part of the building's structural frame and bring the height of the Empire State to 1,499 feet above sea level or 1,449 feet above the street.

It will afford space for simultaneous transmission by NBC, ABC and such other telecasters who wish to lease facilities from Empire State. WJZ-TV, ABC's New York station, the first new tenant, will move into the new location from its present Hotel Pierre site in a matter of days, it was announced by Mark Woods, vice chairman of the ABC board. WPIX (TV) and WABD (TV) are negotiating to join WJZ-TV as new tenants.

WNBT (TV), NBC's New York station, will continue at the location.

Use of the building as a video transmission point started in 1931, when the late Gov. Alfred E. Smith, then president of the building, and Gen. David Sarnoff, RCA board chairman, concluded an arrangement enabling NBC to have an exclusive lease for TV transmission from the site.

NBC's Franchise

NBC continued to enjoy that exclusive franchise until expiration of the lease last year. Consideration was then given to opening the site as a common transmission point for several stations on a share-the-cost basis.

Main advantages spoken for the common location are its height and centralized character. The height is a vital factor in clarity and range of television vision. Centralization of transmitters of several telecasters at one site is regarded as important because it will make it possible for all local video receivers to be oriented to one location for all stations using the tower.

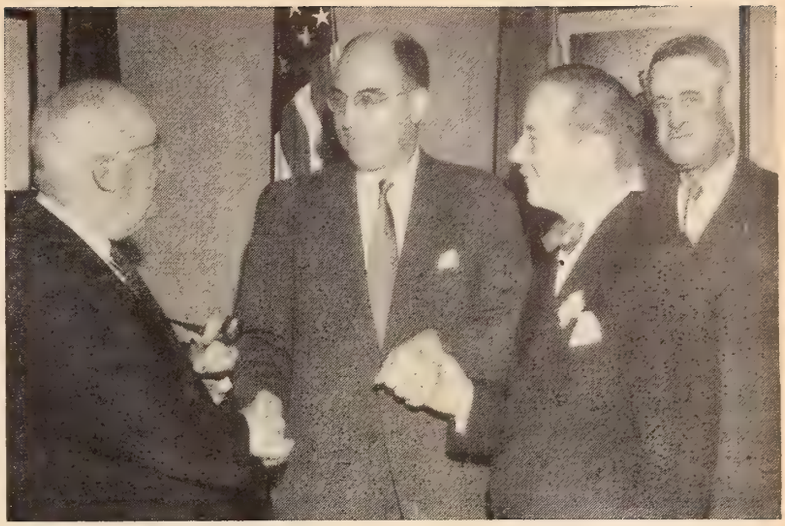
Actual construction is expected to take seven to eight months, including dismantling of the present 61-foot antenna used by WNBT since 1946. WNBT service will not be interrupted in the interim as it has installed a temporary antenna.

Design of the new structure and antennae will be supervised by a committee consisting of O. B. Hanson, vice president and chief engineer for NBC, and Dr. Frank G. Kear, of the engineering firm of Kear & Kennedy, Washington, D. C., which represents Empire State. Consultants to the committee will be the firm of Shreve, Lamb & Harmon, architects who designed the building, and Starrett Bros. & Eken who constructed it.

ABC meanwhile announced that the 26-block move from its Hotel Pierre transmission point to Empire State will require little or no changes or adjustments of receiving set antennae.

Its WJZ-TV will begin operations with a single element super-turnstile antenna from the building until a new specially designed antenna is delivered. The new job will have a diameter of 14 feet and will consist of a number of individually connected antenna segments.

ABC also has leased 3,200 square feet of space on the 85th floor of Empire State, where the network engineers already have completed the necessary wiring, duct work and transmission line installations, so when the temporary transmitter makes its mile-and-a-quarter journey it will be ready for connection.



COMPLETING arrangements for new TV antenna atop the Empire State Bldg. are (l to r): Gen. Drum, Mr. McConnell, Mr. Woods and Lt. Gen. Cornelius Wickersham, attorney for Empire State Inc.

REED NAMED

To NBC-TV Sales Post

FRANK J. REED, with NBC since 1934 except for war service, has been named manager of the network's recently created television sales department.

Under Mr. Reed will be three units: Special service, headed by Mary Alcombrach; traffic, headed by Hamish McIntosh, and financial, headed by John J. Weir.

CBS WARDROBERS

Unit Votes for IATSE Local

TELEVISION wardrobe attendants at CBS voted last week in an NLRB election to make IATSE Local 764 their bargaining agent. Simultaneously, CBS make-up artists and hair stylists voted for IATSE Local 798.

Negotiations are expected to begin for the groups after an election for wardrobe attendants at NBC. At NBC, make-up artists and hair stylists already have voted for Local 798.

WHAS-TV Gets GE Unit

GENERAL ELECTRIC Co. has shipped a 12-bay superturnstile television antenna to WHAS-TV Louisville, the company has announced. This is the second such giant antenna to be manufactured by GE within the past few months. KRLD-TV Dallas, GE said, recently installed one of the largest low-band antenna ever built—a six-bay GE unit. Other GE equipment supplied the station includes a 5 kw channel transmitter, two film channels, two 16mm projectors and miscellaneous studio equipment.

WHEN TEST CITIES ARE PICKED, where do agencies get basic data?

Mr. Barrett Welsh, Research Director of Foote, Cone & Belding gives the standard answer among agency men: "Any time we need current market information for the selection of test cities, we refer to—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Film Report

GILFORD-SCHLICTER Productions has been formed in Hollywood by **Max Gilford** and **Karl Schlicter** for production of TV film shows. . . . **Mysterioso Blatz**, animated beer bottle that turns into magician and performs feats of magic, is feature of new one-minute TV spot produced by **Sarra Inc.**, for **Kastor, Farrell, Chesley & Clifford**, New York. Ninth in series for **Blatz Brewing Co.**, Milwaukee, spot was created and photographed by **Red Cox** and **Robert Jenness** of Sarra's New York office.

Robert J. Enders Advertising, Washington, D. C., has named **Robert L. Friend** as film director. Appointment was made in conjunction with expansion of completely equipped film department within agency. Enders agency now is able to produce film quickly and clients placing spot announcements can be supplied with new and different material each week, according to Robert J. Enders, president.

Bernard Howard, former owner of Howard Radio Productions, Chicago, named sales manager of **Filmack Film Trailer Corp.**'s newly-expanded TV production department, same city. Mr. Howard was creator of *Name the Movie* on ABC. . . . Telephone number of **Fran Harris Productions**, new TV firm in Hollywood, is Gladstone 5781. . . . **Dr. Raimundo A. Molina** of Venezuelan Film Action Committee, presently in U. S. for editing conference with **Princeton Film Center**, Princeton, N. J., producers of series, *Venezuela on the March*, to be released to Venezuelan theatres this year.

Commonwealth Film & Television Inc., New York, has acquired 18 feature films for television release, including "I Cover the Waterfront," "Transatlantic Merry-Go-Round," starring Jack Benny, and "Red Salute." . . . **Kling Studios**, Chicago, is completing two 20-second spots for **Chicago Electric Assn.** Recent business includes production of two one-minute and one 20-second commercial for **Chicago Western Corp.** (Pinafore Chicken); three for **Orange Crush Co.**, Chicago (Old Colony ginger-ale); spots for **Standard Oil of Indiana** and **Magnavox**; six-second station break for **Consolidated Royal Chemical Co.**, Chicago (Krank's shaving cream). Agency for Consolidated is **Ruthrauff & Ryan** same city.

Alexander Film Co., Colorado Springs, Col., held annual mid-winter sales convention early in January. Rapid development of TV and vast market created in past year for short length advertising films was discussed. Film company says it is currently supplying some 24,000 advertisers throughout country.

KDYL-TV and **KSL-TV** Salt Lake City signed by local **Sears-Roebuck & Co.** store to telecast series of 13 one-minute commercials prepared by **Mercury International**, Laguna Beach, Calif. Series being made available to Sears stores in Chicago, Detroit and Cleveland. Agency: **Mayers Co.**, Los Angeles. New TV film series production is planned for early this year for department store.

United Productions of America, Burbank, Calif., has opened eastern division of firm in New York at 521 Fifth Ave. According to **Stephen Bosustow**, president, new offices are part of firm's long-term expansion plans. **Edward L. Gershmann**, formerly business and production manager is vice president in charge of new division. Elaborate studio addition for Burbank headquarters at 4440 Lakeside Drive is planned early in spring.

'FLOATING' STUDIO
WGN-TV Opens New Unit

A "FLOATING" television studio 34 feet wide, 50 feet long and 22 feet high has been opened by WGN-TV, *The Chicago Tribune* video station, in the new WGN Bldg. adjacent to Tribune Tower. The studio is one of three exclusively TV units which eventually will be used in the new building. WGN announces that its main Studio 1A, scene of *Chicago Theatre of the Air* productions, with a seating capacity of 400, will be closed Feb. 5 for TV modifications also.

The new floating unit rests on rubber bags inflated with air and is separated at walls and ceiling from the building proper by a two-inch air gap. A unique feature is an encircling catwalk 15 feet from the floor, where high scenery sets and spotlights are anchored. This releases floor space for other uses.

CHICAGO COUNCIL
More TV Channels Asked

CHICAGO City Council has adopted a resolution petitioning the FCC to allot the remaining three of the city's established seven channels [CLOSED CIRCUIT, Jan. 23]. The council is attempting to strengthen Chicago's position as a creative video center.

Chicago now has four stations—WNBQ (TV) (NBC) WENR-TV (ABC) WGN-TV (*Chicago Tribune*, DuMont) and WBKB (TV) (Balaban and Katz, CBS). Final action on the long-proposed resolution was taken at the last regular council meeting Jan. 20.

COLOR SYSTEMS
AIEE, IRE Hear Goldmark

TECHNICAL, detailed description of the three principal systems proposed for color television was given last Tuesday in Washington by Dr. Peter C. Goldmark, inventor of CBS' field sequential system, before a joint meeting of local chapters of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Audience of 1,500 packed the Commerce Dept. Auditorium where FCC's color TV hearing has been conducted.



Dr. Goldmark

Following the lecture, CBS demonstrated its color TV to the group with a special showing at the Walker Bldg., site of Columbia's public demonstrations during the past month [TELECASTING, Jan. 16]. Dr. Goldmark explained differences between the CBS system and those of RCA and Color Television Inc. He was introduced by Dixon Lewis, chairman of the Washington AIEE chapter, and Harry Wells, chairman of the Washington IRE chapter.

HR&P APPOINTED
Will Represent WDAF-TV

KANSAS CITY STAR Co. has announced apopintment of Harrington, Righter & Parsons Inc., New York, as exclusive national representatives for WDAF-TV Kansas City, Mo., effective Feb. 20. Edward Petry & Co. will continue to represent paper's WDAF (AM).

Dean Fitzer, general manager of WDAF-TV, stated it was the considered opinion of his company that the station's television interests were best served by a representative devoted exclusively to television. The HR&P firm also represents the following television stations: WAAM (TV) Baltimore, WBEN-TV Buffalo, WFMY-TV Greensboro, N. C., and WTMJ-TV Milwaukee.

WANTS 'TRUTH'
Cohen Ad Seeks Color Facts

THE TELEVISION industry was asked last week by I. T. Cohen Advertising Agency, Washington, to "tell the public the truth" about color television. The appeal was contained in advertisements appearing in the capital city's daily newspapers.

Entitled "Color Television . . . When?", the two-column wide and 15½-inch deep advertisement urged the creation of an "unbiased board" including in its membership "all major television manufacturers and a representation of leading distributors and retailers, as well as telecasters themselves" to tell the "truth" about color TV.

The ad, which the agency claimed was published in the "interest of the television industry," explained the "truth" about color TV to be:

That color will some day come to home television screens, just as it came eventually to movie screens; that general transmission of color television will not come this year or next, but is something for the future; that, until color does come, viewers may enjoy black-on-white television with ever-increasing enjoyment; and that, when color television seems near, the people will receive ample notice and all the facts.

Mr. Cohen told TELECASTING that the advertisements' expense was borne by the agency as "our contribution to the television industry." He said placement of the ads was the agency's "own idea" and in the interest and "protection" of those who have invested money in video and for those set owners who have purchased black-and-white receivers. Mr. Cohen said that since the agency handles accounts within the industry, it decided "a statement should be made to the people on whether color TV is here. The public is entitled to true facts." Part of the agency's campaign, Mr. Cohen said, will be to evaluate comments from manufacturers "to see if the ads have any effect." Other advertisements dealing with television will be placed from time to time, he said.

EVENING course in principles and procedures of television will be offered by St. Louis U., St. Louis, beginning Feb. 8.

MEDIA ASSOCIATIONS AGREE on what standard measuring stick for local market potentials?

The Bureau of Advertising, A.N.P.A., the National Association of Broadcasters, Broadcast Measurement Bureau, Magazine Advertising Bureau, National Association of Transportation Advertisers, and the Traffic Audit Bureau all *get their basic figures on local markets from the same marketing guide—*

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

TV FILM & PRODUCTION SERVICES

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

Save Time! Save Money!
Low Cost High Powered

FILM COMMERCIALS

"Finest in Film Since 1937"

LABORATORY

FAST 72 HR. SERVICE!

WALNUT 2164

FILM ASSOCIATES, INC.

440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:
Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

TELEFILM, INC.

COMPLETE FILM PRODUCTION

FOR

TV SPOTS-PROGRAMS

All Production Steps
In One Organization

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs available; features, new- Complete film programs eities, sports, science

WRITE . . . WIRE . . . PHONE . . .
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1445 PARK AVENUE
NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Another successful start with DUMONT

KPHO-TV

PHOENIX, ARIZONA

Channel 5

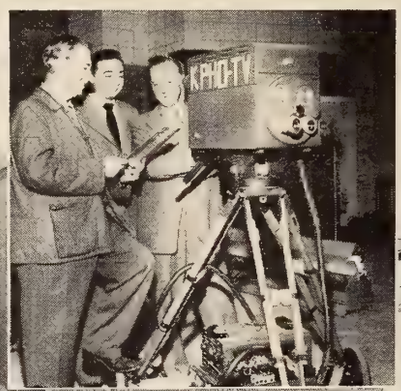
EFFECTIVE POWER:
17.5 KW Visual
8.7 KW Aural

Commencing commercial operation on December 4, 1949, KPHO-TV has joined the ever-increasing ranks of Du Mont-equipped television stations. With its Du Mont equipment, this station is assured of lowest operating costs, finest transmission, and the all-important advantage of being able to expand its facilities in perfect step with its economic progress. Welcome KPHO-TV of Phoenix, Ariz.!

When you are ready for TV broadcasting, investigate Du Mont first! Then compare!

©ALLEN B. DU MONT LABORATORIES, INC.





DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Programs



SHORTLY after news broke of $1,500,000 robbery at Brinks Inc., Boston, Chick Morris, director of special events for WBZ Boston, was on scene. Portable recorder was set up outside vault from which money was taken and with aid of Police Commissioner Thomas Sullivan, Mr. Morris was able to give factual and color ad-libbing from scene. Coverage by WBZ began late Tuesday night (Jan. 17) with telephone recorded interview by Mr. Morris with reporter speaking directly from Brinks. Recording was aired immediately on several WBZ newscasts.

School-Age Children

SUCCESSOR to popular series, *Understanding Our Children*, conducted by WQQW Washington, last year, is new series, *Understanding Our School-Age Children*. Thirteen weekly programs will deal with child guidance and development of age group, 6-12. Show will be aired Wednesday, 2-2:30 p. m., beginning Feb. 8. Studio audience is admitted by ticket only, price for series being $10. Money is donated to CARE. After talks by leading child guidance experts in area, audience may ask questions. Producer and moderator is Amalie Sharfman.

Sports Figures

SPECIAL show conducted by Tom Manning, sports director of WTAM Cleveland, featured headliners in practically every important spectator sport. Called *Sports . . . 1950*, participants told listeners what to expect in sports during year. Speakers and fields they represent were: Ellis Ryan, president of Cleveland Indians, and Hank Greenberg, general manager, for baseball; President Bud Rand and General Manager G. M. Hendy of local arena; Al Sutphin, basketball; Jack Ganson, wrestling; Earl Linz, bowling; W. T. Duggan, amateur baseball; Ollie Downs, amateur boxing; Larry Atkins, pro boxing; Paul Brown and Dan Sherby of Cleveland Browns, football, and Dick Whitmore, golf.

New Department

COMPLETE mobile equipment has been set aside for instant use in case of special news breaks by WTAG-AM-FM Worcester, Mass. New special events department is headed by Announcer Jim Watson. Department is set up to cover news by tape recordings, transcriptions, short wave through mobile unit, direct wire, telephone to studio, written accounts and Mr. Watson's personal reporting. Station has announced that news obtained by this department will be used on first local show aired after event takes place.

Radio Education Goes TV

COURSE in study of contemporary American fiction, currently being carried by WAVE Louisville, Ky., with cooperation of U. of Louisville, extended to WAVE-TV, reportedly first time regular university course has been telecast for credit. Same technique is used in telecasts as was featured in broadcasts with additional emphasis placed on panel of visiting authors. Handbook to aid in following course is available from university.

Transcribed Speech

INFORMAL half-hour address by Kenneth De Courcey, British intelligence expert, was secured on transcription for program on WIBC Indianapolis. Speech, in which Mr. De Courcey warned that Russia is preparing for atomic war in 1952, was heard by Richard M. Fairbanks, WIBC president. He persuaded Mr. De Courcey to make transcription and aired it over station. Many requests were received for repeat broadcast. Stations desiring copies of transcription are invited to contact WIBC which is currently negotiating for series of talks by Mr. De Courcey.

Daily Double

RADIO version of Bingo, with winner on every program, is now aired twice daily on WWDC Washington. Called *Musical Tune-O*, show is m.c.'d by disc jockey Milton Q. Ford and "Richard," a talking parrot. Ed Stern, WWDC assistant program director, produces. Three local business firms, with 14 retail outlets, distribute cards used in game. Participating sponsors are Phillips Radio and Television Co., Ross Jewelers Inc. and E. D. Edwards Shoe Stores. Two-hundred-and-fifty well-known tunes, each with number, are listed on cards which contain 25 numbered boxes, with center box marked "Free." Listener must identify tunes heard on show and check their numbers against those on his card. When five numbers in row are found on listener's card, he calls station and says, "Tune-O." Cards called in are checked by Mr. Ford against master chart and first correct one wins. Three new phones have been installed by station to handle anticipated calls. Show reportedly has been played in cities across nation with success.

Specials from New York

VOCATIONAL guidance program produced by Syracuse U. radio center and currently aired over WSYR Syracuse, moved to New York for two special broadcasts. Programs in series, *So You Want to Get a Job*, were made up of interviews with prominent men and women in various vocations by students who are interested in entering those fields. New York intreviews were with Ed Herlihy of NBC on radio announcing and Mr. and Mrs. Staats Cotsworth on actors and actresses in radio and TV. Programs were tape recorded by Bob Nelson, show's producer, and will be broadcast over WSYR late in February.

Strike Issues Aired

ISSUES bringing threat of workers' strike on transit system in Philadelphia were aired recently in discussion over WIP that city. Mike Quill, International president of Transport Workers Union, and civic figures interested in preventing strike took part in news conference where they were questioned by labor experts, editors of selected local newspapers and reporter from a national magazine. During conference, Mr. Quill announced plans for arbitration, scooping all papers in area. Participants, besides Mr. Quill, were: Bill Mensing, labor reporter for Philadelphia *Inquirer;* Melville Ferguson, editor of *Evening Bulletin;* John La Cerda, *Newsweek* magazine; Clement V. Conole, executive secretary of Philadelphia Chamber of Commerce; former state Senator Jerome H. Jaspen, and Andrew Kaelin, president of local TWU. Dr. Edgar Cale, civic advisor to WIP, was moderator.

Crime News

UP-TO-THE-MINUTE crime news is aired daily, except Saturday, at 10:30 p.m. by KMOX St. Louis in its five-minute *Crime Report*. Show is prepared and written in station's news room and based on information gathered from local enforcement agencies. Object of program is to report on progress in apprehending criminals, thus lessening crime and juvenile delinquency. Show already claims number of "firsts" in crime reporting. Hal Stewart is reporter.

Spotter Wins Prize

EACH DAY piece of gag copy is slipped into list of legitimate classified ads aired on *Classifiedettes* over WORZ Orlando, Fla. Alert listener who writes station identifying fallacious advertisement receives chicken dinner or box of candy.

Guest Sportscasters

NEW CLUB has been instituted on *Sports Club*, five-a-week show on WCAU-TV Philadelphia. Bill Sears, conductor of show, reads sports news each evening, then calls Philadelphia youths who have sent cards to station asking to be called. If youngster is able to give correct answer to question which was flashed on screen preceeding night, he becomes a "Junior Sportscaster." Following week he appears on show and reads sports news. Only mail received on day of telecast is used in selecting children to be called that day. Viewers may send in daily postcard, however.



When you can get RCA "Know-How"... why take anything less?

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RECORDING
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PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio:

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Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!

custom record sales

Radio Corporation of America
RCA Victor Division

January 20 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

Highland Park Baptist Church, Detroit, Mich.—Extension of authority to transmit programs to CKLW Windsor, Ont., Sun. 8-8:30 p.m. for period beginning March 10, 1950.

License for CP

WPEP Taunton, Mass.—License for CP new AM station.

KAKC Tulsa, Okla.—License for CP to change frequency, hours of operation etc. using DA-2.

Modification of CP

Mod. CP new AM station for extension of completion date: WPKY Princeton, Ky.; KUMO Columbia, Mo.

Mod. CP new FM station for extension of completion date: WGCH Greenwich, Conn.; WAGA-FM Atlanta, Ga.

License for CP

WLBH-FM Mattoon, Ill.—License for CP new FM station.

License to cover CP new FM noncommercial educational FM station: KLON Long Beach, Calif.; WPWT Philadelphia.

CP to Reinstate

KMFM Monroe, La.—CP to replace expired CP new FM station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-50.

WWJ-TV Detroit—Mod. CP commercial TV station to change ERP to 100 kw vis. 50 kw aur.

TENDERED FOR FILING

AM—1280 kc

WANS Anderson, S. C.—CP to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—960 kc

WTCH Shawano, Wis.—CP to change from 960 kc 1 kw D to 960 kc 1 kw unl. DA-2.

Modification of License

KPOF Denver, Col.—Mod. license to provide for operation during specified hours (formerly sharing time with KFKA).

ACTIONS OF THE FCC

JANUARY 20 to JANUARY 27

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 23 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WTVL Waterville, Me.—CP to change from 1490 kc 250 w unl. to 1230 kc 250 w unl.

Modification of CP

Mod. CP new FM station for extension of completion date: KSBR San Bruno, Calif.; WNLC-FM New London, Conn.; WIOD-FM Miami.

KAMC-FM Stillwater, Okla.—Mod. CP new noncommercial FM station for extension of completion date.

License Renewal

KRBA-FM Lufkin, Tex.—Request for license renewal FM station.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP new commercial TV station for extension of completion date to 8-23-50.

TENDERED FOR FILING

AM—1320 kc

WRIO Rio Piedras, P. R.—CP to change from 1140 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl.

AM—900 kc

KPLW Plainview, Tex.—Mod. CP to change from 1570 kc to 900 kc and change studio location to Floydada, Tex.

January 24 Decisions . . .

BY THE SECRETARY

Voice of Porto Rico Inc., Area of Ponce, P. R.—Granted license for new remote pickup KA-5040.

WCMW-FM Canton, Ohio—Granted license for new FM station; Chan. 235 (94.9 mc) 1.75 kw, 322 ft.

WNAM-FM Neenah, Wis.—Granted license for new FM station; Chan 253 (98.5 mc) 3.2 kw, 290 ft.

W C H A - F M Chambersburg, Pa.—Granted license new FM station; Chan. 240 (95.9 mc) 700 w, 240 ft.

WJLB-FM Detroit—Granted mod. license to change name to Booth Radio & Television Stations, Inc.

WRGA Rome, Ga.—Granted CP to mount FM ant. on side of #3 AM tower.

The Colgren, Bcstg. Co., Area Hudson, N. Y.—Granted CP for new remote pickup KA-5508.

WPLH Huntington, W. Va.—Granted CP to change trans. location, and install FM ant. on top of AM tower.

KUNO Corpus Christi, Tex.—Granted mod. CP for approval of ant., trans. and studio location.

Following were granted mod. CP's for extension of completion dates as shown: WWRL Woodside, L. I., to 3-1-50; WHLD Niagara Falls, N. Y. to 4-1-50; WDEL Wilmington, Del., to 8-22-50; WHMA-FM Anniston, Ala., to 7-23-50; WBCA Schenectady, N. Y., to 3-20-50; KROC-FM Rochester, Minn., to 5-1-50; WXKW-FM Albany, N. Y. to 7-13-50.

KNOR Norman, Okla.—Granted license for new AM station; 1400 kc, 250 w unl.

WLYN-FM Lynn, Mass.—Granted license for new FM station; Chan. 288 (105.5 mc) 520 w 190 ft.

Arizona Bcstg. Co. Inc., Area Tucson, Ariz.—Granted CP and license for new remote pickups KA-3352, KA-5460.

WSIP Paintsville, Ky. — Granted request for voluntary assignment of CP from partnership composed of three members, i.e. H. J. Morgan 1/8 interest, J. W. Archer 1/4 interest, and W. H. Meade 5/8 interest to W. Howes Meade, tr/ as Big Sandy Bcstg. Co. Messrs Morgan and Archer desire to withdraw from the assignor partnership, an assignee, W. H. Meade, proposes t cancel their respective indebtedness t him in exchange for their interests i partnership.

WPRA Mayaguez, P. R.—Grante mod. CP for extension of completio date to 3-19-50.

WDEL-FM Wilmington, Del.—Grante mod. CP for extension of completio date to 8-22-50.

KWFM San Diego, Calif.—Grante mod. CP for extension of completio date to 7-30-50.

WFPL Louisville, Ky. — Grante license for reinstatement of new non commercial educational FM station Chan. 207 (89.3 mc) 10 w.

WOUI Athens, Ohio—Granted licens new noncommercial educational FM station: Chan. 201 (88.1 mc); 10 w.

WOSU-FM Columbus, Ohio—Grante license for new noncommercial educational FM station; Chan. 209; (89.7 mc 14 kw, 300 ft.

Isle of Dreams Bcstg. Corp. Are Miami, Fla.—Granted CPs for new re mote pickups KA-2039, KA-3239.

KFGQ-FM Boone, Ia.—Granted mod CP for extension of completion date t 8-15-50.

WBEN-FM Buffalo, N. Y.—Grante mod. CP for extension of completio date to 8-8-50.

WFNS-FM Burlington, N. C.—Grant ed mod. CP for extension of comple tion date to 8-10-50.

KBEE Modesto, Calif.—Granted mod of CP for extension of completion dat to 6-8-50.

KCUL Fort Worth, Tex.—Granted li cense for new standard broadcast sta tion; 1540 kc. 1 kw-N, 5 kw-D un DA-2.

WTJH East Point, Ga.—Granted li cense for new standard broadcas station; 1260 kc, 1 kw, D.

KMCM McMinnville, Ore.—Grante license covering change in powe change in hours of operation and in stallation of DA-N.

KTRB Modesto, Calif.—Granted li cense covering increase in power an installation of new transmitter.

Onondaga Radio Bcstg. Corp., Are Syracuse, N. Y.—Granted mod. licens to change frequencies of remote pick up to 152.87 mc KA-5436.

KDWT Stamford, Tex.—Granted C to install new trans.

KVSO Ardmore, Okla.—Granted C install new trans. and change studi location.

WHBY Appleton, Wis.—Granted C install new trans.

WGVM Greenville, Miss.—Granted C to install new trans.

WEAS Decatur, Ga.—Granted C install new ground system.

KXYZ Houston, Tex.—Granted C install new trans.

KXYZ Houston, Tex.—Granted CP t install a new aux. trans.

Onondaga Radio Bcstg. Corp., Are Syracuse, N. Y.—Granted CP and li cense for new remote pickup KA-543

K A L E Richland, Wash.—Grante mod. CP for approval of ant. and trans location and specify studio location.

WZOB Fort Payne, Ala.—Grante mod. CP to change type trans. an approval of ant., trans. and studi locations.

(Continued on page 82)



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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Salesmen

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Experienced time salesman with car. ABC affiliate in Rocky Mountain division. Good secondary market. Write Box 822D, BROADCASTING.

Immediate opening experienced time salesman. Salary and commission to start, straight commission after 60 days. Drinkers and drifters need not apply. High pressure boys won't be welcomed. Small market. If you can sell 'em and keep 'em sold let us hear from you. Snapshot and references in first letter. We will answer all applications. Permanent position and all out cooperation to the right man. Box 888D, BROADCASTING.

Salesmen wanted by New England 1000 watt station in city of 165,000. Excellent opportunities for experienced radio salesmen. Substantial base salary and commissions. Write Box 912D, BROADCASTING.

Two outstanding salesmen. 5,000 watt metropolitan Ohio basic network station. Must have proven record and references. Give complete information in first letter. Liberal drawing account. Box 914D, BROADCASTING.

Experienced salesman for small town kilowatt, one station market middle east. Brand new operation. Territory never before covered by radio. We're on the air and in the black and can add one more man. Salary plus commission. Must have car. Box 915D, BROADCASTING.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Enlarging sales staff: Salesmen covering California, midwest, New England desiring increased earnings, write details. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Combination man. Wyoming station. Disc and photo required. Write Box 824D, BROADCASTING.

Personality man. Need top disc jockey who can build audience and keep it. We are willing to pay for ability. Write Allan Curnutt, KICM, Mason City, Iowa.

Announcer, vet. Low, mature voice. Send audition disc, photo. If wish disc returned, include postage. WAND, Canton, Ohio.

Help Wanted (Cont'd)

Combo disc jockey with first class license. Four hour feature show: three quarter million market; $75.00 per week. Polished ad-lib ability necessary. Immediate opening. Contact Paul Schafer, WNOR, Norfolk, Va.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain network affiliate station. Open now. Send photo and disc. Write Box 823D, BROADCASTING.

North Carolina station needs chief engineer. Station now AM and FM and increasing AM power. Experience with directional operation desired. Personal interview necessary. Wire Box 883D, BROADCASTING.

Have immediate opening for combination man with first class ticket. Please rush audition disc or tape letter of background photo, starting salary and references. Box 963D, BROADCASTING.

Successful established Hawaiian station has good proposition for experienced combination man capable of becoming chief engineer. Airmail details to KMVI, Wailuku, Maui, T. H.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Topflight station manager is considering change for good sound reasons. Currently an eastern advertising executive, but previously amassed 12 successful years experience in all phases of radio station operation. During recent years established outstanding record as manager of well known northeastern station. Young and aggressive. Prefer city under 100,000, but will appreciate and consider all inquiries. Security a must! Box 924D, BROADCASTING.

Exceptional opportunity to obtain services of brilliant general manager and sales manager with proven record, to make your station one of nation's outstanding successes. Box 931D, BROADCASTING.

Settled man with eight years radio desires managerial opportunity. Box 942D, BROADCASTING.

Successful young manager with 15 years experience desires change. Married. Sober. Civic minded. Strong on sales. And local programming. Announce. Sell. Work. Box 906D, BROADCASTING.

Salesman

I want good selling job with one of the 25 AM or 7 Television stations in Los Angeles. Now selling 1000 watt independent. Competitive half-million eastern market. Excellent billings. MCing daily audience show. Acting weekly drama. Making $125 weekly. 5 years radio. 4 years Infantry Officer. 2 years acting on Broadway. 1 year Carnegie Tech. 31 years old. Car. Married. Child. Healthy. Sober. Ambitious. Want chance to show I can be asset to your organization. Excellent references. Transcriptions. Photographs. Results for you. Box 844D, BROADCASTING.

Salesman, married, reliable. Good offer write. Box 888D, BROADCASTING. preferably midwest. Can announce,

Salesman, experienced, aggressive; know good radio and how to sell it. Anxious for better opportunity. College graduate, 30, married. Best reference. Box 923D, BROADCASTING.

Situations Wanted (Cont'd)

Personable time salesman, writes own copy, 28, single, experienced, aggressive. Wants opportunity with progressive station in good market. No car. Box 929D, BROADCASTING.

Attention midwest stations. Thoroughly experienced producer, hard worker, aggressive, personable, good sales record. Desire better opportunity. Single, available, non-high pressure. Box 936D, BROADCASTING.

Thoroughly experienced salesman, program producer, copywriter, announcer, hard worker, sober, reliable, married, 33. Wants location in southeast or west. Box 939D, BROADCASTING.

Sales manager or salesman for alert operation. Aggressive, capable, personable. Experienced all phases radio (sales, production, announcing). Know business. Can produce sales and satisfy advertisers. Prefer west coast, consider others. Young, single. Box 944D, BROADCASTING.

Announcers

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Disc jockey wants to settle in east. Now successful with highly rated shows. 2½ years experience, 24, family man. Box 829D, BROADCASTING.

Announcer, overall announcing experience including news, DJ, interviews, commercials etc. Some production work included. Can operate console, write continuity. Employed 1½ years in New York City. Married, college graduate, veteran, dependable, conscientious. All replies answered. Box 830D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Experienced announcer, disc jockey, newscaster, continuity writer, actor. College graduate. Married. Disc, photo, references available. Thrive on hard work. Will travel anywhere. Send details. Box 882D, BROADCASTING.

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Box 907D, BROADCASTING.

Announcer, writer, 25, single. College grad. 2 years radio training, all phases. Will travel anywhere. Some experience, want more. Disc, photo available immediately. Box 908D, BROADCASTING.

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Here's a man that sells! Now the hottest hillbilly-western DJ in metropolitan area. Shows top rated and sold out. Want to corner the rich hillbilly market? I'm your man. Age 25, married, five years announcing experience. Not just interested in changing—interested in an opportunity. Box 918D, BROADCASTING.

For lease, 1, slightly used deejay-programmer. Equipped with college degree, car and 3 years experience including selling and promotion. Must see and hear to appreciate. Box 919D, BROADCASTING.

Young man with no experience wants job as announcer-engineer. Box 920D, BROADCASTING.

Announcer, experienced, now employed, desires better position. Background, professional musician, Boston University, NBC trained. Morning man, all phases. Box 921D, BROADCASTING. Three years radio.

Available now for winter in east to produce, write, announce. University graduate, 7 years experience announcer to FM manager. Accept subsistence awaiting government appointment. Box 927D, BROADCASTING.

Young announcer, experienced staff man, strong on sports, news, wants job with eastern station. College graduate with good voice. Have air check Box 932D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-continuity writer-veteran, 23, single. Six months experience, general staff, DJ, console operation, continuity writing. Absolutely no floater. Will answer all replies. Available immediately anywhere. Disc, photo available. Box 934D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. References. Box 938D, BROADCASTING.

Experienced announcer, two years staff, news, disc. Prefer midwest, also operate console. Box 941D, BROADCASTING.

Excellent play-by-play man available. All sports. Proven ability, desires change. Box 943D, BROADCASTING.

Baseball play-by-play man available. Can handle news and disc shows. Young, college, single. Box 945D, BROADCASTING.

Qualified. Experienced staff, play-by-play basketball, baseball. Young, married. Box 948D, BROADCASTING.

Do you want a good announcer with some experience. Well I'm your man. Married and will travel anywhere. Box 951D, BROADCASTING.

Announcer with proven dependability. Character references available. Single. College radio major. Knows console. Go anywhere. Box 954D, BROADCASTING.

Ambitious, young, single man will go anywhere just to get into radio. Can write and announce. Am a veteran who will work on G. I. Bill. Have had radio training and small amount of experience. Box 955D, BROADCASTING.

Announcer, experienced all phases. Former sports and music director. Married, 26. Box 959D, BROADCASTING.

Three years experience, good staff work, disc, news, commercial. Specialty-poetry. For interview, references. Box 960D, BROADCASTING. Talent a must. Family man.

I'm looking for that first break. Dependable, hard worker, 22, two years college, professionally trained. Disc available, all offers answered. Box 967D, BROADCASTING.

Attention: Good sportsman available immediately. Knows sports. One year experience on play-by-play. Looking for hard work not a soft touch. Box 970D, BROADCASTING.

Experienced announcer, two years Northwestern. Ad-lib interviewer, actor, continuity, commercial writer, one year public service program. Will travel. Chuck Jacobson, 3346 W. Berteau, Chicago 18, Ill.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 836D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed. Box 848D, BROADCASTING.

Engineer, also combination man. 3 years experience AM, FM. Family man. References. Want progressive station. Box 905D, BROADCASTING.

Engineer desires transmitter job with progressive southern station. Louisiana, Florida preferred. Five years experience, all phases. Any reasonable offer considered. Box 911D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Combination engineer-announcer with 1st phone. Presently employed as combination man, news editor and newscaster for affiliated station. Single, 10 months experience. Will consider all offers. Box 922D BROADCASTING.

Dependable, witty, friendly morning man. Combination first class ticket. 8 successful years. Employed, married, $80. Box 928D, BROADCASTING.

Experienced chief engineer, some announcing, news, sports. Sober, reliable, hard worker. Best references. Automobile. Available immediately. Box 935D, BROADCASTING.

Have first class radio telephone license, married, free to travel. Box 937D, BROADCASTING.

Engineer, first phone. No experience, anxious to learn. Willing to travel. Box 949D, BROADCASTING.

Engineer, 1st phone. Experience 5 kw AM, 3 kw FM transmitter operation, control board, remote broadcasts. Single, car, N. Y. state or vicinity. Box 950D, BROADCASTING.

Chief engineer, ten years experience, now employed, seeking permanent location. References. Box 956D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer north eastern state. Available on two weeks notice. Box 966D, BROADCASTING.

First class license, experienced, 250 w, willing to travel, vet. Box 968D, BROADCASTING.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Engineer—1 year broadcast. 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 750 N. Cogswell Rd., El Monte, Calif.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Attention CP holders! Let me help you plan and build your station. 26 years experience in construction, design and operation. Avoid many of the mistakes inexperienced men make on installations. Want permanent connection with chance to buy into station. Reasonable salary. Brochure on request. Kidd, Box 229, Salida, Colorado.

Holder of first phone license will consider position in midwest. Richard Lubeck, Lincoln, Kansas.

Engineer, 1st phone license, desires job as combination man or engineer. Age 22, married, veteran. Inexperienced, but ambitious and willing to learn. William E. Smith, 2720 Howard St., Omaha, Nebraska. AT. 7033.

Engineer, 1st phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Have first phone license, lots of ambition and no broadcast experience. Merchant Marine telegraph operator 2 years. Married, sober, age 35. Will travel anywhere. Albert Stefanik, 443 West 50 Street, New York.

Transmitter engineer experienced, wants permanent location in midwest. Stanley Thatcher, 647 Elm St., Lawrence, Kansas.

Production-Programming, others

Sports director, experienced, all sports. Promotionally active. Also in charge publicity, promotion. Can handle straight announcing. Single. College grad. Will travel. Let disc and background tell story. Box 13D, BROADCASTING.

Situations Wanted (Cont'd)

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Oh, you lucky people! For reasons I'll be glad to explain in a letter, I'm looking for a job. (My current employer, a general advertising agency, knows of this ad.) If you want copy that's different, copy that sells, and above all, copy that's readable, please let me tell you about myself. Or, if you want a continuity chief who can direct shows, fill as staff announcer if necessary, operate your board—in short, if you want a guy who knows and likes radio, please write Box 916D, BROADCASTING. All letters answered promptly.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Available now for winter in east to produce, write, announce. University graduate, 7 years experience announcer to FM manager. Accept subsistence awaiting government appointment. Box 926D, BROADCASTING.

Missourian—Program director, announcer, newscaster, salesman, copywriter, 20 months experience, not looking for titles, just job with $60.00 weekly minimum. Box 930D, BROADCASTING.

Wake up, "turntable"-independents! Have new ideas, gimmicks, revitalizing techniques. Ticket. Non-metropolitans considered. Box 940D, BROADCASTING.

Program director, sports announcer play-by-play and special events. Experienced in all phases of radio station operation. Box 946D, BROADCASTING.

Women's program director, commentator. Over four years experience commercial, educational, personality programs; liaison, continuity. Expert interviewer with good voice and fluent ad-lib. Versatile, creative, resourceful. Can build effective programs that sell sponsors and self to large audience. Equipped for all phases radio with station following vigorous policies and permitting full use professional resources with promise of sound future. Excellent background, references. Box 947D, BROADCASTING.

News editor—2 years major station experience plus local broadcasting. Some announcing, production. Handle public affairs, publicity. Age 27. M. A. Columbia. Box 952D, BROADCASTING.

Dime a dozen. Good writers are a dozen dimes—except me—I'll settle for half-dozen dimes if station has future. Commercial copy, music continuity, production-minded. Sample on request. If interested, Box 958D, BROADCASTING.

Young married vet desires radio station position, intensive training in all phases of broadcasting, writing and stage experience, alert and dependable. Excellent references. Disc. Will travel. Box 965D, BROADCASTING.

Five years experience as women's director. Desires permanent location offering future opportunities. Box 971D, BROADCASTING.

Young woman, office manager, experienced in promotion, copywriting, desires connection with larger station. College graduate, eight years same station, best of references. For details write Box 972D, BROADCASTING.

Television

Managerial

Need TV know-how? Management and program executive in metropolitan TV desires to set up and operate your TV station, not in New York or Chicago. 3 years active TV experience, 15 years AM. Wishes to settle in smaller community for family reasons. Box 964D, BROADCASTING.

Production-Programming, others

Attention: New television stations. Director, producer now available, station experience, college graduate. Specialize in local programming. References from NBC and others. Box 953D, BROADCASTING.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. $150,000, principals only. Box 762D, BROADCASTING.

Growing transcription and recording business already grossing $9,000 annually, in 250,000 manufacturing center with 4 radio stations, one television, 3 hours from Chicago. Good investment for capital gains. Fully equipped modern studio. Must sell because health. Cash $6,000, balance terms. Box 962D, BROADCASTING.

Equipment, etc.

Make offer FM 10 kw small transmitter, WE 506 B-2 new, never uncrated, cancelled construction permit. Box 910D, BROADCASTING.

Complete RCA 72DX recording unit with M1-11850-C hi-fidelity head, plus suction chip chaser complete with hose and couplings. Like new. Airmail offer to KMVI, Wailuku, Maui, T. H.

For sale a complete Presto lateral disc recording set including 39-A 3 channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

RCA 250K transmitter, Ideco 400-ft guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230kc; Johnson 1 kw antenna tuner; 3 standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

For sale, used WE 443A-1 transmitter, spare tubes, including tuning unit, remote meters, lighting choke, good condition, make offer. WGBG, Greensboro, N. C.

For sale, RCA 69-C distortion meter, excellent condition, priced for quick sale. WJTN, Jamestown, N. Y.

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

Wanted to Buy

Stations

Radio executive interested buying small independent daytime station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Equipment, etc.

REL FM receiver or equivalent in good condition. George Woods, WRUN-FM, Rome, N. Y.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

For Sale

Equipment, etc.

MAKE AN OFFER

For Lehigh Tower. 300 feet. Self-supporting. Complete with insulators, flasher, beacon, sidelights. Write

BOX 933D, BROADCASTING

PATCH CORDS

6 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each.
Western Electric 241A plugs. Price $2.00 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place, Brooklyn 1, New York

Help Wanted

EXPERIENCED RADIO MEN!
YOU CAN OWN YOUR OWN STATION

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity.

Station building constantly higher quality—with TV plans—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 3 men become station-owners and indirectly aided two more; one recently.

It provides for unusual people—*with at least 5 years experience*—salaries equal to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry.

No money needed. No stock to buy. Station seeks greater man-hour production thru team-work with above-average men of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising in area. Good people want opportunity with good pay and good future.

THIS IS IT!!
BOX 868D,
BROADCASTING

Production-Programming, others

"PRIZE" MAN
WANTED BY
RADIO SYNDICATE

One of the largest companies producing syndicated radio programs offers a top position to a properly qualified merchandise man. The man we seek is at present employed by one of the networks, by a large agency or by a prize merchandise organization. He has a wide acquaintanceship among manufacturers and an intimate knowledge of the problems of radio awards promotion. His job with us will be to effect promotional arrangements with major manufacturers seeking participation on one of the country's best known syndicated giveaway programs. Present employment in similar work is an essential qualification. Write fully giving previous experience, present connections and money wanted. All inquiries will be held in the strictest confidence. Our employees know of this ad.

BOX 961D, BROADCASTING

(Continued on page 80)

Situation Wanted

Announcers

ABILITY AVAILABLE

SAVE MONEY . . .

USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Outstanding newscaster-disc jockey available for permanent position with metropolitan 50 kw station. Ten years experience. No objection to all-night show.

BOX 913D, BROADCASTING

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.

2533 N. Ashland Ave., Chicago 14, Ill.
Phone: Lincoln 9-2240

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening
Small Classes
Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

Wanted to Buy

Stations

STATION WANTED

Group of experienced station owners and operators will consider long term lease. We will assume full management responsibility and guarantee annual return to owner. Send full details in confidence to

BOX 969D. BROADCASTING

News

BILL CARDIN appointed nightside news editor of KOMA Oklahoma City, replacing **JERRY MARX**, resigned. Mr. Cardin was formerly with KVOO Tulsa.

JACK LARSON, formerly news director for WBUT Butler, Pa., and before that assistant news director for WEOL Elyria, Ohio, appointed executive news editor for WCUE Akron, Ohio.



Mr. Larson

GEORGE YOUNG, veteran newspaper and radio reporter, joins news staff of WIBC Indianapolis, Ind.

RED BARBER, CBS sports director, cited as No. 1 football broadcaster of 1949 by *Sporting News*.

HARRY RASKY appointed news chief of CHUM Toronto.

ROBERT ARDEN, news commentator, starts five weekly 15-minute commentary on KFMV (FM) Hollywood.

JACK CUMMINS, formerly sports director of WPDQ Jacksonville, Fla., for three years, appointed sports director of WTVJ (TV) Miami.

BRYSON RASH, special features director of WMAL-AM-TV Washington, and ABC White House correspondent, named chairman of radio and TV committee of Mile of Dimes campaign in Washington.

C. W. (Jack) JACKSON, director of agriculture for KCMO Kansas City, Mo., elected honorary member of Missouri Assn. of Soil Districts.

ERNEST McIVER, former CBS Washington newsman, now syndicated radio columnist, is the father of a girl, Jane Cracker. Mrs. McIver is Washington secretary to Arthur Godfrey.

JOHNNY CARPENTER, director of special events for KOIN Portland, Ore., elected chairman of Traffic and Transportation Commission of that city.

JOSEPH IRWIN, on news staff of CKCW Moncton, N. B., and Frances Higgins have announced their marriage.

Susanna Irion

TWO-MONTH old daughter of FCC Attorney H. Gifford Irion, Susanna, was found dead by her parents Jan. 21. The child apparently suffocated under blankets in her crib, it was reported. The Irions have one other child, Christopher, age 8. Mr. Irion is with the Commission's transfer branch of the Law Bureau.

On All Accounts

(Continued from page 12)

lowed a year at L. A. Junior College. He was back in radio again in his second year at the U. of Southern Calif., Los Angeles, which he entered in 1932, when a radio department was started at the school. He and the three other members of the radio staff wrote and produced all the programs that came out of the school. These were transmitted through the facilities of Los Angeles stations.

This extra-curricular activity was to have a major influence on his future life. George majored in education with the idea of teaching mathematics, history and speech. When he was graduated in 1936, however, he shunned the professor's garb and joined KMTR Los Angeles (now KLAC) as announcer. After a year there, he became announcer and later production manager with KEHE Los Angeles (now KECA). In 1938 he became production manager for the California Radio System that comprised KEHE and KYA San Francisco and McClatchy chain of stations in San Joaquin Valley.

The following year he made his debut into the advertising agency field when he joined Smith & Bull, Los Angeles, as combination account executive, production manager and all-round "utility man." In 1943 his agency career was interrupted when he left to become Regional Information Officer for OPA. In that post he handled all radio programming which involved releasing of information on price control for the 11 Western states.

Serves in Navy

Later that year George succumbed to the call of the Navy and spent the next two years as instructor in Audio-Visual Aids and Personnel Classification.

Out of uniform in 1945, he joined the ABC Hollywood sales department for a few months until the urge came to return to the advertising business. At that point he joined Robert F. Dennis Inc., Los Angeles, as account excutive. Two years later he and Phil D. McHugh formed their own Irwin-McHugh Adv. complete with "two offices and no billing." When they dissolved in 1949 the agency had gone over the $300,000 mark in billing.

Now conducting an office comprised of veterans (in which he is the sole Navy man), George Irwin feels that no young business can be successful unless all employes share profits. To that end he is setting aside a certain amount of agency stock for present and future employes.

Regarding responsibilities of an agency, he feels that it is a salesman for the media; that, although it is responsible to the client it is paid by the media.

George holds a card with the American Federation of Radio Artists, and, clubwise, is a member of American Legion and Beverly Hills Chamber of Commerce.

In 1939 George climaxed a nine-year courtship when he married Eleanor Smith to whom he had announced intentions of marriage on their first date. His hobbies include Janet Lee, 5, and George W. (for Wallace in this case), 12. The Irwins make their home at present in the San Fernando Valley, with future plans for building in Northridge, where George plans happily to take up farming again.

RADIO MFRS.

Mid-Winter Meet Feb. 15-17

PROMOTION problems facing radio and television as the TV manufacturing industry enters its biggest year will be discussed at the annual mid-winter meeting of Radio Mfrs. Assn. to be held Feb. 15-17 at the Stevens Hotel, Chicago.

Sessions of the RMA board, divisions and committees are included. RMA President Ramond C. Cosgrove will preside at the industry sessions, which come just prior to the Feb. 20 resumption of FCC's color television hearings. President Cosgrove is to appear at these hearings to urge an early end of the FCC's TV freeze on new VHF stations and opening of the UHF frequencies.

Baker Heads Committee

Organization of the all-industry National Television System Committee will be pressed forward. The committee is headed by W. R. G. Baker, General Electric Co. vice president and director of the RMA Engineering Dept. [BROADCASTING, Jan. 23]. The committee was authorized by the RMA Television Committee under Chairman Max F. Balcom, Sylvania Electric Products Corp.

RMA will consider proposed action on the 10% radio excise tax in connection with proposals to repeal or reduce the tax. The problem comes before the Excise Tax Committee, headed by Joseph Gerl, Sonora Radio & Television Corp.

Plans for the 1950 National Radio & Television Week project, handled jointly with NAB, will be discussed as well as plans for the Feb. 22 awards luncheon of the Voice of Democracy contest. The "Town Meetings" Committee, an industry project for training of television dealers, will discuss plans for further meetings. Other divisions and committees will meet. The sessions will end Feb. 17 with a meeting of the RMA board.

RADIO GOA, only commercial station for India-Pakistan, starts 11-hour daily schedule, Pan American Broadcasting Co., station's exclusive commercial representative, announced last week. Almost all station's programming is either packaged shows or disk jockey periods.

Promotion



WARREN MIDDLETON resigns as sales promotion manager of KMOX St. Louis to return to his former position as assistant to **JOHN C. DRAKE**, director of sales promotion and publicity, at WLS Chicago.

MATT McENIRY, who resigned from KLZ Denver in 1942 after 10 years on its announcing staff, returns to station Feb. 1 as public service director. He succeeds **JACK SWITZER**, resigned to enter local advertising agency. Mr. McEniry was reportedly first "man-on-the-street" broadcaster in Denver, having done this in 1935.



Mr. McEniry

WILLIAM G. GRAHAM appointed promotion manager of CHVC Niagara Falls, Ont.

JANE LAWSON, formerly with Pittsburgh office of Earl Bothwell Inc., joins promotion department of WWSW Pittsburgh.

MARY ELAINE CHERRY added to public relations staff at WGN Chicago after working in varitype department of *Chicago Tribune*, owner of station.

Salesmen's Hats

PROMOTION of Frederic W. Ziv package, *Cisco Kid*, currently aired over WPAR Parkersburg, W. Va., began with large dinner. Salesmen on routes of Greiner's Bakery, local sponsor of show, were guests. Each received large "Cisco Kid" Mexican sombrero which he will wear on his route to promote show.

WLAW Cook Books

COPIES of cook book compiled from recipes submitted in WLAW Lawrence, Mass., contest last year, are being sent by station to some 20,000 housewives. Book is toned in sepia, green, blue and black. Cover features microphone with station's call letters, dial position and ABC affiliation prominently posted. Words, "Cook Book" are formed of kitchen utensils, and drawing of Polly Huse, home economics counsellor who staged contest on her daily *Shopping With Polly* show, complete cover. Fifty-two prize-winning recipes are included.

Mid-South Promotion

FIRST of promotion bulletins issued by Mid-South Network is map showing primary coverage areas of WROX Clarksdale, WNAG Grenada, WELO Tupelo, WROB West Point, WCBI Columbus and WMOX-AM-FM Meridian, all Miss., stations comprising network. In addition to map, bulletins promoting individually WROB West Point's mail pull of 5,065 cards and letters in six months for one show and *Housewives' Jackpot* on WMOX-AM-FM Meridian were sent to trade.

25th Brings Silver

SILVER cards printed in blue were stuck under windshield wipers of cars which had exceeded their parking limits in Scranton, Pa. Cards read, in part, "Your meter showed red. . . . But today, Jan. 12, is WGBI's Silver Anniversary. . . . So we took the liberty of dropping a nickel in your meter. . . . The next hour is our treat . . . and incidentally, you are always sure of a good treat if you keep tuned to WGBI. . . ." Call letters, dial position and dates of station were included on card. Additional Silver Jubilee promotion was awarding of 25 silver dollars to listeners who observed their 25th birthday on same day as station.

Music Festival

SYLLABUS for 1950 Moncton Musical Festival released by CKCW Moncton, sponsor and operator of annual musical event. Festival, from May 8-13, is community service offered by station. Scholarships are available to successful competitors. Complete rules for interested contestants are given in syllabus.

Announcement Inspires

PROMOTIONAL announcement on free enterprise aired by WNMP Evanston, Ill., was heard by Cartoonist Don G. Moore of *Daily Courier-News* in nearby Elgin. Impressed by "effectiveness" of spot, Mr. Moore sent station an editorial cartoon contrasting British socialism and American democracy which was suggested by radio message. Copy of cartoon, with duplicate of promotion copy, being mailed by station to advertisers and clients in Chicago area.

Pie's Pulse

DRAWING of chef holding large pie, cut and marked according to share of audience percentages in Washington, sent to trade by WWDC Washington. Figures are based on Pulse November and December survey. WWDC's share is 10%. Rhyme beneath pie is, "Little Jack Horner sat in a corner, the latest *Pulse* survey to see. He worked out this pie, compared rates and said, "My! The best buy is WWDC."

Coloring Contest

OUTLINED pictures of "Gus the Gopher," new feature on Mercury Children's Records, are obtained from Mercury dealers in Boston area for children wishing to take part in new contest. Contest is sponsored by *Let's Have Fun* show on WCOP Boston, which is emceed by 9-year-old Betsy King. Stoger wagons awarded to top three children who color picture, with giant fire patrol car as first prize. *Let's Have Fun* is aired Sunday, 9-10 a.m., and features children's stories and music.

Trips to Hollywood

TWO WMAQ Chicago listeners will win all-expense trips to Hollywood for listing their reasons for hearing NBC Chicago shows. Offer, made on daily *Six-Thirty Special*, extended to persons 21 years or older who submit letters of 25 words or less before Feb. 1. Winners will fly to Hollywood Feb. 9, be guests on NBC's *Double or Nothing*, visit numerous glamour spots and tour movie studios. Entries will be judged on originality, aptness and sincerity.

More for Mutual

LATEST in series of promotions sent to trade by MBS is tearsheet reprint from trade magazine. Page is made up of stories concerning placing of shows on network. Large plus sign is made by space between stories and carries caption, "The Plus difference is Mutual!"

Barker Barks

CROWD gathered in Philadelphia's City Hall courtyard recently to receive bags of peanuts distributed free from portable stand operated by man dressed as carnival barker. Promotion was on behalf of *Ford Theatre's* presentation of "The Barker." WCAU-TV Philadelphia carried show and furnished peanuts which carried name of show, time and station on bag.

Back-To-Bed Club

NOVEL promotion surrounds new show of CFCF Montreal, Ont. Morning Man Stan Harrison conducts disc spinning program from show window of local restaurant. Mr. Harrison interviews members of "Back-To-Bed Club" clad in club's official uniform, nightgown, nightcap and candlestick. Show cards in "studio" window announce times of top shows heard over CFCF. Card featuring picture of Sleepy Mr. Harrison carries club's by-laws and is sent to members.

WHBY Appleton, Wis., set new all time high in its airing of sports broadcasts during 1949, station reports.

Midwest Network Opportunity

Net current assets and real estate exceed $40,000.00. This property is one of the outstanding single station market facilities in the midwest. An excellent earner, but still developing and far from its peak. Showing a very high return on the purchase price of $110,000.00 for 100% of the stock. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Just Out!

The 1950 BROADCASTING YEARBOOK

free to new subscribers

Copies for Current Subscribers Now in Mail

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

ADDRESS

CITY ZONE STATE

YEARBOOK Special

GEORGIA ASSN.

Record Attendance At Macon Meet

LARGEST attendance in the history of the Georgia Assn. of Broadcasters was reported at the Jan. 17-18 meeting held in the Hotel Dempsey, Macon, Ga. Edwin Mullinax of WLAG La Grange and WSAC Columbus, GAB president, recorded 75 broadcasters, representing 31 Georgia stations, on hand for the meetings.

Highlights included an appearance of J. Ardell Nation, director of Boys Estate, who thanked the GAB for its support of the 1949 fund-raising campaign during which every Georgia station aired announcements and programs; a report by Lewis Doster, WGAU Athens manager and chairman of the 1950 Radio Institute, on plans for staging the institute at the U. of Georgia for three days, May 18-20, and a summary of NAB activities by District 5 Director Allen M. Woodall, WDAX Columbus.

Mr. Woodall voiced support of BAB, stating that its director, Maurice Mitchell is "the greatest salesman in radio." Also on the agenda were topics dealing with payments by stations to SESAC, payments for rights to broadcast high school football games and a proposed bill to be introduced in the Georgia Legislature to exempt newsmen from revealing their news sources of information. The GAB decided against taking any action on the proposed bill this year but planned to introduce such a measure in 1951.

Station hosts were WBML WIBB WMAZ WNEX, all in Macon. Mayor of the city, Lewis B. Wilson, entertained the broadcasters with a 45-minute magic show at a banquet which followed a cocktail party opening the meeting the night of Jan. 17. GAB adopted a resolution protesting "channel grabbing" by Cuba. It also voted to conduct the annual election of officers by mail. Current terms of officers expire June 30.

Kilocycle's Mayor

CARTOGRAPHERS take notice! There's now a Kilocycle, Ga., and it already has a mayor. He is Lewis B. Wilson (also Mayor of Macon). The Georgia Assn. of Broadcasters named Mayor Wilson to that office in appreciation of his courtesies to the GAB, which he entertained with a magic show at the group's Jan. 18 meeting in Macon. Action was taken, GAB resolved, because he "has demonstrated to over 75 radio men that he can do anything from boiling eggs to pulling rabbits out of the hat." His domain extends from 550 to 1600 kc on the broadcast band and to make it media-legal also includes every FM and TV channel in the state.

WABB INCIDENT

Three More are Arrested

THREE more men, one of them a local labor leader, were arrested Jan. 21 on conspiracy charges in connection with an assault earlier this month on Dean M. Durham, radio engineer at the transmitter of WABB Mobile [BROADCASTING, Jan. 23], according to a story appearing in the *Mobile Press Register*, owner of the station. The arrests, which brought to five the total number of persons docketed at the county jail, grew out of indictments returned Jan. 20 by a Mobile County grand jury.

Union engineers of WABB went on strike several months ago. On Oct. 24, 1949, a $1,000 reward was offered by the *Press Register* for information leading to the arrest or conviction of the person or persons responsible for pouring potent acid through cable holes. Telephone and WABB-AM-FM lines were knocked out temporarily. [BROADCASTING, Oct. 31, 1949].

FCC Actions

(Continued from page 76)

Decisions Cont.:

KVTT Dallas, Tex.—Granted mod. CP to make changes in ant. system.

WELR Roanoke, Ala.—Granted mod. CP for approval of ant., trans. and studio location and change type of trans.

ACTION ON MOTIONS

(By Commissioner Hyde)

Booth Radio and Television Stations Inc., Grand Rapids, Mich.—Granted petition for dismissal without prejudice of its application.

Beverly Hills Bcstrs., Beverly Hills, Calif.—Granted petition for dismissal without prejudice of application.

T. M. and J. M. Gibbons, Phoenix, and Howard M. Loeb, Phoenix Ariz.—Granted petition for dismissal without prejudice of their application; on Commission's own motion application of Loeb removed from hearing docket.

WDIA Memphis, Tenn.—Granted petition for extension to Feb. 18 to file exceptions to initial decision.

WIBC Indianapolis — Dismissed as moot petition requesting waiver of Commission's rules and grant of license for 50 kw-D 10 kw-N DA-2 without prejudice to continued validity of outstanding CP authorizing 50 kw-N.

Whittier Bcstg. Assoc., Whittier, Calif.—Granted petition for dismissal without prejudice of application.

KGIL San Fernando, Calif.—Granted petition for dismissal without prejudice of application for FM CP.

FCC General Counsel—Granted petition for extension of time to Feb. 18 to file exceptions to initial decision issued in proceeding re application of Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.

(By Examiner Hutchinson)

WHGB Harrisburg, Pa.—Granted petition for leave to amend application to specify D operation on frequency assignment requested, with 5 kw directionalized, in lieu of 5 kw nondirectional as presently proposed.

KFGT Fremont, Neb.—Granted petition for leave to amend answers to Questions 2(b) and 4(b) in Sec. IV of application, as well as to substitute Exhibit A-3 for Exhibit A presently attached thereto, for purpose of showing certain changes in proposed program service.

(By Examiner Litvin)

Howard M. Loeb, Phoenix, Ariz.—Dismissed as moot petition requesting that hearing scheduled Jan. 23 in Washington in Doc. 9490 and 9491, be continued for 60 days.

(By Examiner Resnick)

KEYY Pocatello, Ida.—Dismissed as moot petition for extension of time to Feb. 8 to file proposed findings in Doc. 9473.

Vermilion Bcstg. Corp., Danville, Ill.—Granted petition for continuance of hearing from Jan. 25 to March 27.

(By Examiner Blume)

Teletronics Inc., Waycross, Ga.—Granted petition to amend application to file substitute engineering report.

WKCT Bowling Green, Ky.—Granted petition amend application to modify DA-N.

KWHK and The Hutchinson Pub. Co., Hutchinson, Kan.—Granted joint petition by parties to the consolidated proceeding in Doc. 9393 and 9394 for continuance of hearing indefinitely. Hearing scheduled Jan. 25, at Washington.

(By Examiner Cooper)

WJBF Augusta, Ga.—Granted petition to accept late appearance in proceeding Doc. 9341 et al.

KFYO Lubbock, Tex.—Granted petition to amend application; during interval involved since original application was filed (12/4/45) certain changes in information submitted have occurred and amendment is for purpose of bringing original information up to date and to conform to issues involved in further proceeding.

FCC General Counsel—Granted petition for an extension to Feb. 13 within which to file proposed findings of fact and conclusions of law in proceeding re application of WMAW Milwaukee.

(By Examiner Smith)

WTOB Winston-Salem, N. C.—Granted petition to amend application scheduled for hearing Feb. 6 to show change in facilities requested, from 550 kc 1 kw unl. DA, to 1380 kc 1 kw unl. DA-DN, and for removal of application as amended from hearing docket.

(By Examiner Johnson)

World Wide Bcstg. Corp., Scituate, Mass.—Granted petition for continuance of hearing from Feb. 6 to May 16 at Boston.

York Bcstg. Co., York, Pa.—Granted continuance of hearing from Jan. 19, to Feb. 28.

(By Examiner Cunningham)

John Townsend, North Platte, Neb.—By memorandum opinion and order denied petition to amend application to specify 1280 kc in lieu 1010 kc.

FCC Correction

Correction to report dated Jan. 17. Action on following should read:

Missouri Basin Bcstg. Co., Minot, N. D.—Granted petition to dismiss with prejudice its application.

January 24 Applications . . .

ACCEPTED FOR FILING

License for CP

WDBC Escanaba, Mich.—License to cover CP which authorizes change in frequency, increase in power etc.

KOME Tulsa, Okla.—Same.

License to cover CP new AM station: WNAH Nashville, Tenn.; KIVY Crockett, Tex.

AM—1600 kc

WOOK Silver Spring, Md.—Mod. license to change from 1590 kc 1 kw-D to 1590 kc 1 kw-D 100 w-N AMENDED to request mod. CP and change to 1600 kc and studio location to Takoma Park, Md.

AM—1430 kc

West Bend Bcstg. Co., West Bend, Wis.—CP new AM station 1470 kc 500 w D AMENDED to request 1430 kc 500 w D.

License Renewal

KDAN Oroville, Calif.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KCRK Cedar Rapids, Ia.; WOOK-FM Silver Spring, Md.; WISN-FM Milwaukee.

WCOH-FM Newnan, Ga.—Mod. CP new FM station to change to Class A Ch. 221 (92.1 mc), ERP 337 w.

License for CP

License to cover CP new FM station WTHI-FM Terre Haute, Ind.; WDOD FM Chattanooga, Tenn.

WJAS-FM Pittsburgh — License to cover CP for changes in FM station.

TENDERED FOR FILING

AM—1150 kc

WCEN Mt. Pleasant, Mich.—CP to change from 1150 kc 500 w D to 1150 kc 1 kw D, install new trans., ant., and ground system.

AM—860 kc

KCHC El Paso, Tex.—Mod. CP new AM station to change from 860 kc 500 w D to 860 kc 1 kw D.

Modification of License

WBBR Staten Island, N. Y.—Mod. license to specify main studio location as Brooklyn and aux. studio as Staten Island.

APPLICATIONS RETURNED

WFDR Bcstg. Corp., New York—RETURNED application for CP new AM station on 1010 kc 50 kw-D 10 kw-N DA. (Facilities of WINS)

Phillip R. Hurlbut, Flagstaff, Ariz.—RETURNED application for CP new AM station on 1340 kc 250 w unl.

KSPI Stillwater, Okla.—RETURNED CP to change hours of operation from daytime to unlimited using 780 kc 250 w-D and 790 kc 500 w-N.

January 25 Applications . .

ACCEPTED FOR FILING

Modification of CP

WFMD Frederick, Md.—Mod. CP to increase power, install DA-N etc. for extension of completion date.

AM—1280 kc

WANS Anderson, S. C.—CP to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—960 kc

WTCH Shawano, Wis.—CP to change from 960 kc 1 kw D to 960 kc 1 kw unl DA-N.

Modification of CP

Mod. CP new FM station for extension of completion date: WWLH New Orleans; WHAT-FM Philadelphia; WWSW-FM Pittsburgh.

WCOV-FM Montgomery, Ala.—Mod. CP to reinstate CP to change ERP to 4.38 kw and ant. to 218 ft.

KECA-FM Los Angeles, Calif.—Mod. CP to change ERP to 4.15 kw; ant. to 236 ft.

KFMX Council Bluffs, Ia.—Mod. CP to change ERP to 10.125 kw; ant. to 227 ft.

Mod. CP new commercial TV station

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

THE WEDDING SAMBA

On Records: Edmundo Ros—Lon. 499; Guy Lombardo—Dec. 24838; Irving Fields—Vic. 20-3611; Andrews Sisters & Carmen Miranda—Dec. 24841; Chuey Reyes—Cap. 15244; Ziggy Elman—MGM 10622; Tony Pastor—Col. 38696; Marlin Sisters —Col. 8265.

On Transcription: Buddy Weed—Associated; Guy Lombardo—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

extension of completion date: GA-TV Atlanta, Ga. to 8-28-50; R-TV New York to 8-15-50; WLWT cinnati to 9-4-50.

TENDERED FOR FILING

AM—1520 kc

WKBS Oyster Bay, N. Y.—CP to nge from 1520 kc 250 w D to 1520 1 kw D.

APPLICATIONS RETURNED

KOCS Ontario, Calif.—RETURNED 25 application to change hours of ration from D to unl.

Arnold C. Werner, Sunnyside, Wash. RETURNED Jan. 25 application for AM station on 1050 kc 250 w D.

nuary 26 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following were granted temporary tension of licenses to June 1, 1950: BH Seward, Alaska; WWGS Tifton, ; WKRZ Oil City, Pa.; WBIW Bed- d, Ind.; WALL Middletown, N. Y.; YO Lubbock, Tex.; WKOZ Ko- usko, Miss.; KVER Albuquerque, M.; WTEL Philadelphia, Pa.

Authority Granted

WXLW-FM Indianapolis, Ind.—Grant- authority to remain silent for period 60 days pending reorganization plan.

Extension Granted

KARK Little Rock, Ark.—Extended March 1, 1950 time for achieving mpliance with Sec. 3.109 of rules in matter in Docket 8774.

License Renewals

Following were granted renewal of enses for period ending Feb. 1, 1953: LIX Twin Falls, Ida.; KRBA Lufkin, x.; KWLM Willmar, Minn.; WBBQ gusta, Ga.; WCBI Columbus, Miss.; OAK Columbus, Ga.; WEVE Eveleth, nn.; WFAU Augusta, Me.; WHAR arksburg, W. Va.; WJMB Brook- ven, Miss.; WKEY Covington, Va.; AND Corsicana, Tex.; KCKN Kansas y, Kan.; KCMJ Palm Springs, Calif.; CY Oklahoma City; KPRK Livings- n, Mont.; KRJF Miles City, Mont.; IN Grants Pass, Ore.; KVOL La- yette, La.; KVRH Salida, Col.; KXEO exico, Mo.; KXRO Aberdeen, Wash.; BRW Welch, W. Va.; WCMI Ashland, ; WCTA Andalusia, Ala.; WEXL and x. Royal Oak, Mich.; WFEB Syla- ga, Ala.; WFIG Sumter, S. C.; GAU Athens, Ga.; WGWC Selma, a.; WHAN Charleston, S. C.; WJMA ange, Va.; WJOI Florence, Ala.; PF Herrin, Ill.; WLAV Grand Rapids, ch.; WLBC Muncie, Ind.; WLDY dysmith, Wis.; WLNH Laconia, N. H.; MBN Bear Creek Twp., Mich.; WMBO burn, N. Y.; WMON Montgomery, Va.; WNHC & aux. New Haven; RAW Reading; WROD Daytona ach; WSAJ Grove City, Pa.; WTRC aux. Elkhart, Ind.; WTYS Marianna, a.

WHAS Louisville, Ky.—Granted re- wal license for period ending Nov. 1952.

KATO Reno, Nev.—Granted temp. tension of license to March 1, 1950.

License for following were extended on temporary basis to June 1, 1950: FDW Helena, Mont.; KIHN Hugo, kla.; KLMR Lamar, Colo.; KVKM onahans, Tex.; KWNW Wenatchee, ash.; KWOC Poplar Bluff, Mo.; EIM Fitchburg, Mass.; WHAP Hope- ell, Va.; WKUL Cullman, Ala.; WLEX xington, Ky.; WMID Atlantic City, J.; KDAN Oroville, Calif.; KHUB atsonville, Calif.; KPDN Pampa, Tex.; JRI Lenoir, N. C.; KMNS San Luis bispo, Calif.; KSUB Cedar City, Utah; KGN Knoxville; WTAN Clearwater, a.; KROS Clinton, Ia; WAIR Winston lem.

Renewal Granted

Following Experimental TV stations anted renewals for period ending eb. 1, 1951: KA-4501, 4502 Earl C. nthony Inc. Area Los Angeles; KA- 98, 99 & 4500 A. S. Abell Co. area of altimore; KA-4503 Atlanta Journal Co. rea of Atlanta; KEA-80 KA-4511 remer Bcstg. Corp. Newark and area Newark, N. J.; KA-4446, KKA-99 arter Publications Inc., Area Ft. orth and Ft. Worth; KA-3355 Central stg. Co. Area Davenport, Iowa; A-4131, KMB-91, The Chronicle ub. Co. Area of San Francisco d San Francisco; KA-4512, 13, KA- 35, 2336 Crosley Bcstg. Corp. Areas Cincinnati, Columbus and Day- n; KA-3354 Dispatch Printing Co.; A-4451, 52, Eve. News Assn. Area of troit; KA-4514, 15 Eve. Star Bcstg. Area of Washington, D. C.; KA- 16, 17, 18, KA-3231, The Fort Industry Co. Area of Atlanta and area of Detroit; KA-4519, The Fort Industry Co. Area of Toledo; KA-4504, 4505, 4226, 4508, 4509, General Teleradio Inc. Area of New York and Washington, D. C.; KA-4881 Havens & Martin Inc. Area of Richmond; KGB-64, KA-4888, Hearst Radio Inc. Baltimore and area of Baltimore; KA-4458, 4459, 4460, The Journal Co., Area of Milwaukee; KA-3486 The Kansas City Star Co. Area of Kansas City, Mo.; KA-4889, KMA-21, KMTR Radio Corp. Area of Los Angeles, and Los Angeles; KA-4890 KSTP Inc. Area of St. Paul; KA-2087 W. Albert Lee, Area of Houston; KIB-40, KA-4799, Memphis Pub. Co. Memphis and Area of Memphis; Meredith Syracuse Tele. Corp. KA-4829, KA-4830, Area of Syracuse; Miami Valley Bcstg. Corp. KA-4831, Area of Dayton; The Outlet Co. KA-4144. Area of Providence, R. I.; Philco Tele. Bcstg. Corp. KA-4464, KA-4465, Area of Philadelphia; The Pulitzer Pub. Co. KA-4843 Area of St. Louis; Radio Cincinnati Inc. KA-4844 Area of Cincinnati; Scripps-Howard Radio Inc., KA-4846, 47, 48, 49, Area of Cleveland and KA-3570 Area of Cincinnati; Southern Radio & Eqpt. Co., KA-4850 Area of Miami, Fla.; Southland Industries Inc., KA-2935 Area of San Antonio; WDSU Bcstg. Services KA-4857 Area of New Orleans; Stromberg-Carlson Co. KEA-91, KA-4851 Area of Rochester, N. Y.; Triangle Publications Inc. KA-4852. KA-4853, KA-4854 Area of Philadelphia; Voice of Ala. Inc. KA-4083 Area of Birmingham, Ala.; WAVE Inc. KA-4855 Area of Louisville; WBEN Inc. KA-4856 Area of Buffalo; WGN Inc., KA-4859, KA-4860, Area of Chicago; WKY Radiophone Co., KA-4861, KKB-24, Oklahoma City. KA-4862 Area of Oklahoma City; Radio Station WOW Inc. KA-3782, KA-4827. 28, Area of Omaha; WPIX Inc. KA-4863, KA-4864, KA-2934, Area of New York; WSAZ Inc., KOB-34, KA-4249, Area of Huntington, W. Va.; The Yankee Network Inc. KA-4866, Area of Boston; The Jack Gross Bcstg. Co., KA-2739 Area of San Diego; Assoc. Bcstrs. Inc., KG2XAZ Areas of Bethlehem, Easton and Allentown, Pa.; Capehart-Farnsworth Corp. KS2XBP Ft. Wayne; Federal Telecommunication Labs. Inc. KE2XIH, Areas of Nutley, N. J. and New York; Kan. State College, etc. KA2XBD Manhattan, Kan.; Keystone Bcstg. Corp. KG2XAX, Area of Harrisburg, Pa.; Eugene P. O'Fallon Inc. KA2XBE. Area of Denver; TV Calif. KM2XCW San Francisco; Pacific Video Pioneers KM2XAZ Area of Signal Hill, Calif.; Radio Corp. of America KE2XIC Camden; Sherron Metalic Corp. KE2XIE Brooklyn, N. Y.; Zenith Radio Corp. KS2XBR, KS2XBS Chicago.

Temporary Extension Granted

Following Experimental TV and Experimental TV relay stations granted temporary extensions of licenses to June 1, 1950: Allen B. DuMont Labs. Inc. KA-4448 Pittsburgh; General Electric Co. KA-2106, 2107 Schenectady; Paramount TV Productions Inc. KA-4841, KA-4842 Los Angeles; Westinghouse Radio Stations Inc. KA-4858 Boston; General Electric Co. KEA-92 Schenectady; American Bcstg. Co. Inc. KA-4180, KA-4440, Area of Los Angeles KA-4441 Area of San Francisco; KA-4442, 4443, Area of Chicago; KA-4444, 4445, Area of New York; WXYZ Inc. KA-3136, KA-4865, Area of Detroit; Columbia Bcstg. System Inc. KA-4454, 4455, 4456, 4457, Area of New York, N. Y. KE2XIA, New York; KTTV Inc. KA-4891, 4892, 4893, Area of Los Angeles; National Bcstg. Co. Inc. KA-4832 Area of Los Angeles; KA-4833 Area of Washington, D. C.; KA-4834 Area of Washington, D. C.; KA-4835 Area of Chicago; KA-4836, 4837, 4838 Area of New York; KA-4839, 4840. Area of Cleveland; KA-2104. Area of New York, N. Y.; KA-3372. Area of Los Angeles, Cal.

Licenses Extended

Commission temporarily extended licenses, to April 1, 1950, of Experimental Television Relay Stations KQA-40 and KQA-44, operated by Crosley Bcstg. Corp. in connection with TV broadcast stations WLWT, Cincinnati; WLWD Dayton, and WLWC Columbus, Ohio; and 10 experimental TV relay stations—KGB-50 to 59 inclusive—operated by Philco Television Broadcasting Corp. between New York and Philadelphia, in connection with its TV station WPTZ at Philadelphia. In letters to both companies, the Commission stated:

Renewal Denied

Gus Zaharis, Charleston, W. Va.—Denied renewal of license for experimental TV station KA2XAF on 54-60 mc. in commercial TV band.

Intermountain Bcstg. and TV Corp., Salt Lake City—Granted renewal of experimenetal TV relay license KA-5573 (formerly KO2XBH) for period ending Feb. 1, 1951.

Extension Denied

Commission denied further temporary extension of license of experimental TV broadcast station KM2XBA (formerly W6XDU) of Don Lee Bcstg. System, Los Angeles, beyond its present expiration date of March 1, 1950, because licensee, despite notifications, has not sought removal to a properly allocated band from present frequency 310-318 mc.

Renewal Denied

Commission denied renewal of license of three experimental TV stations (KGB-48, KGB-49 and KGB-63) of Philco Television Bcstg. Corp., Philadelphia, because stations are operating in commercial TV band on 204-216 mc., and Philco has had ample time to apply for frequencies allocated for TV aux. stations.

Extension Granted

Following commercial TV stations granted temporary extensions of licenses to June 1, 1950: KING-TV Seattle; KPIX (TV) San Francisco; and WXYZ-TV Detroit.

Following stations were granted temporary extensions of licenses to June 1, 1950: WHHM Memphis; KGEM Boise, Ida.; KNOG Nogales, Ariz.; WAML Laurel, Miss.; WENT Gloversville, N. Y.; WDMJ Marquette, Mich.; KJAM Vernal, Utah; KSIL Silver City, N. M.; KBRS Springdale, Ark.

Renewal Granted

Following stations were granted renewals for period ending Feb. 1, 1953: KCNA Tucson, Ariz.; KGFW Kearney, Neb.; KOWB Laramie, Wyo.; KPKW Pasco, Wash.; KTXL San Angelo, Tex.; KVOX Moorhead, Minn.; WDSR Lake City, Fla.; WHAT Philadelphia; WKIC, Hazard Ky.; WKRM Columbia, Tenn.; WNBS Murray, Ky.; WTWN St. Johnsbury, Vt.; WWPA Williamsports, Pa.; KPST Preston, Idaho; KBND Bend, Ore.; KIST Santa Barbara; WBGE Atlanta, Ga.

License Extended

KMYR Denver, Col.—Present license extended on temporary basis to June 1, 1950.

License Renewals

Following commercial TV stations granted renewal of licenses for period ending Feb. 1, 1951: WMAR-TV Baltimore; WSB-TV Atlanta; WMAL-TV Washington, D. C.; WTMJ-TV Milwaukee; KLEE-TV Houston; WHIO-TV Dayton; WPTZ Philadelphia; WKRC-TV Cincinnati; WAAM (TV) Baltimore; WEWS Cleveland; WBEN-TV Buffalo; WCAU-TV Philadelphia; WDSU-TV New Orleans.

Licenses Extended

Licenses for following were extended on temporary basis to June 1, 1950: WHED Washington, N. C.; KSET El Paso; WCVI Connellsville, Pa.; WOXF Oxford, N. C.; KNAF Fredericksburg, Tex.; WRHI Rock Hill, S. C.; KIJV Huron, S. D.; KELK Elko, Nev.; KSFE Needles, Calif; WLBJ Bowling Green, Ky.; KICK Springfield, Mo.

Renewal Granted

WINX Washington D. C.—Granted renewal of license for main trans, for period ending Feb. 1, 1953; and granted temporary extensions of experimental licenses to June 1, 1950 for Synchronous Amplifiers pending further study of technical performance.

Following stations were granted renewals for period ending Feb. 1, 1953:

(Continued on page 84)



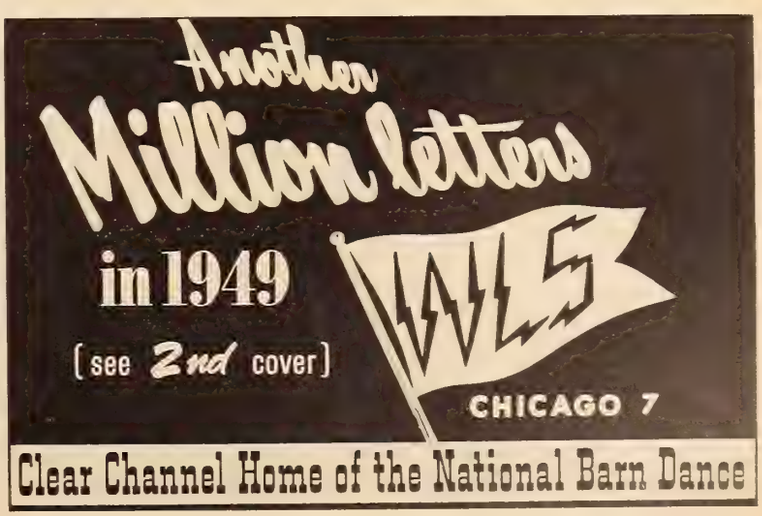
AS a promotion-publicity stunt, NBC press department has arranged to have its stars who visit parched New York bring water from more abundantly supplied western watersheds. Judy Canova pours weak sister of mountain dew into the barrel, assisted by William S. Hedges (r), NBC vice president. Edward Clark, chief engineer of the New York City department of water supply, happily watches addition of drop in the bucket.

CANADIAN FEES

Board Reserves Decision

DECISION on 1950 fees for the Composers, Authors and Publishers Assn. of Canada (CAPAC), Canada's ASCAP, was reserved on Jan. 21 at Ottawa by the Canadian Copyright Appeal Board. CAPAC asked for $292,718 in fees from broadcasting stations, $20,000 more than last year.

Sum is based on 14c per licensed radio receiver. Half the fee is to be paid by privately-owned stations, and the other half by the Canadian Broadcasting Corp. CBC protested the fee before the board on the ground that it only has 18 stations while there are 126 privately-owned stations. Justice J. T. Thorson, chairman of the board, stated that anyone dissatisfied with the fees fixed by the board, could contest the matter in the courts.



Docket Actions . . .

INITIAL DECISION

KWTO Springfield, Mo.—Examiner J. D. Bond announced initial decision to grant application of Ozarks Bcstg. Co. to change from 5 kw-D 1 kw-N to 5 kw unl. using directional on 560 kc. Decision Jan. 20.

Non-Docket Actions . . .

TRANSFER GRANTS

WWDC-AM-FM Washington—Granted assignment of license from Capital Bcstg. Co. to People's Bcstg. Corp., licensee WRFD Worthington, Ohio and subsidiary of Farm Bureau Mutual Automobile Insurance Co. for $125,000. Capital Bcstg. acquired WOL-AM-FM Washington from Cowles interests, contingent upon their selling WWDC. WWDC is assigned 250 w fulltime on 1450 kc. Granted Jan. 26.

WDLF DeLand, Fla.—Granted assignment of license from Lyle Van Valkenburg tr/as DeLong Bcstg. Co. for $50,000 to John B. Stetson U. WDLF is assigned 250 w unl. on 1490 kc. Granted Jan. 26.

WNEW New York—Granted assignment of license from Greater New York Bcstg. Corp. to newly formed corp. WNEW Inc. for about $2,000,000. Application states that this is "the consummation of original intention of Arde Bulova in 1944 to divest himself of all radio interests." WNEW Inc. ownership includes: William S. Cherry Jr., chief owner WPRO-AM-FM Providence, R. I., president 49.2%; Charles W. Knowles, treasurer and minority stockholder WPRO, treasurer 5%; Harold Tanner, attorney, secretary 3.5%; Bernice Judis WNEW manager, executive vice president; Ira M. Herbert, WNEW sales manager; Ted Cott, WNEW program director, vice president; Harry Playford, banker 19.2%; Albert H. Baer, certified public account 3.3%; Clem J. Randau, president KFBI Wichita, Kan., and co-publisher New Milford, Conn. Times., 3.5%; Alfred Buckley, owner Buckley & Scott Inc., Providence fuel distributor, 2.5%; Russell C. Smith vice president Cranston Print Works, Cranston, R. I. 1.7%; Godfrey B. Simonds, Providence investment banker, 2.5%; George V. Meehan, chief owner, Mills Inc., Providence textile firm, 8.3%. Price is $150 per share plus net quick assets not to exceed $500,000. WNEW is assigned 10 kw on 1130 kc. Granted Jan. 26.

FCC Actions

(Continued from page 83)

Decisions Cont.:

KOLE Port Arthur, Tex; KSEK Pittsburg, Kan., WMLT Dublin, Ga.

WNBH New Bedford Mass.—Granted renewal of license for regular period.

Extension Granted

WWPG Palm Beach, Fla.—Granted temp. extension of license to June 1, 1950.

Transfer Granted

WCLD C. W. Capps, Lowry Tims and Cy N. Bahakel, d/b as Cleveland Bcstg. Co., Cleveland, Miss.—Granted consent to assignment of CP from partnership of three equal partners to new corp. in which three assignor partners hold all voting stock increasing Bahakel's interest to 51%.

Waiver Denied

KRFM Fresno, Calif.—Denied request for waiver of FM rules to permit KRFM to operate 6 hours a day, five days a week; the hours and days to be selected by station.

WARL-FM Arlington, Va.—Denied request for waiver of FM rules to permit WARL-FM to operate same number of hours as its associated D only AM station WARL.

STA Denied

WVBT Bristol Center, N. Y.—Denied request for STA to operate on Ch. 236 pending Commission action on WVBT's application to change frequency from Ch. 270 (presently authorized) to Ch. 236.

January 26 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KPOF Denver, Col.—Mod. license to change hours from sharing time with KFKA to specified hours.

Modification of CP

KXEL-FM Waterloo, Ia.—Mod. CP new FM station for extension of completion date.

KUOM-FM Minneapolis, Minn.—Mod. CP new noncommercial educational FM station for extension of completion date.

WSDX Louisville, Ky.—Mod. CP noncommercial educational FM station to change frequency to 88.1 mc Ch. 201.

WBZA-FM Springfield, Mass.—Mod. CP new FM station to change studio location to Boston, Mass. ERP to 10.2 kw, ant. to 150 ft.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,097	2,058	178		323	275
FM Stations	732	488	285	*6	49	28
TV Stations	98	32	79		353	182

* Four on the air.

CALL ASSIGNMENTS: KGLN Glenwood Springs, Col. (Western Slope Bcstg. Co., 1240 kc, 250 w unlimited; WBNL Boonville, Ind. (Boonville Bcstg. Co., 540 kc 250 w daytime); WFMH Cullman, Ala. (Voice of Cullman, 910 kc, 500 w daytime); WFMH-FM Cullman, Ala. (changed from WFMH); WSJB Charlotte Amalie, St. Thomas, V. I. (John W. Boler, 1090 kc, 250 w unlimited).

* * *

Deletions . . .

THREE FM and one AM outlets were reported deleted by the FCC last week. Total to date this year: AM 3; FM 9; TV, none. Deletions, effective dates and reasons follow:

WHIP Silver Spring, Md. — Montgomery FM Bcstg. Corp., CP Jan. 20. Mod. requested by FCC when station was granted Class B in lieu of Class A never filed.

KMPC-FM Los Angeles—KMPC The Station of the Stars Inc., CP Jan. 24. No reason stated.

WEW-FM St. Louis, Mo.—St. Louis U. License Jan. 24. Economic.

WJOR Bangor, Me.—Bangor Bcstg. Service Inc. License Jan. 24. Economic.

New Applications . . .

AM APPLICATIONS

Reno, Nevada—Chet L. Gonce, 1230 kc, 250 w unl.; construction costs $4,500. Mr. Gonce originally was owner of KXXL Reno which he sold in 1947 to Byron J. Samuel and associates, (Broadcasting Jan. 2). Facilities sought by Mr. Gonce in this application are the same as KXXL, and low construction cost is based on the fact equipment from KXXL is to be utilized. Filed Jan. 20.

New Orleans—Charles D. McNamee & Frances Frierson McNamee, 1400 kc, 250w unl. Construction cost exclusive of land and buildings $9,800. Mr. McNamee is manager of WGYV Greenville, Ala. He was formerly an instructor at U. of Alabama. Frances F. McNamee is his wife. Filed Jan. 23.

Uniontown, Pa.—Uniontown Newspapers Inc., 1300 kc, 1 kw D. Estimated cost of construction $15,850. Uniontown Newspapers Inc., is licensee of WNIQ (FM) in that city. Filed Jan. 24.

Paris, Ill.—Paris Bcstg. Corp., 1420 kc 250 w D. Estimated construction cost $13,000. Principals in new corp. include: Adlai C. Ferguson Jr., salesman Electrolux Corp., president 45.546%; LeAllen French, lieutenant USAF., V. P. 15.182%; Herman Slutzky, owner, Century Motor Sales, Sam Slutzky Co., broom corn brokerage; G. F. Patterson, manager Paris Hospital, 5.06%; Marjorie V. Ferguson, .05% and Holland Roche, salesman H. V. Winn Co., sporting goods. Filed Jan. 24.

FM APPLICATIONS

Richland, Wash.—Yakimo Bcstg. Co. Class A, Ch. 279 (103.7 mc) ERP 916 w. Station will use same buildings etc. as those occupied by KALE Richmond, AM outlet. Robert S. McCaw is president of Yakima bcstg. Co., licensee of KALE. Filed Jan. 20.

TRANSFER REQUESTS

WERI Westerly, R. I.—Assignment of license from Paul Oury to Radio Westerly Inc. for consideration of $71,000. Principals in Radio Westerly include: Richard G. Moore, president E. J. Pinney Co., building contractors, president and 20% interest; Lee S. Greenwood, in engineering and development, treasurer and 10% owner; Albion W. Warren Jr., industrial editor Brown Pulp & Paper Co., Berlin, N. H., secretary 25%; Warren M. Greenwood, assistant manager and program director WHAV Haverhill, Mass., and Richard G. Moore and Lee S. Greenwood jointly 19%. WERI is assigned 1230 kc 250 w unlimited. Filed Jan. 20.

WMID Atlantic City, N. J.—Transfer of control of Mid-Atlantic Bcstg. Co. from Earl M. Johnson and Charles H. Singer to Richard Endicott. Consideration $50,000. Mr. Endicott has hotel interests in Atlantic City. He is also 25% stockholder and president and director of Seaside Bcstg. Co. which has pending application for station at Atlantic City (proposed denial). WMID is assigned 1340 kc 250 w unlimited. Filed Jan. 20.

WNNT Warsaw, Va.—Assignment of license from Grayson Headley t/r as Northern Neck and Tidewater Bcstg. Co. to Grayson Headley and Charles E. Stuart new company of same name. Mr. Stuart is a lawyer, president of Stratford Packing Co. and farmer in Montross, Va. In forming new company a bank account will be established for the station and Mr. Stuart will provide $8,000 plus for the account. WNNT is assigned 690 kc 250 w D. Filed Jan. 24.

KRDU Dinuba, Calif.—Acquisition of control of Radio Dinuba Co., by Egon A. Hofer and David L. Hofer from John M. Banks, Donnely C. Reeves and Troy Banks. The Hofers originally held 32.5% and transfer would increase their holding to 50% each. Consideration is $18,182.78. KRDU is assigned 1130 kc 250 w D. Filed Jan. 24.

WCLE Clearwater, Fla.—Assignment of license from Clearwater Bcstg Co. Inc., to Florida West Coast Bcstrs. Inc. Consideration $25,000 plus three notes of $2,500 to mature on different dates. Principals in Florida West Coast include: Charles L. Farrington, physician and surgeon, president 20%; William S. Perry, former program direct WPAT Paterson, N. J. secretary 20 Arthur B. Mundorff formerly w WPAT, treasurer 50% and John Phillips, insurance company own vice president 10%. WCLE is assign 680 kc 1 kw D. Filed Jan. 24.

KLAS Las Vegas, Nev.—Transfer control of Las Vegas Bcstrs. Inc. fr C. L. McCarthy, E. L. Barker, Dunc A. Scott and W. R. Steffner to Fre erick G. Stove, who presently ow 20% and is secretary-treasurer; R. Jolley, owner White Bunny Ice Cre Co., Las Vegas Brick and Tile Co. a other interests; A. J. Brown; and W. Eldredge, manager of KLAS. Ea of the four partners will have 2 interest. Consideration $25,400. KL operates with 250 w unlimited on 1 kc. Filed Jan. 24.

KOPP-AM-FM Ogden, Utah—Tra fer of control of KOPP Inc., fr James B. Littlejohn to G. Stanley Bre er for $9,999. Mr. Brewer is ow of retail food store, WBW Herefo Ranch Co. and Wheatley Motor KOPP is assigned 1 kw D on 730 Filed Jan. 24.

KSDO-AM-FM San Diego, Calif Transfer of negative control in S Diego Bcstg. Co., to C. Arnholt Smi C. A. Smith presently holds 250 of 1000 shares outstanding and bu from his brother John A. Smith his e tire holdings of 250 sh. KSDO is signed 1130 kc, 5 kw DA-2. Filed Ja 25.

WSUA Bloomington, Ind. —Assig ment of license of Radio Station WS Inc., to Syndicate Theatres Inc. $6,500. WSUA is going out of bu ness and Syndicate Theatres Inc. wis es to take over WSUA AM facilities a operate it in conjunction with its F outlet WCSI (FM) Columbus, In WSUA.

WOCB W. Yarmouth, Mass.—Assig ment of license of Bristol Bcstg. Inc., to E. Anthony & Sons. Bris Bcstag. Co. is owned by E. Antho & Sons licensee of WNBH and WF (FM) New Bedford, Mass. and WOC is assigned 1010 kc 1 kw D. FM Ya mouth. With view to simplifying corp rate structure and for business reaso it was determined assets of Bris Bcstg. should be turned over to Anthony. WOCB is assigned 1240 150 w unl. Filed Jan. 26.

RADIO HANDBOOK

Amateur's Volume Issue

THE RADIO AMATEUR'S HANDBOO for 1950. 27th Edition. The Americ Radio Relay League, West Hartfor Conn. 605 pp plus equipment suppl ment. $2.

THE 1950 edition of *The Rad Amateur's Handbook*, compiled b the staff of the Amateur Rad Relay League and now being di tributed, is a careful revision basic data to incorporate newe developments in the field of cor munication. The new work, f instance, includes emphasis in a sections on methods to reduce i terference to TV reception.

The handbook, as in previo years, treats amateur communic tion in all aspects from basic funda mentals for the beginner to late techniques in single-sideband t lephony. It claims to be practic as a text, reference or constru tional manual and its 25 chapte are well interspersed with detail illustrations and diagrams. Th handbook presents fundamenta of theory in progressive order, a companied by relative practic applications in each case.

The tube-data tables have bee completely revised to include di grams of all the newest tube d velopments as well as latest man facturers' improvements in o standard type tubes. The adve tising section on products of a proved suppliers is done in catal style to aid selection and compar son.

ABC network show, *Breakfast in Holl wood*, renamed *Welcome to Hollywoo*

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

NTI-CLEAR

Pending Bill Hit

ENDING anti-clear channel legation in Congress would favor y listeners at the expense of a ge part of the nation's farm pulation, according to an edirial in the *National Live Stock oducer*, inserted in the *Congresnal Record* Jan. 19 by Sen. Clina P. Anderson (D-N. M.).

Other farm support for clear annel service meanwhile was en in a joint resolution of the w York State Vegetable Grow- Assn. and the Empire State tato Club "strongly" opposing move to break down the clears. The resolution said the two oups "rely entirely upon clear annel radio" for help in deterning market prices of their prodk, that information carried by ar channel stations contributes market stability, and that clear annel weather service is "highly luable."

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

IMPS Stressed

EDITOR, BROADCASTING:

First, let me thank you for the excellent coverage you gave our film, *Lightning That Talks*, in the Jan. 23 issue of BROADCASTING. Also, I should like you to know how much we appreciate your favorable editorial comments regarding the production.

However, there was one thing which displeased us greatly in this spread—and that was the incorrect credits you gave in identifying our organization. Most people know us as IMPS—and few people will associate us with the various names you have given us. They are specifically:

1. Independent Motion Picture Producers Society.

2. International Movie Production Service.

3. Though we were correctly identified in the editorial as the International Movie Producers' Service, we like to have that title preceded by "IMPS — International Movie Producers Service."

We would appreciate your printing a correction to this effect in your next issue.

Thank you very much for your cooperation.

Ben Gradus
IMPS-International Movie Producers' Service
New York

* * *

Cites Pearson DB

EDITOR, BROADCASTING:

Everybody is taking a crack at you on the Drew Pearson DB. Top this one; we are probably the only station in the country doing a rebroadcast the FOLLOWING day at noon, of Drew Pearson since Nov. 7, 1949.

This is in keeping with our campaign, as reported in BROADCASTING, to rebroadcast night time network shows that are missed because of TV. Maybe the sponsors will wake up before the agencies and networks do.

Lou Poller
Pres.
WPWA Chester, Pa.

* * *

Lauds Magazine

EDITOR, BROADCASTING:

I have been a subscriber to BROADCASTING magazine for nearly eight years and still think it's the greatest thing in print next to the Bible. . . .

Dana W. Adams
Announcer
KFDX Wichita Falls, Tex.

LEE ESTATE

Hearing Held in Los Angeles

FIRST financial accounting of the estate of the late Thomas S. Lee showed an exact evaluation of $9,410,492.12, according to documents submitted to the Los Angeles Superior Court last week. Mr. Lee fell or jumped to his death from a Los Angeles office building Jan. 13 [BROADCASTING, Jan. 23, 16].

The evaluation was brought out last Tuesday at the court when Judge Newcomb Condee approved the first financial accounting submitted by Lewis Allen Weiss and Willet H. Brown, chairman of the board and president, respectively, of Don Lee Broadcasting System, as guardians of Mr. Lee's estate. Judge Condee at this hearing formally discharged Mrs. Nora S. Patee, his aunt, as guardian of Mr. Lee's person. The guardians were appointed Sept. 8, 1948, shortly after Mr. Lee had been declared mentally incompetent to handle his own affairs.

Five voluminous reports concerning management of the radio-television and automotive enterprises of the estate were also ordered sealed for at least three years by Judge Condee. He held the volumes contained "business secrets" which should not be available to the public.

ABC GIVEAWAY

Sterling, Trimount Buy Parts

STERLING DRUG INC. and Trimount Clothing Co. each have purchased quarter-hours of ABC's Sunday evening giveaway, *Stop the Music*. Gross time billings for the two accounts amount to $20,000 a week.

Effective March 5, Sterling Drug for Ionized Yeast and Double Danderine will sponsor the 8-8:15 p.m. segment of the 8-9 p.m. show. Dancer-Fitzgerald-Sample Inc., New York, is the agency. Trimount Clothing, through William H. Weintraub & Co., New York, begins sponsoring the 8:15-8:30 p.m. segment effective March 26.

AX MESSAGE

Truman Aims Affect Exempt Groups

ECOMMENDATIONS aimed at tax-exempt educational and charitable titutions and at "temporary" corporations set up to capitalize on pital gains provisions—and also urging removal of certain wartime ise taxes—were proposed by President Truman last Monday in his nual tax message to Congress.

The proposals, if put into effect, uld render educational and charble organizations liable to taxes income invested in commercial dio and other commercial fields. Capital gains recommendations uld have little practical effect on ternal Revenue Bureau's present licies in the radio field.

The President urged that exes be reduced to the extent that resulting loss of revenue is reced by revenue obtained from sing loopholes in the present tax vs. He said he had in mind those xes "which have the most undeable effects" and which are "dessing certain lines of business." Specifically, he singled out those on long-distance telephone and telegraph communications and "the entire group of retail excises."

Spokesmen at Radio Mfrs. Assn. said there was little in the message to indicate that manufacturers' excises on radio receivers, phonograph records, and other related items would be lifted. Whether they would be removed, along with others, will be determined largely by the House Ways & Means Committee, which has been studying the tax question for months.

Rep. Noah Mason (R-Ill.) said the President's message only confirmed what he has been telling Congress right along — namely, that educational and cooperative firms have been buying radio stations and other properties in competition with private organizations through the benefit of non-taxable funds set aside for other purposes [BROADCASTING, Jan. 23].

The Illinois Republican previously cited the purchase of KGA by Gonzaga U. last fall, and *Duffy's Tavern*, which has been tape-recorded in Puerto Rico (where a seven-year tax holiday is in effect), as examples of alleged tax escape [BROADCASTING, Oct. 10, 17, 1949].

Day Joins Lynn Baker

ROBERT W. DAY, formerly television director of H. B. Humphrey Co., New York, and prior to that radio director of John Hancock Mutual Life Insurance Co., Boston, has joined Lynn Baker Inc., New York, as director of radio and television.

WATO
Oak Ridge, Tenn.
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-P
A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

WANT THE FACTS IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

At Deadline...

PARAMOUNT ON VERGE OF SELLING DUMONT STOCK

PARAMOUNT Pictures reported last week to be on verge of selling its stock interest in Allen B. DuMont Labs for price said to be in $10 million range. Identity of prospective buyers, strictly guarded secret, variously reported as General Electric, IT&T, Emerson Radio Corp., and Westinghouse Corp.

Dr. Allen B. DuMont, president of laboratories and TV network, said he regarded reports as "another rumor," and that even if sale occurred his control would not be affected.

Paramount owns about 29% of DuMont stock, for which its total investment was $164,000, according to FCC records. FCC has ruled tentatively that Paramount "controls" DuMont, but both DuMont and Paramount are opposing this ruling. As owner of all Class B shares, Paramount is entitled to name three of DuMont's eight directors.

Stock is not listed on Exchange, but financial sources estimate present market value at better than $7.5 million for total Paramount holding. It was believed Paramount would not relinquish stock for appreciably less than $10 million.

AMENDMENT ACCEPTED IN BIRMINGHAM CASE

FCC MAJORITY Friday accepted amendment by Thomas N. Beach, original licensee of WTNB Birmingham, Ala., to correct defective verification of application to switch from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc, grant of which was appealed by Johnston Broadcasting Corp., licensee of WJLD Bessemer, Ala., and also Birmingham applicant for 850 kc [BROADCASTING, May 9, 1949].

In memorandum opinion and order to comply with ruling by U. S. Court of Appeals for D. C. and to begin untangling of long-pending legal snarl, FCC majority further authorized Pilot Broadcasting Corp., present WTNB licensee in which Mr. Beach is 51% owner and Texas broadcaster, Roy Hofheinz, is 49% owner, to file amendment within 30 days to show it is now applicant for change of assignment in dispute. Order indicated such amended bid would be set for further comparative hearing with Johnston.

Legality of majority ruling was hit in dissent by Comr. Robert F. Jones, who held court ruling that FCC could correct defect by amendment meant it could do so only if rules allowed, which they do not, he said. He further cited ownership changes as precluding any but substantive amendment, prohibited by law. Comr. Paul A. Walker dissented only regarding further hearing and urged full reaffirmation of original grant to WTNB and subsequent transfer.

SACKETT ADDS NEWSPAPER

SHELDON E. SACKETT, West Coast broadcaster and publisher, who has bought KRSC Seattle subject to FCC approval [BROADCASTING, Dec. 26, 1949], Friday was reported buying properties of defunct *Seattle Star* for new paper to be called *Seattle World*. Purchase, from Publishers David and Tommy Stern, reportedly entailed $150,000 and handled through Henry Broderick Inc. Mr. Sackett's pending purchase of KRSC is from P. K. Leberman and associates for $112,000, with sellers retaining cash on hand and accounts receivable.

AT&T HEARING RECESSED

HEARING on whether AT&T should be required to interconnect its intercity TV facilities with those of Western Union recessed Friday to March 6 by FCC Hearing Examiner J. Fred Johnson Jr. after preliminary meeting of principals and two intervenors, Television Broadcasters Assn. and Philco Television Broadcasting Corp.

NBC REVISES SATURDAY NIGHT TV PROJECT

IN REVISED plan for proposed Saturday night television program—first version of which caused protests to FCC—NBC-TV has asked affiliates in markets having three or more stations to accept entire 2½-hour spread, but those in markets of only one or two stations may accept any part of proposed show, BROADCASTING learned Friday.

In NBC's original order, all affiliates asked to carry all or nothing of 8-10:30 p.m. show. That order withdrawn and replaced by one wired to 28 interconnections last week (see story page 62).

Wire signed by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, said stations would be paid regular network rates, that they would be advised in advance of scheduled Feb. 25 premiere of advertisers on program. Show is variety type, with first hour originating in Chicago and other hour-and-half in New York.

Comdr. Mortimer W. Loewi, executive director of DuMont Network, issued this statement:

Our complaint based on NBC's wire of Dec. 28, 1949, is now in hands of the FCC and awaits its disposition. We believe that while NBC's original order contained in the wire of Dec. 28 has been modified in accordance with the copy of Weaver's wire of Jan. 26, our basic objection—the right of a network to purchase time on its own behalf under a contract of network affiliation from stations in one-station markets without limitation—constitutes an attempt to secure a monopoly and would tend to prevent free competition in such markets among the major networks now operating.

ZUGSMITH, SMITH DAVIS INVOLVED IN LITIGATION

ALBERT ZUGSMITH and radio station-newspaper brokerage firm of Smith Davis embroiled in Federal court action in New York. Mr. Zugsmith sued Smith Davis and others for $2,600,000, charging breach of contract. Mr. Davis will file cross-complaint charging Mr. Zugsmith with misappropriation of funds of Smith Davis Corp., which Mr. Davis asserts is in process of liquidation.

Mr. Davis will continue business as broker for stations and newspapers in association with Vincent Manno and Howard Stark, but not as corporation. In his suit Mr. Zugsmith, who was joined as plaintiff by his wife, Ruth, alleged other officers of Smith Davis Corp., of which he was officer and director, interfered with his negotiations with clients, and he claimed numerous breaches of contract.

In cross complaint Mr. Davis will charge Mr. Zugsmith with misconduct as director and officer of corporation and with misappropriating company funds for personal use. Notice of these charges was given Mr. Zugsmith in letter from Mr. Davis Oct. 11, although no court action then instituted, cross complaint will assert.

ABC PROMOTES VAN DAM

DREW VAN DAM, employment manager of ABC, promoted to personnel director, following resignation of Frederick Lynch Jr. Mr. Lynch, with ABC since 1942, appointed personnel director of Central National Bank of Cleveland.

WWOK SILENCE EXTENDED

WWOK Flint, Mich., 1 kw outlet on 1470 kc, granted additional 30 days' authority by FCC Friday to remain silent pending negotiations for sale to Ann Arbor prospect. WWOK off air since Dec. 24.

Closed Circuit

(Continued from page 4)

still-pending plan of M-G-M to originate mi mum of 30 hours per week of new progra to be fed to network [CLOSED CIRCUIT, Jan. 1 Although nothing has jelled beyond conver tion stage, discussions have been continued, a presumably deal still could be closed.

FOOTE, CONE & BELDING, New York, p paring spot announcement radio campaign run early in February for new Ingrid Bergm picture "Stromboli."

FALSTAFF BEER through Dancer-Fi gerald-Sample, New York, preparing spri spot announcement campaign.

CHICAGO CITY Council project to petiti FCC to reopen TV licensing in Chicago, becau of unfairly competitive situation with N York and Los Angeles TV centers, has stim lated nationwide interest and several oth large metropolitan areas understood to considering similar projects.

SHORTLY to be announced will be election Richard A. Borel, general manager of WB Columbus, to board of directors of *Columb Dispatch* and to board of Ohio National Ba which, along with station, are Wolfe ent prises.

SEVERAL AGENCIES making presentatio to Speidel Corp., Providence (watchband radio and television advertiser, whose curre agency is Cecil & Presbrey. Definite decision to whether company will retain C & P appoint another agency expected this we

CAMPBELL SOUP Co., Camden, has auth ized Ward Wheelock Co., New York, to prepa television campaign for fall. Company mulli over whether schedule should be TV spots network program.

WITH FCC approval last week of $2 milli sale of WNEW by Arde Bulova to gro headed by Wm. S. Cherry, Providence sto owner and operator of WPRO Providence, e ecutives of buyer and seller were in New Yo last weekend to arrange closing date, probab Feb. 1. No changes in staff or policy operati of New York independent are contemplat (story page 26).

HOLLYWOOD ACADEMY ANNOUNCES AWARDS

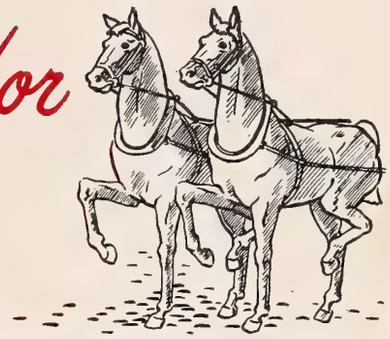
AWARDS for "best live" and "best kin scoped" TV shows received Friday by CBS-T *Ed Wynn Show* and NBC-TV *Texaco St Theatre*, respectively, at Academy of Tele sion Arts and Sciences second annual awar dinner, Ambassador Hotel, Los Angeles.

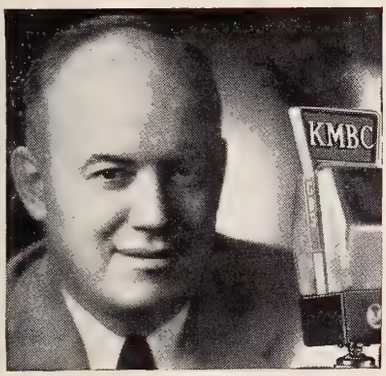
KTTV (TV) Los Angeles *Pantomime Q* (live) and CBS *Studio One* (kinescope) giv honorable mentions. Other awards: (be children's) KTLA (TV) Los Angeles *Time f Beany;* (outstanding live personality) E Wynn; (outstanding kinescope personalit Milton Berle; (best film for TV) NBC *Li of Riley*; (best TV commercial) Lucky Strik (best public service) ABC *Crusade in Europ* (station achievement) KTLA; (best spor coverage) KECA-TV Los Angeles; (technic award) Harold Jury, Don Lee TV technicia

WISCONSIN AM GRANT

NEW AM station for Manitowoc, Wis., on 9 kc with 500 w day granted by FCC Friday Manitowoc Broadcasting Co., owned by Edwa D. Allen Jr., WMAQ Chicago announcer-pr ducer, and Edward W. Jackson, WAIT Chica chief engineer. Estimated cost $10,475.

Teamed for SERVICE





PHIL EVANS



KEN PARSONS



BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

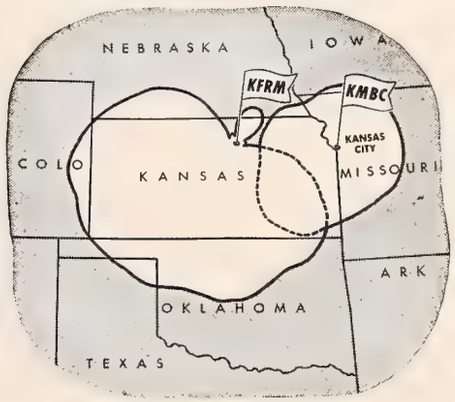
Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.



The KMBC-KFRM Team Serves 3,659,828 People*

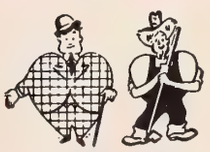
* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980



Represented Nationally by

FREE & PETERS, INC.

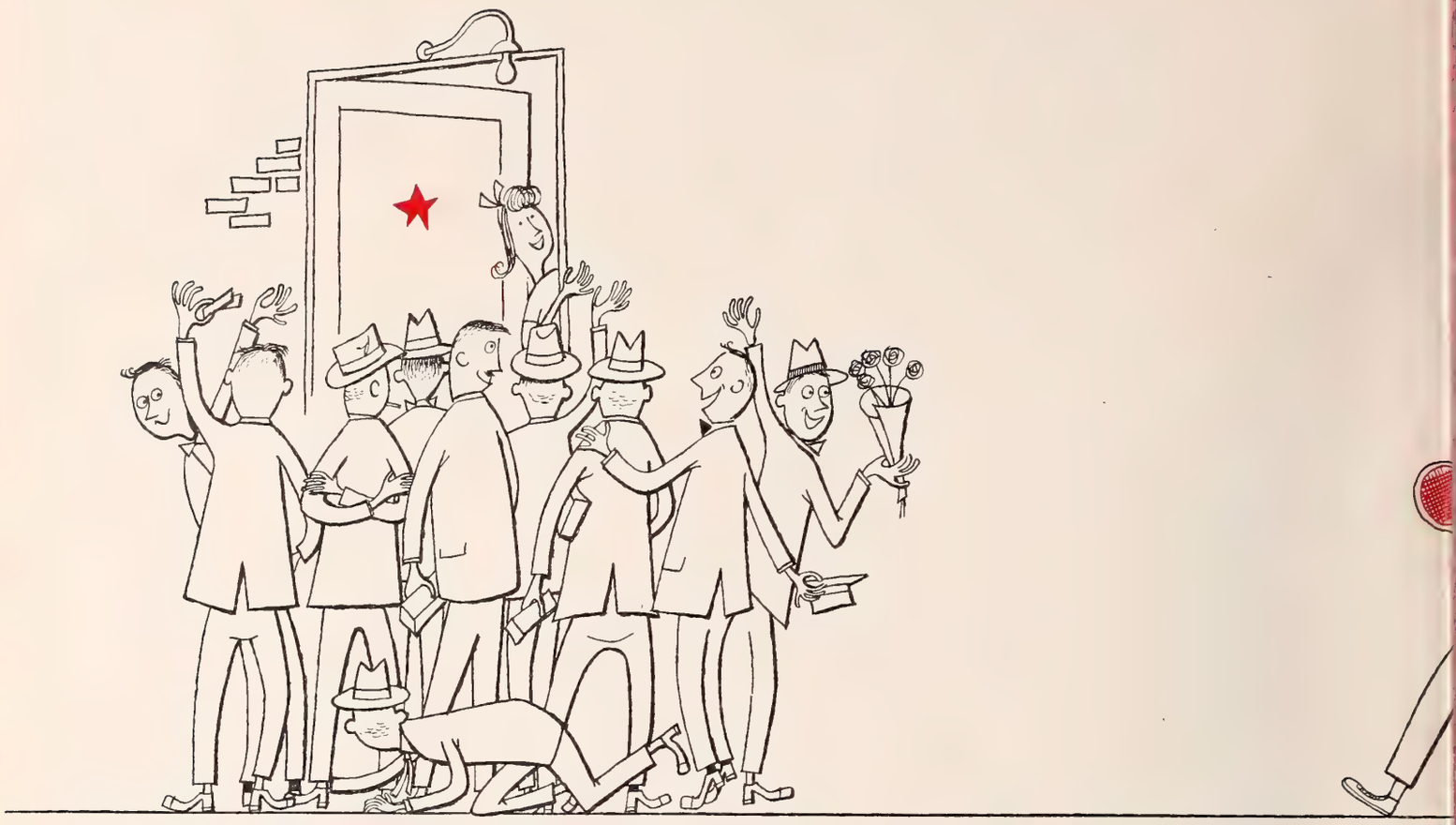
Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



radio stations everywhere.....



BUT ONLY ONE...

WSM
NASHVILLE

CLEAR CHANNEL
50,000 WATTS

Agency time buyer or Advertiser: How does this sound to you? Radio programming facilities unrivaled outside New York or Hollywood production centers . . . A 200 person talent staff including some of America's biggest name entertainers . . . And to reach the booming Central-South market the most powerful signal now authorized any American radio station—50,000 watts on an interference-free Clear Channel.

That's what you get when you buy WSM. That's why with 2612 stations in this country there is still *Only One WSM*.

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

SALESMAKER TO THE CENTRAL-SOUTH

FEBRUARY 6, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

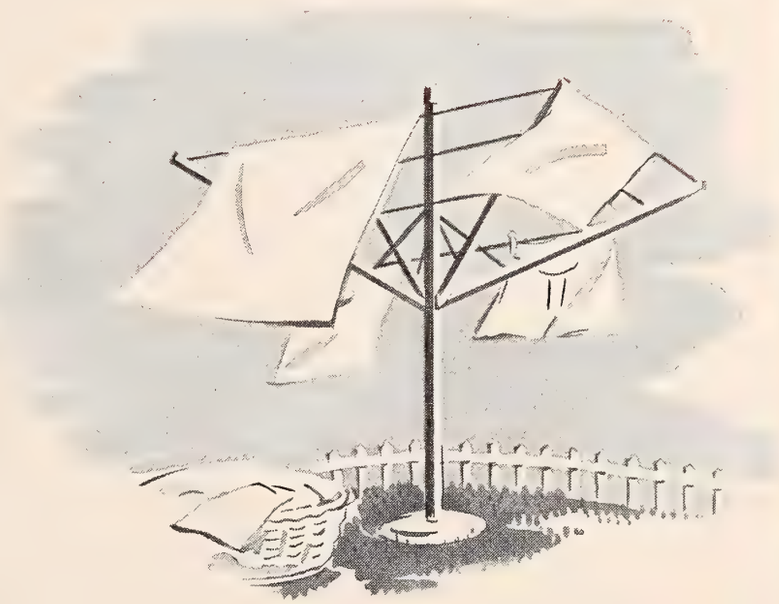
TELECASTING

Success story:

Talk about results from WLEE! Just read this story about the Richmond chemical company which makes a liquid bleach used in washing clothes.

This manufacturer started advertising his bleach on WLEE. *In just 11 weeks, orders from retailers had exceeded his production capacity!* For four weeks he had to stop advertising the bleach (he plugged a glass cleaner in its place) until he caught up with the orders.

Results like this from WLEE are everyday events for Richmond advertisers. More and more national advertisers are learning that WLEE is the Richmond station that gets results—fast! If WLEE is not on your list, get the whole story from your Forjoe man today!



WLEE

MUTUAL IN RICHMOND

OM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

Wise advertisers are buying NOW

May we suggest that you
contact your Petry man now
for preferred positions.



WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

AFFILIATE OF THE CBS TELEVISION NETWORK

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIME

Coming to Louisville: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

The Direct Road



to 27 New England Markets

In every important New England market you can present your product with direct, local emphasis by using a Yankee home-town station — the sure way to command immediate attention.

Every one of Yankee's 27 home-town stations has the impact that comes from complete local dealer and consumer acceptance. Each station provides complete neighborhood coverage of its city and suburban area.

You can make your New England campaign one operation, with vital local impact in each key spot and blanket coverage of 27 top markets in six states. Yankee's 27 home-town stations are your media for sales results in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FCC's VERSION of revised McFarland Bill (S 1973) to reorganize FCC expected to go to Chairman Sadowski of House Interstate Commerce subcommittee this week. Commission spent all day Friday on revising draft presumably at Mr. Sadowski's request. Commission's action may or may not have had any connection with Chairman Coy's visit to White House preceding day. Comr. Jones has already advocated McFarland Bill and probably will not go along with majority's version.

THURSDAY WAS another radio day at White House. FCC Chairman Wayne Coy had session with President and was followed by J. Leonard Reinsch, managing director of Cox Radio and TV Stations, who served as radio adviser to President during early days of his administration. Mr. Coy was noncommittal beyond commenting that international telegraph and telephone regulations had been discussed, but informed observers believe more intimate radio matters were dealt with. Mr. Reinsch's call was personal.

MEXICO, which abstained from NARBA negotiations at Montreal, reportedly has now signified willingness to join sessions when they resume in U. S., if they're delayed long enough to permit her to prepare. They're to start on call of U. S., between April 1 and Aug. 1. Mexico would prefer latter date. U. S. undoubtedly would welcome Mexican participation but probably would prefer earlier start.

COINCIDENTALLY, it's understood Mexico has revised her NARBA channel wishes slightly downward, compared to original requests. She now wants 540 kc, new broadcast channel which she's already using; two low-frequency clear channels in exchange for two of her present high-frequency clears, and one additional clear instead of two she originally asked for.

U. S. CHAMBER of Commerce sounding out broadcasters on possibility of using radio as mass promotional appeal. Theme would underscore advantages of free enterprise system. Thus far, details slim. Last Wednesday, Chamber President Herman W. Steinkraus conferred with top radio executives in exploratory session at C of C's Washington headquarters. While no conclusions reached nor plans made, understood tentative proposals would center on single national program plus possible spots for wide distribution.

COLOR TV continues to perk. Optical system, involving single tube with prisms, being shown to FCC Commissioners and staff brass by Elwood Meyers, veteran engineer, who's described as friend of Allen B. DuMont of DuMont Labs. In demonstrations (not telecast) black-and-white film came out in color. Meanwhile J. P. C. Engineering Works, Oak Park

(Continued on page 122)

Upcoming

Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.
Feb. 8-10: NAB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 10: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Feb. 10-11: Oregon State Broadcasters, U. of Oregon, Eugene, Ore.
(Other Upcomings on page 119)

Bulletins

STERLING DRUG Co., New York, through Dancer-Fitzgerald-Sample, to sponsor 10:45-11 p.m. segment of CBS *Sing It Again* starting Saturday, March 11. Product not announced. Sterling understood cancelling order for segment of ABC *Stop the Music* because of related product conflict involving Bert Parks, m. c.

GOLD SEAL Co., Chicago, for Glass Wax, begins regional spot one-minute campaign in about 14 Midwest markets Feb. 27 for 13 weeks through Campbell-Mithun, Minneapolis.

MURINE Co., Chicago (eye lotion), returns to spot radio Feb. 15 with one-minute commercials in more than 100 markets for indefinite period. Agency, BBDO, Chicago.

NOMINATIONS ANNOUNCED FOR NAB BOARD POSTS

LIST of nominees for 18 of 27 NAB board posts announced Friday. They include even-numbered districts and five at-large groups—large, medium, small, TV and FM stations. Included are those who accepted nominations. Three district directors elected automatically since they have no opposition [CLOSED CIRCUIT, Jan. 30].

Final ballots to be mailed about Feb. 10. District directors and those receiving largest number of votes in each at-large class to serve two years. Those running second in at-large balloting to serve one-year terms, interim procedure pending staggered two-year plan effective next year. Those elected to take office at NAB convention in April.

Two additional nominees necessary for TV directorships since four are required. NAB district directors will fill out slate this week at Chandler, Ariz., board meeting.

List of nominees follows:

District 2—William Fay, WHAM Rochester; Gunnar Wigg, WHEC Rochester.
District 4—Harold Essex, WSJS Winston-Salem, N. C.; E. J. Gluck, WSOC Charlotte, N. C.; Ray P. Jordan, WDBJ Roanoke, Va.
District 6—Harold Wheelahan, WSMB New Orleans.
District 8—H. M. Bitner Jr., WFBM Indianapolis; George J. Higgins, WISH Indianapolis.
District 10—William B. Quarton, WMT Cedar Rapids, Iowa.
District 12—Jack Todd, KAKE Wichita, Kan.
District 14—William C. Grove, KFBC Cheyenne, Wyo.; J. P. Wilkins, KFBB Great Falls, Mont.
District 16—Calvin J. Smith, KFAC Los Angeles.
Large Stations—Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; William B. Ryan, KFI Los Angeles; Victor A. Sholis, WHAS, Louis-

(Continued on page 122)

Business Briefly

NEW SPONSOR ● Nineteen Hundred Corp. St. Joseph, Mich. (Kenmore washing machines etc.), using radio and TV first time in release of 50 written and recorded AM spots and three TV film commercials to dealers and distributors nationally for cooperative sponsorship. Agency Beaumont & Hohman, Chicago.

ARROWHEAD APPOINTS ● Arrowhead Network (Wisc., Minn.) names Ral-Tel Representatives as national spot representative according to Marlin E. Smythe, national sales manager of network.

RESIGNS ACCOUNT ● Weiss & Geller, Chicago, resigns Elgin-American (compacts) account, replacing it with accounts totaling $1,200,000, according to Marvin L. Mann, radio and TV director. Elgin-American spent $800,000 on radio and TV last year, plans over $1 million this year. Ruthrauff & Ryan and Russel M. Seeds mentioned among agencies likely to land Elgin-American account.

SNUBBING OF RADIO BY MILITARY PROTESTED

DISCLOSURE that Grant Advertising agency for U. S. Army and Air Force recruiting, had no funds allocated to buy radio time although $1 million earmarked for space buying in first half of 1950, has provoked widespread protests by stations.

Encouraged by some national representatives and by BAB, stations have written Congressmen objecting to short changing of radio —celebrated as donator of free time to recruiting and other public service causes.

Issue may grow into general revolt against long practice by government agencies of paying for space in magazines and newspapers while seeking free time for same campaigns from radio (see story, page 15).

At least one important station reported to have cancelled number of Army programs and commercials it had been broadcasting free.

RADIO, GOVERNMENT LEADERS AT CORRESPONDENTS DINNER

PRESIDENT TRUMAN, government and broadcasting officials participated in annual dinner of Radio Correspondents Assn., held Saturday at Statler Hotel, Washington. Bob Hope was m. c. Elmer Davis, ABC is association president.

Talent, provided by networks with NBC as coordinator, included *Who Said That?* with Bob Trout, H. V. Kaltenborn, Vice President Alben Barkley, Oscar Levant and John Cameron Swayze; Russ Swan; Mindy Carson; Dennis Day; NBC orchestra under Norman Clotier. President Truman was given television table made from White House furniture *Who Said That?* telecast by NBC-TV network.

List of head table guests follows:

President Truman; Vice President Barkley; Hugh Baillie, UP; Supreme Court Justice Hugo Black

(Continued on page 122)



"THE GREATEST SHOW[S] ON EARTH

ARE ON KRLD AND KRLD-TV

10 out of 10 First

Neilsen's survey, published in Broadcasting Magazine, shows conclusively 10 out of 10 highest rated programs in the nation are CBS presentations . . . ALL ON KRLD!

14 out of 15 First

Neilsen's survey also reveals that 14 out of the first 15 highest rated programs on the air are CBS shows . . . ALL ON KRLD! That means AUDIENCE . . . AND SALES RESULTS!

3 out of 5 First

That's why KRLD AM is FIRST—MORNING 8:00 to 12 Noon. EVENING 6 to 10:30 p. m. and SUNDAY AFTERNOON 12 Noon to 6:00 p. m. 3 out of 5 against all stations in the Dallas-Fort Worth area. (Hooper for Dallas—October and November).

that's why **KRLD-KRLD-TV Are The BIG TOPS In Texas and the Great Southwest Market**

KRLD-TV
Channel
4

50,000 WATTS

This is why

KRLD

Is Your Best Buy

THE CBS STATION *for* DALLAS-FT. WORTH

THE BRANHAM CO., *Exclusive Representatives*

WIP Produces!

Example # 22

A new advertiser, without previous radio experience, bought a participation on WIP's "Dawn Patrol" (1:00 A.M. to 6:30 A.M.) . . . and six weeks later he wrote his agency . . .

"Our service department has picked up considerably and last week we sold four of the five cars we advertised . . . we would like you to examine the possibility of ADDITIONAL RADIO TIME."

Yes, WIP is . . . LIGHTNING THAT TALKS—*profit!*

WIP
Philadelphia
Basic Mutual
•
Represented Nationally by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING *

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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RCA-8D21, *used in 5-kw TV transmitters*

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *has thoriated-tungsten filament, used in 50-kw AM transmitters*

Value Beyond Price

THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds *value beyond price* to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% *less filament power* than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of *every* RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.



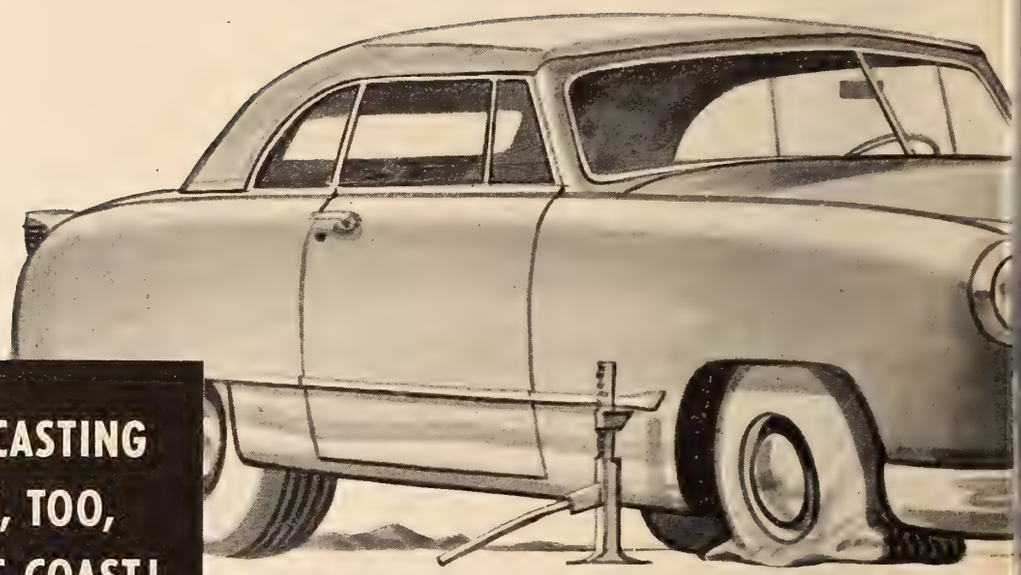
The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**



RADIO BROADCASTING IS DIFFERENT, TOO, ON THE PACIFIC COAST!

RADIO BROADCASTING certainly is different on the Pacific Coast. Thousands of mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity all put the Indian sign on long-range broadcasting.

It is necessary to use *local network stations* located in the important markets to reach all of the people all of the time.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (the three other networks *combined* have only 48 stations).

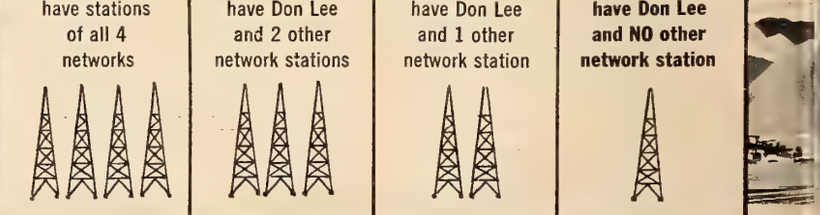
Only Don Lee has the flexibility to offer a *local network station* in the Pacific Coast markets where you have distribution.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why only Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

Don Lee Stations on Parade: KPUG—BELLINGHAM, WASHINGTON

It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points. Within 30 miles of Bellingham live 117,000 people who annually spend well over 100 million dollars in retail sales. When your program is on the Don Lee Network you get LOCALIZED coverage of this market with the 1000 watts of KPUG—one of the 45 stations used by Don Lee to cover the Coast.

The Nation's Greatest Regional Network





55 ADVERTISERS

utilizing WGY 10 years ago

are using WGY today

...reason?

They've found it Pays!

Represented Nationally by NBC Spot Sales

WRGB TELEVISION

CHANNEL 4

Serving Eastern New York, Western New England, Albany, Troy and Schenectady

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

New Business



CANNERS LEAGUE OF FLORIDA begins series of 10 or more half-hour shows on three Florida stations, WFLA Tampa, WDBO Orlando and WONN Lakeland. Series is titled *Golden Harvest of Melody.*

WALGREEN DRUG Co., Chicago, to sponsor *Cavalcade of Bands*, ABC-TV series, for expected 52 weeks on WTCN-TV Minneapolis and WAVE-TV Louisville, supplementing WENR-TV Chicago sponsorship. Firm buys *Cavalcade of Stars*, DuMont co-op, on WGN-TV Chicago. Agency: Schwimmer & Scott, Chicago.

NATIONAL SELECTED PRODUCTS Inc., New York (7-Minit muffin mix, pie crust mixes, 6 O'clock pudding, etc.), names Geare-Marston, New York, as agency. Test campaigns planned.

E. J. BRACH & SONS, Chicago, for Mint candy bar, starts TV spot series on four Chicago stations for minimum of 13 weeks. Expansion to other markets depends on Chicago sales. Agency: J. Walter Thompson Co.,; **Victor Dreiske**, account executive.

TENNESSEE BISCUIT Co., Nashville, Tenn., appoints L. W. Roush Co., that city, to handle its advertising. Radio will be used. **Dandridge W. Caldwell** is account executive.

UNICORN PRESS, New York, through Victor A. Bennett, also New York, purchases Friday night edition of *Headline Clues*, 8:30-9 p.m. for 13 weeks on three DuMont TV Network stations, WABD (TV) New York, WAAM (TV) Baltimore and WTTG (TV) Washington.

CROCKERY DEN, Wilmington, Del. (glass ware), appoints Kates-Haas Adv., same city, to handle 10-month campaign. Television will be used. **Alan Goff** is account executive.

ILLINOIS PACKING Co., Chicago (Illinois brand fresh meat), will expand its Chicago TV schedule to all four city stations about Feb. 10 for 52 weeks with possible exception of Thanksgiving through Christmas period. Firm now uses spots on WNBQ (TV) and WBKB (TV) and will add 20-second film series to WGN-TV and WENR-TV all in Class A time, if plans are concluded. Agency: Phil Gordon, Chicago.

COLGATE-PALMOLIVE-PEET (Palmolive soap), adds C. P. MacGregor transcribed show, *King Cole Court* to its schedule over Lourenco Marques Radio, South Africa, bringing to five, number of its weekly shows over the station. Agency: Grant Adv., South Africa.

TELCO TELEVISION Inc., New York, appoints Lew Kashuk & Son Adv. Co., same city, to handle its advertising. Television will be used.

SOUTHERN CALIFORNIA CITRUS FOODS, Redlands, Calif. (Real Gold Quick Frozen orange juice), Feb. 15 starts six week radio and television test campaign on as yet undetermined Seattle stations. Spots and participations will be used on AM; spots on TV. Agency: J. Walter Thompson Co., Los Angeles.

CARLAY Co., Batavia, Ill., division of Campana Sales Co., scheduling TV film spots for Ayds reducing plan. Agency: H. W. Kastor & Sons, Chicago.

Network Accounts • • •

GORTON'S OF GLOUCESTER (canned and frozen fish) Feb. 16 begins participation in CBS-TV *Homemaker's Exchange*. Show heard daily 4-4:30 p.m. H. B. Humphrey Co., Boston, is agency.

Adpeople • • •

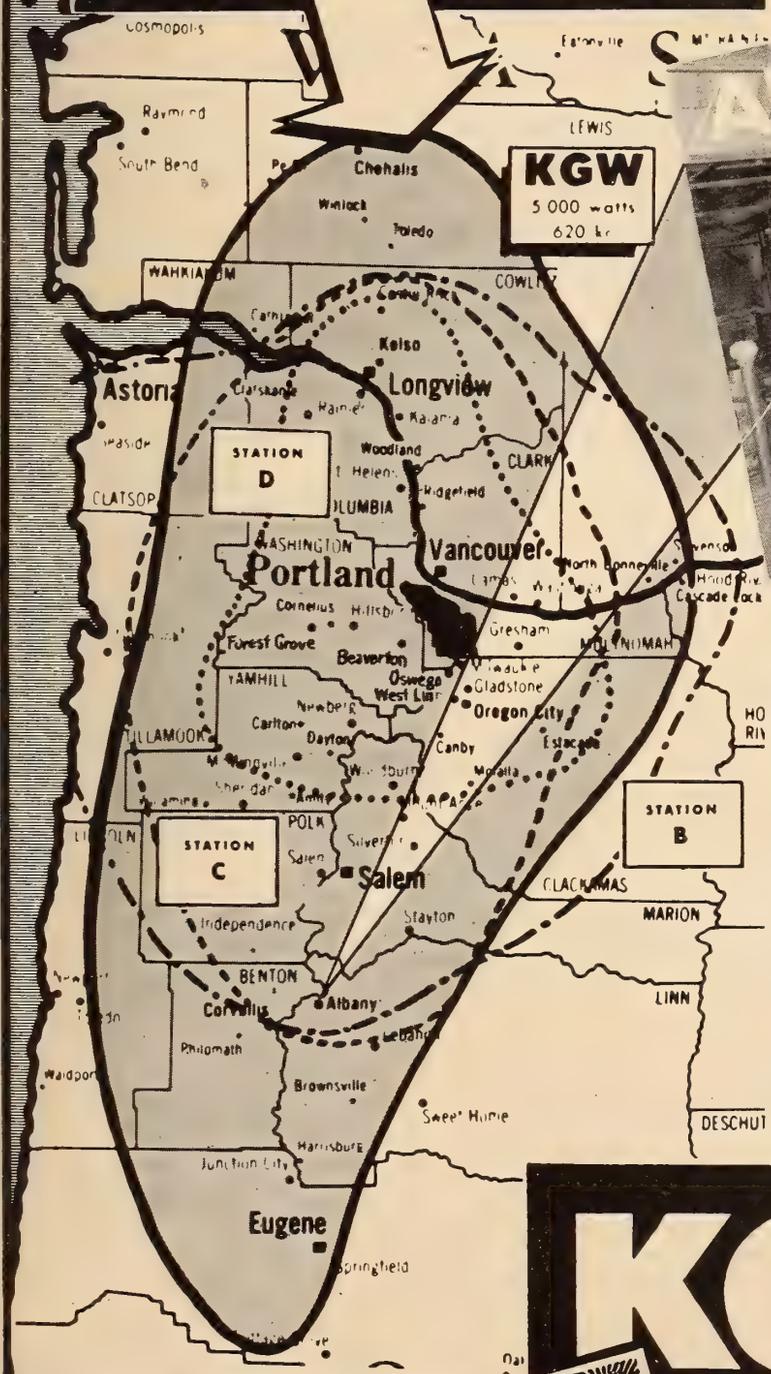
JOHN R. CHRISTIE, formerly account executive with Dan B. Miner Co., Los Angeles, joins advertising and sales promotion department of Mytinger & Casselberry Inc., distributor of Nutrilite food supplement, Long Beach, Calif.

LEE H. BRISTOL, president of Bristol-Myers Co., appointed chairman of advertising committee for Brotherhood Week.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



. . . . with the state's fifth largest industrial payroll.



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Concentrated Coverage of the fastest-growing market in the nation.

When a city more than doubles its size in five years the implications are far-reaching. In the case of prosperous Albany such a population growth has meant more demand for goods of all kinds . . . more money spent for food, housing, clothing, luxuries . . . a bigger, more lucrative market for YOU to tap through KGW's COMPREHENSIVE COVERAGE.

Oregon's population growth in the last nine years has been the largest in the nation. The relatively untapped resources of the Northwest . . . water-power, timber, agricultural and manufacturing opportunities . . . are bringing the modern pioneer West to settle in just such solid, vital communities as Albany.

KGW DELIVERS Albany . . . as it delivers Comprehensive Coverage of the fastest-growing market in the nation.

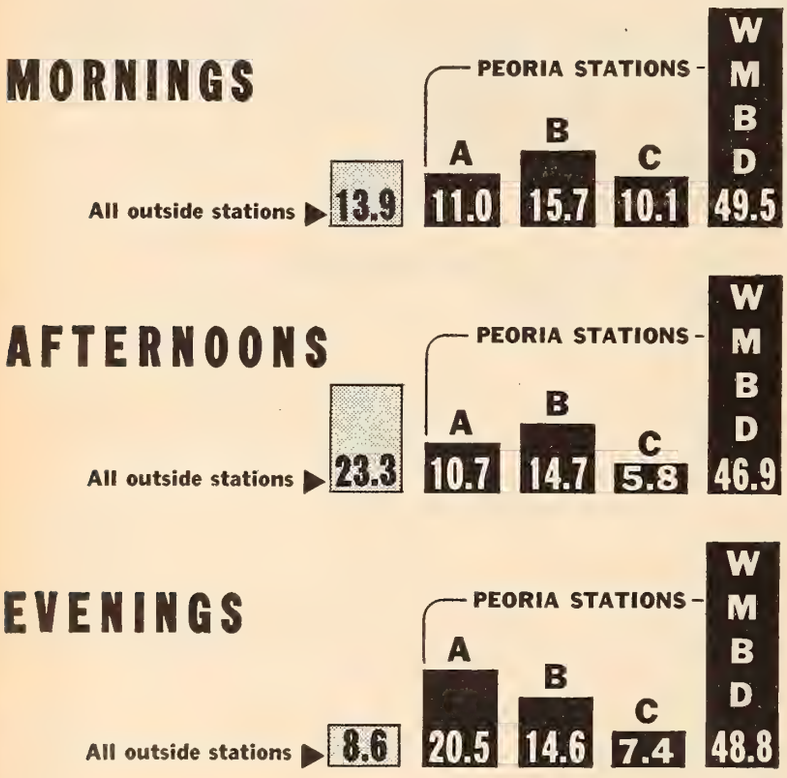
KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WMBD gives you a greater share of the audience than all other Peoria stations *COMBINED!*
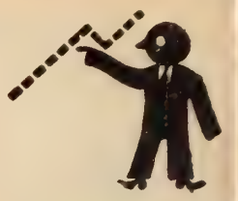


Hooper Station Audience Index, Peoria, October-November, 1949

AM WMBD FM PEORIA

CBS Affiliate • 5000 Watts

Free & Peters, Inc., Nat'l. Reps.

Agencies



FRANK LINDER, manager of the McCann-Erickson office in Bogota, Columbia, for three years, transferred to agency's foreign department in New York as service supervisor on several international clients. They are: Standard Oil Co., Lehn & Fink, Pharma-Craft, Tampax and Coca-Cola Export Sales Co. **JAIME GARZON,** assistant manager, succeeds Mr. Linder in Bogota.

PAT SWEENEY, public relations and promotion director of Dancer-Fitzgerald-Sample, New York, resigns to establish own firm to service agencies with public relations counsel. Temporary offices at 349 East 14th St., New York.

RUTH GOREN, formerly assistant director of television department of Kenyon & Eckhardt, New York, elected vice president of Loise Mark & Assoc., Milwaukee. She will head radio-television department of agency.

ROBERT (BUCK) BUCHANAN, former director and moderator of Northwestern U. *Reviewing Stand* on Mutual, joins Young & Rubicam, Chicago, as radio supervisor in radio and television department, which is headed by **PHIL BOWMAN.** Mr. Buchanan is former radio public relations director at Northwestern.

EDWARD N. HOFFMAN, formerly with Wexton Co., New York, joins William Von Zehle & Co., New York, as account executive.

JULIAN G. MURPHY, formerly with National Assn. of Home Builders, Washington, joins Grant Adv., New York, as director of public relations.

PAUL MICHELSON, formerly with Foote, Cone & Belding, San Francisco, joins copy department of Guild, Bascom & Bonfigli, same city.

PRICE, ROBINSON & FRANK Inc., Chicago, elected to membership in American Assn. of Advertising Agencies. Firm formed from split of **C. J. LaRoche & Co.** into two separate agencies.

MORT DUFF Agency, Phoenix, Ariz., sells Omaha office to **HAROLD E. ROLL,** manager of office since last May. Office becomes **Harold Roll Agency,** and will service new accounts as well as those formerly handled by Mort Duff Agency in that area.

JACK ROURKE, of George R. Nelson Inc., Schenectady, N. Y., shifted permanently to New York office for production supervision on *Mohawk Showroom,* thrice-weekly NBC-TV show sponsored by Mohawk Carpet Mills Inc., Amsterdam, N. Y. Mr. Rourke will assist **George Nelson,** agency head.

ALVIN Q. EHRLICH, partner in Kal, Ehrlich & Merrick, Washington, named chairman of Advertising Club of Washington's "1950 Jamboree."

WILLIAM M. WALL, former copywriter at Cities Service, joins copy staff of BBDO, New York.

JOHN CRAIN, formerly with Charles R. Stuart Adv., San Francisco, joins Dake Adv., same city, as account executive.

MAURICE C. COLEMAN, for past year manager of WATL Atlanta, resigns to return to his advertising agency, Maurice C. Coleman & Assoc., Atlanta.

POINT of PURCHASE Advertising Institute Inc. affiliates with Advertising Federation of America. **JOHN M. PALMER** is president of POPAI.

JAMES L. FALLON, formerly vice president of Davis & Co., Los Angeles, joins Erwin, Wasey & Co., same city to work on contract and creative staffs.

ALBERT M. CHOP, formerly assistant advertising manager of Acme Aluminum Alloys, Dayton, Ohio, joins Griswold-Eshleman Co., Cleveland, as assistant account executive.

W. H. FLEISCHMAN appointed manager of Toronto office of Benton & Bowles Inc. He joined Toronto office two years ago as account executive, after working at McKim Adv. Ltd., Montreal.

HARRY W. MORRIS, formerly with KGO San Francisco sales staff, joins Vernor Advertising Agency as account executive.

ROSS, GARDNER & WHITE, Los Angeles, moves to new quarters at 2326 West Eighth St. Phone is Dunkirk 7-7211.

McGUIRE ADV. Ltd., Windsor, Ont., opens branch at 822 Sherbrooke St. East, Montreal, with **Lionel J. St. Jean** as manager.

BRISACHER, WHEELER & STAFF, San Francisco, announces construction on its new $200,000 office building will begin about March 1. Building will be located on Bush St., between Franklin and Gough.

Transit radio

BUILDS RESULTS at LOW COST

Because . . .

The Riding Audience . . .

Is the BUYING Audience

★

IN BALTIMORE, ONE OF THE NATION'S LARGEST MARKETS, ANOTHER ADVERTISING MEDIUM IS MAKING ITS SALES IMPACT FELT BECAUSE . . .

TRANSIT RADIO REACHES AN AUDIENCE IN TRANSIT:
Riders are close to points of sale, actually in position to act now in response to your advertising.

TRANSIT RADIO REACHES A COUNTED, GUARANTEED AUDIENCE:
The advertiser knows how large an audience he is reaching. The rate he pays is based essentially on the actual count of paid passenger fares.

TRANSIT RADIO REACHES A SELECTED AUDIENCE:
Different occupational groups, age-groups and income-classes ride the buses during the various time periods of the day. Since this audience composition is known, the advertiser can select his most logical customers by selecting the hours when they ride.

TRANSIT RADIO PROVIDES PLEASANT PROGRAMMING—
Music, news, weather reports, time signals, sports scores, special features.

★

National Representatives: Transit Radio, Inc.

250 Park Avenue
New York 17, N. Y.
Murray Hill 8-3780

35 East Wacker Dr.
Chicago 1, Illinois
Financial 6-4281

Transit radio

is available in all these markets and others coming soon.

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Hgts., Md. WBUZ
Cincinnati, Ohio WCTS
Des Moines, Iowa KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Kansas City, Mo. KCMO-FM
Omaha, Nebr. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

WMAR-FM

Your Transit radio Station

BALTIMORE, MARYLAND

what's new?

Everything

is new with

KOME

the Mutual station in Tulsa, Oklahoma

- *New power... now 5000 watts**
- *New frequency... now 1300 kc*
- *New representative...*

Weed

and company

New York • Boston • Chicago • Detroit
San Francisco • Atlanta • Hollywood

*daytime; 1000 watts night

BROADCASTING
TELECASTING

Vol. 38, No. 6 WASHINGTON, D. C., FEBRUARY 6, 1950 $7.00 A YEAR—25¢ A COPY

SPOT BUSINESS AT PEAK

January Sales Hit All-Time High

MORE spot business was broadcast in January than in any other month to date in all radio history, in the opinion of leading station representatives.

Actual dollar spot expenditures for the month have not yet been computed and tabulated and will not be for some weeks, but according to the men who sold the time, January appears to have hit an all-time high in the use of spot radio.

An influx of automotive business announcing the 1950 models was the most frequent explanation given for the peak billings in January, a month that usually lags behind December in the volume of spot radio advertising. Some representatives also noted that radio advertising of cold cures and other remedies, particularly the new anti-histamine products, was unusually heavy during January. And all the representatives remarked that the makers of foods, cigarettes, soaps and other users of spot radio maintained normal or better than normal campaigns during the month.

Lewis H. Avery, president, Avery-Knodel, told BROADCASTING: "This will be our best January. It will also be the best month since we started in business."

'Best Month Yet'

George W. Bolling, president, The Bolling Co., said: "There's no question about January 1950 being the best month in the history of the business." And he added that from all indications 1950 ought to turn out to be the best year his firm has ever had.

Joseph F. Timlin, New York manager of The Branham Co.'s radio division, said that although final figures for January are not yet available, he is sure that it will be the best month to date. Like the others he credited the all-time high billings to automotive and anti-histamine advertising.

Frank Headley, president, Headley-Reed Co., reported that "without question, January will be the best month in our business," although, he, too, said that he would not have actual dollar figures for some weeks. Conversations with managers of stations represented by his firm indicated, Mr. Headley said, that the week of Jan. 9 was probably the best week in their history, due to a concentration of automotive advertising at that time.

John E. Pearson, president, John E. Pearson Co., said: "Our bookings for January were about 15% higher than any other January in our history. We're very hopeful that the future will turn out as well as the month of January. From indicated activity of various agencies, it is going to be a big spring for spots in both radio and TV."

Other station representatives were more conservative in their estimates of the volume of January spot business, but not one reported any decline. "Business is very good," according to Edward Petry, president, Edward Petry & Co.

"This January was better than the same month a year ago and even better than December, due largely to automotive business," an executive of Paul H. Raymer Co. reported.

Automotive Business

Automotive spot business on the air in January included use of more than 500 stations by Chevrolet Div. of General Motors, placed by Campbell-Ewald Co. GM's Buick Div., through Kudner Agency, used 80 stations in 32 markets, plus TV spots on 60 stations in 45 markets in a $150,000 broadcast campaign. Oldsmobile Div. of GM, through D. P. Brother & Co., advertised its new cars on 177 stations. Another GM car, Pontiac, ran a late fall campaign on some 700 stations, through McManus, John & Adams, but that had concluded its run before the first of the year.

Ford Dealers, through J. Walter Thompson Co., advertised 1950 Fords on more than 200 stations in a campaign which began in the fall and which, at its peak, included more than 1,000 stations.

Hudson Motor Car Co. advertised its new models on some 700 stations in a campaign placed by Brooke, Smith, French & Dorrance. Packard Motor Co., through Young & Rubicam, also sponsored a spot campaign, using jingles for the new Packards.

Chrysler Corp. utilized extensive spot campaigns for its new cars during January, advertising Plymouths (through N. W. Ayer & Son) in 240 markets, Dodges (Ruthrauff & Ryan) in more than 1,000 markets and a widespread campaign for DeSotos (BBDO). These spot schedules have been

(Continued on page 102)

FREE TIME ABUSE

Independents Mull Problem

By J. FRANK BEATTY

ABUSES of radio's generosity in offering free time are increasing and the NAB Unaffiliated Stations Committee proposes to stop these abuses as well as to turn some of the time applicants into customers.

The committee came up with several specific suggestions at a Thursday-Friday meeting at NAB Washington headquarters. Ted Cott, WNEW New York, presided. In addition the committee drew up plans for the "Independents' Day" meeting at the Chicago NAB Convention, Sunday, April 16, as well as a foreign language meeting the following morning.

Basic device to impress on the countless thousands of free-time applicants that radio time is valuable and that stations are anxious to cooperate in worthy causes will be the use of a dramatic billing technique.

This plan is simple. When a government, civic, religious, welfare or similar agency asks for free time, the committee recommends that the station send the applicant a bill for the time. This bill would be marked "paid."

* * *

By such a device, the time recipients would quickly realize the commercial value of the time donated by the station, the committee feels. Duplicates of the bills would be sent to a central statistical agency such as the NAB. This agency would tabulate the bills and at the end of the year would come up with a figure showing in terms of dollars how much free time was represented.

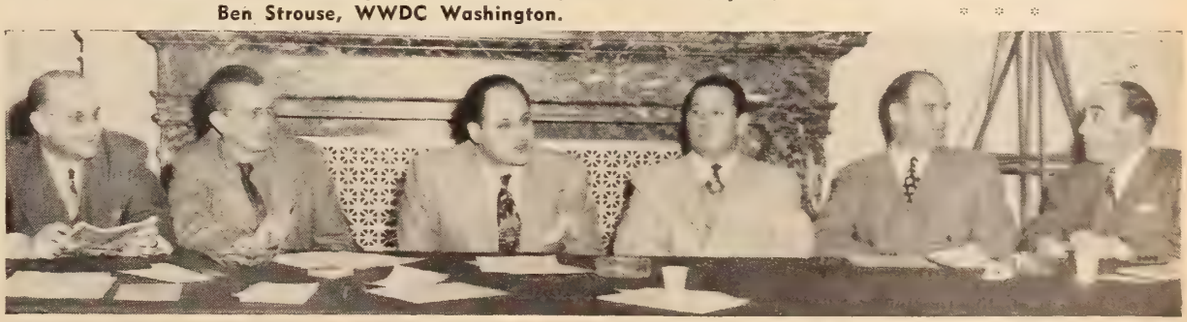
The committee noted a growing feeling among public, semi-public and related organizations that broadcasters are obligated to make their time and facilities available without charge.

Many of them, it was added, "throw the FCC at us," a coercive

(Continued on page 104)

* * *

PROBLEMS of independent stations occupied the two-day session of NAB Unaffiliated Stations Committee. L to r: Lee W. Jacobs, KBKR Baker, Ore.; Robert Maynard, WSVS Crewe, Va.; Ted Cott, WNEW New York, chairman; Patt McDonald, WHHM Memphis; Melvin Drake, WDGY Minneapolis; Ben Strouse, WWDC Washington.



WEAM Replaces WOL As Mutual Washington Affiliate

MBS will shift its Washington affiliation Feb. 20 from WOL to WEAM Arlington, Va., under a contract signed in the nation's capital Thursday.

The change follows sale of the WOL Cowles-owned property (1260 kc 5 kw directional) to WWDC Washington, whose 1450 kc 250 w facility was acquired by Peoples Broadcasting Corp., wholly-owned subsidiary of the Farm Bureau Mutual Automobile Insurance Co. of Columbus, Ohio [BROADCASTING, Dec. 12, et seq].

The WWDC-WOL interchange of facilities was approved by the FCC Jan. 26.

WEAM is owned by Harold H. Thoms, also interested in a group of stations in the Southeast. Two of the outlets—WAYS Charlotte and WSSB Durham, N. C.—are MBS affiliates. Negotiations were handled for MBS by E. M. Johnson, station relations vice president.

Mr. Thoms said WEAM is working on plans to open Washington studios. He added that WEAM's 5 kw transmitter is located just four miles from the heart of downtown Washington business district. WEAM took the air 2½ years ago as a 1 kw daytime outlet, increasing to 5 kw full time directional on 1390 kc last March.

MBS plans to retain, for the time being at least, its Washington office and newsroom at 1627 K St. Northwest. A. A. Schechter, MBS vice president in charge of news and special events, will continue to supervise the Washington news operation with Hollis Seavey continuing as head of the MBS capital office.

When the change-around becomes effective WWDC will move from 1000 Connecticut Ave. N.W. to 1627 K St., present WOL headquarters, and WOL, under Peoples Broadcasting, will take over the Connecticut Ave. offices of WWDC.

Fred A. Palmer, manager of the new WOL and WOL-FM for Peoples Broadcasting, notified advertisers and agencies Friday that the firm "will follow the general operating policy of WOL as a 27-year-old station." He has temporary offices at the Raleigh Hotel, along with Edgar Parsons, assistant manager and program director. Peoples Broadcasting owns WRFD Worthington, Ohio, Columbus suburb. Mr. Parsons had been its manager.

Harold Reed, present WOL chief engineer, will retain the post under the new owners. The technical setup includes a main 250 w AM transmitter in Washington with synchronized 250 w booster in nearby Silver Spring. The 20 kw FM transmitter is at the Silver Spring site.

Farm Bureau Mutual is described as the fourth largest insurer of automobiles in the nation. President is Murray Lincoln who controls other farm and insurance interests.

Mr. Palmer said the new WOL was purchased as an investment and will serve no special interests, making time available to all legitimate advertisers and giving equal time to both sides in controversial questions. He said the overall programming will be "homey" and "down-to-earth."

WWDC is planning an extensive promotion campaign for the Feb. 20 shift. Already on the air are spot announcements by radio and screen stars. Post cards will be dropped from airplanes, some entitling the finders to $12.60. Transcriptions have been cut by local officials and civic leaders prior to inaugural ceremonies. Sandwich men with radios will patrol downtown Washington.

Ben Strouse, vice president and general manager, remains in charge of WWDC. Continuing in their posts will be Herman N. Paris, commercial manager, and Norman Reed, program director. Art Brown, WOL disc jockey, moves to WWDC along with Bert Libben, salesman. Ross Beville, WWDC chief engineer, continues in his post as do Dennis Sartain, head of the WWDC news bureau, and Irving Lichtenstein, public relations and sales promotion director. WWDC will take over the present WOL *Voice of Washington* news program with Les Higbe. Fred Fiske joins WWDC's announcing staff.

The station will carry all games of the Washington Senators baseball team.



NEW MBS OUTLET for Washington will be WEAM Arlington, Va. Affiliation pact was drawn up Thursday in the capital. Present at negotiations were (l to r): Seated—Harold H. Thoms, WEAM president, and E. M. Johnson, MBS station relations vice president; standing, Howard Stanley, WEAM general manager, and Bob Carpenter, MBS eastern manager of station relations.

Andrews Joins Maxon

S. JAMES ANDREWS, former producer-director at Paramount Pictures, Hollywood, and for a number of years prior to that vice president of Lennen & Mitchell in charge of radio and television, has joined Maxon Inc., New York. His new post is as assistant to the president in charge of radio and television. Mr. Andrews will operate on an agency-wide basis, although his headquarters will be in New York.



Mr. Andrews

VENARD NAMED *V. P. Eastern Sales Mgr. Of Taylor Co.*

APPOINTMENT of Lloyd George Venard as vice president and eastern sales manager was announced last Friday by O. L. (Ted) Taylor, president of the Taylor Co. Inc., formerly Taylor-Borroff & Co., station representative. The change of name, which became effective Feb. 1, grew out of the recent resignation of Edward R. Borroff, former minority stockholder who takes over management of KPHO-TV Phoenix, of which he is part owner. Mr. Borroff, former ABC Central Division vice president, had joined the organization in September 1948.

Simultaneously, the resignation of John D. Allison as manager of the New York offices of the firm was announced. Mr. Allison has not disclosed future plans.

Mr. Venard, widely known in radio, joins the Taylor company after more than a decade with Edward Petry & Co. Headquartering in New York, he will direct sales and station relations in the territory east of Chicago.

Mr. Venard's 20 years in advertising have ranged from street car card exploitation to radio. His former radio connections included the sales staff of WGAR Cleveland and sales managership of WCKY Cincinnati.



Mr. Taylor



Mr. Venard

Mr. Taylor announced that Mr. Venard's appointment is the first step in the 1950 expansion program of the organization. Two additional men will be appointed to the New York sales staff, and additions to the list of stations represented will be announced shortly. The company plans removal to larger New York quarters as soon as space can be acquired.

CBS AFFILIATE SUIT

Network Asks Dismissal

CBS, representing KOOL Phoenix and KOPO Tucson, has filed a motion for dismissal of the suit brought Nov. 17 by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson in Chicago's Federal District Court. Late Friday it was reported that if the move is successful, the case will not be continued in court today (Monday) as scheduled. CBS contends that an oral agreement between the network and the Salt River stations was not formal and therefore not approved by the FCC. Plaintiff, through Damon, Hayes, White & Hoban, Chicago, contends that the KOY-KTUC suit is based on the original written contract and not on the oral agreement. CBS switched its affiliation to KOPO and KOOL Jan. 1.

Webster-Chicago Tests

WEBSTER-CHICAGO Corp. is promoting use of its wire recorders as teaching aids with a two-month radio test campaign in Madison, Wis., and Peoria and Rockford, Ill. One-month AM spot test begins in Memphis in March. Results of the $12,000 campaign will determine whether a national spot schedule will be used. Agency is Fuller, Smith & Ross, Chicago. Paul Brickman is account executive.

BMB TOASTED 2,100 Stations Covered; Gets Industry Praise NEW STUDY OUT

AGENCIES and advertisers have an improved weapon for use in spending advertising dollars, according to their spokesmen, as a result of the second Broadcast Measurement Bureau study.

Though few buyers of radio time have had a chance to study the reports in detail, they expressed enthusiasm for the new fund of facts covering the audience that broadcasters reach.

The second BMB data will "contribute largely to the medium's acceptance by those who support it financially," declared Paul B. West, president of the Assn. of National Advertisers.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared the reports "will be welcomed and used by advertising agencies from coast to coast."

Linnea Nelson, chief time buyer of J. Walter Thompson Co., New York, called the data a "definite improvement" and added, "We can't get the reports fast enough."

Justin Miller, NAB president, said the figures "will help the buyers of time immeasurably in selecting broadcasting as a medium."

Their detailed comments follow:

Miss Nelson—"While I have not yet received the completed station reports of the second nationwide BMB survey, as a board member I am generally familiar with the nature of the study and I believe it presents a definite improvement over the first one made in 1946.



Miss Nelson

"We can't get these reports into our hands fast enough, as too many stations are still using the 1946 BMB material which is outmoded, to say the least. It is interesting that while a lot of broadcasters have grumbled about the first BMB study, the real majority haven't produced anything else in the interim.

"If we could depend on a completely intelligent and unbiased reaction, there would unquestionably be a permanent and continuing BMB."

Mr. West—"Broadcasters always have been alert in recognizing the part that the nation's advertisers have played in the phenomenal development of this mass medium. When growth is so rapid, it becomes more and more difficult to see the whole picture of advertising impact in true perspective. The BMB's second nationwide examination of audiences will contribute largely to the medium's acceptance among those who support it financially. It reflects, in uniform fashion, the potential markets covered by radio. This year's study, although produced in a transitional period that has been troublesome, nevertheless offers many improvements over the first study. The ANA's own enthusiasm for such measurement is evident in its continuing support of the bureau."



Mr. West

Judge Miller—"I am sure that hundreds of advertisers and advertising agencies, as well BMB subscribers have awaited this day anxiously. New data on audiences of stations throughout America will help the buyers of time immeasurably in selecting broadcasting as a medium for their advertised products. The BMB study, concluded after many difficulties, has been



Judge Miller

(Continued on page 106)

"A LOUD squeal is going to go up when station subscribers to BMB's second study take their first look at their 1949 coverage maps," Dr. Kenneth H. Baker, NAB research director and acting president of BMB, said Tuesday in announcing the completion of the study at BMB headquarters in New York [BROADCASTING, Jan. 30].

Individual station audience reports, taken directly from the tabulating machines and certified by Dr. Baker, were mailed that day to the 629 BMB subscribers, marking the completion of an 11-month undertaking that began last March when more than 650,000 ballots were mailed to radio families in every county in the nation. These reports will be followed within a week or two by printed forms containing not only the audience statistics but also maps showing each station's day and night effective coverage areas.

2,100 Stations

Noting that the 1949 study tabulated 2,100 stations in place of the 900 tabulated in 1946, Dr. Baker said that the addition of 1,200 new stations inevitably had "poked some holes and clipped off some edges" from the coverage areas of the old established stations.

On the other hand, he pointed out, power increases, network affiliations, better frequencies and better programming since the first BMB study was made give hundreds of stations increased audiences in 1949 over 1946.

"Assuming that the average hours of family listening—which are not measured by BMB—remained the same for the second study as for the first, the addition of 35 stations in North Carolina, 65 in California, cannot help but cause more dial tuning, more switching from station to station," Dr. Baker said.

He pointed out that the total weekly audience figures reported for any station in the 1949 study are directly comparable with the 1946 report on that station. The maps are also directly comparable, he said, all being drawn to exactly the same scale for both years.

New Data

What is new about the 1949 study is the "Composition of Total Weekly Audience," comprising three tables which were not included in the 1946 reports. These cover the number of families reporting listening to the stations six or seven days or nights a week, three to five days or nights a week and one or two days or nights a week. Both day and night figures are given for each county and city under each of these headings, as well as for the total weekly audience. The report also shows the total number of radio families for each area and the percentage of the figure which the station can claim under each listening category.

These new data were designed to meet the numerous complaints which greeted the first study, Dr. Baker said. He recalled that at that time many stations complained that the BMB figures made no distinction between a local station whose listeners tune it in regularly each day and a distant station which may be tuned in once a week for a special network program not broadcast locally. As long as each of these two stations was reported as heard at least once a week by any family, it received equal credit in the BMB report for that family.

The "Composition of Total Weekly Audience" figures give the 1949 BMB study a new flexibility, Dr. Baker stated. He noted that "it will be interesting to see what will happen to these three columns," adding that "a great deal of floundering around" may be expected. He warned against any immediate establishment of rigid rules by either the sellers or buyers of time, urging that six months or a year of use of the 1949 reports precede any standard setting.

Loyalty of Listeners

The ratio between a station's six-to-seven day audience and its total weekly audience might be considered as an index of station loyalty, Dr. Baker pointed out. "The station with a loyalty index of 90% has a different story to tell than one whose loyalty index is only 50%," the acting president of BMB declared.

Asked what would be considered a "good loyalty index figure," he replied that he does not know now,

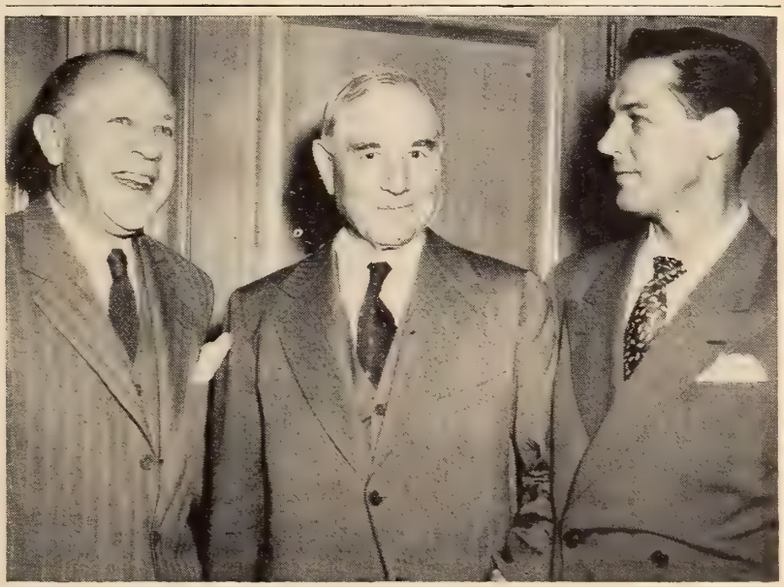
(Continued on page 106)

CBS NAMES KAYLIN

For AM Sales Presentations

EDWARD KAYLIN, formerly with the NRDGA and Schenley Distilleries, has been appointed manager of AM sales presentations at CBS, the network announced last week.

Gordon Hellman, formerly with Kenyon & Eckhardt, New York, and ABC, was named manager of CBS-TV sales presentations at the same time.



R. D. MERRILL (center), Seattle lumberman and heir to the Don Lee Network, gets together with Lewis Allen Weiss (l), chairman of the Don Lee board of directors, and Willet H. Brown, network president. Mr. Merrill was named sole heir to the $9 million estate of his nephew, Thomas S. Lee, who died Jan. 13 [BROADCASTING, Jan. 23, 16].

In the belief that instruction on healthful living practices is a public service much more important than its policy-selling . . .



Metropolitan's Radio

By HERMAN BRANDSCHAIN

METROPOLITAN Life Insurance Co. has concentrated its entire radio effort not in selling insurance but in selling health.

For it is partly by selling longevity, as well as by selling policies, that this company can remain the biggest non-governmental financial institution in the United States (assets: $9¼ billions).

The longer it keeps its 33 million policyholders living, the longer they will be paying premiums. The company has a direct interest in the health and well being of more people than any other business organization on earth.

It therefore has had good reason to concentrate its entire radio effort on getting people to live longer.

The result has been an adventure in public service for which Metropolitan can be proud. And indeed, praise and goodwill have attended the company's effort.

It has used radio—network and local—to advise on health, caution on safety and to boost all health and welfare organizations such as the Red Cross and National Safety Council.

And it uses radio as one means of inviting the public to write in for its health and welfare books—pamphlets on subjects ranging from diet to safe driving, from accident prevention to cancer. These booklets are the spearpoint of as big a public health program as has ever been conducted by a non-governmental organization.

The size of its pamphleteering for health may be gauged by an almost incredible statistic — that the Metropolitan has given away one booklet a second ever since 1909.

Just how many booklets radio is responsible for distributing would be hard to assess. A listener may hear of a certain booklet on a broadcast but then obtain it by a personal call on a Metropolitan local agent. Radio should get the credit for such distribution but it wouldn't show in any records.

Yet, there are statistics that do show radio's pull in this direction. For, since June 17, 1946, 1½ millions of listeners have written to stations or network (CBS) directly requesting booklets after hearing them offered on broadcasts.

The company, however, has other reasons for spending almost half its $2 million advertising budget on radio. Its top management, from President Leroy A. Lincoln down through Second Vice President James L. Madden, in charge of advertising, is convinced of the value of radio and it is budgeted for accordingly.

Metropolitan reasons that a greater percentage of its policyholders are concentrated in large cities and where radio can reach them. So, Metropolitan's air effort is primarily a city campaign. It uses 363 programs a week in 47 cities in the United States and Canada.

* * *

MOSTLY these programs are local 15-minute newscasts or participation programs. Newscaster Eric Sevareid, however, also is used on 15 key CBS stations Monday through Friday from 6 to 6:15 p.m. in the East while newscaster Dave Vaile is used on seven CBS stations on the Pacific Coast Monday through Friday from 8:15 to 8:30 a.m. (PST).

That mixture of network and local programming gives coverage at more different hours, the company reasons. But in addition, it provides something even more valuable—the local touch. It means that Metropolitan can engage a popular local announcer who has a good following and it means that Metropolitan can cooperate with local health agencies and thus make itself felt as part of the local community.

Metropolitan is unique, too, in the fact that its basic radio philosophy has never really changed.

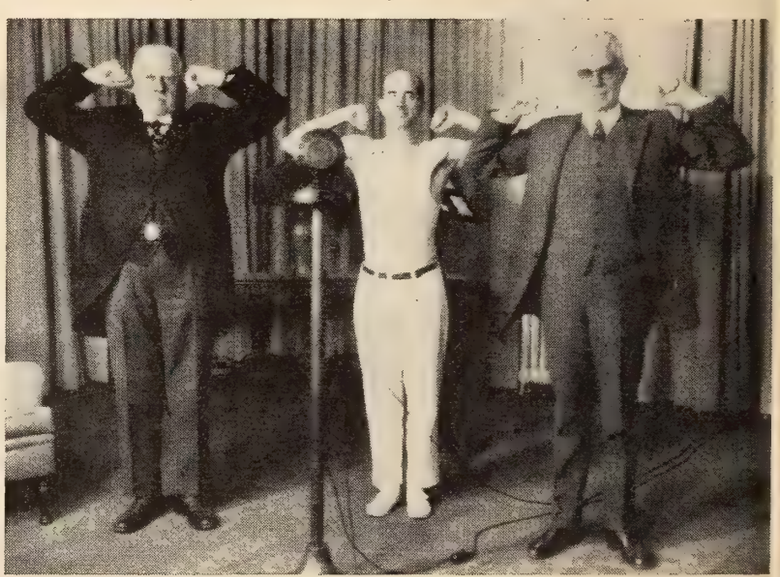
It started in radio on the health and welfare theme back in 1925. In those days the company sponsored Arthur Bagley in a daily program of setting up exercises which was broadcast from Metropolitan's own famous tower in New York via WEAF and an eastern regional network. Countless thousands from 1925 to 1936 started the day off right by following Mr. Bagley's exhortations to action from 6:45 to 7:45 a.m. Monday through Friday.

Its present radio series began in 1946 and a phrase labels it—"Good Hints for Good Health." Accompanying the programs are announcements on diseases that are leading causes of death, on safety problems and on general health subjects, such as summer hazards (sunburn, etc.), safe driving, etc.

Announcements themselves are planned with the Metropolitan agency, Young & Rubicam, to fit in with seasonal factors and with campaigns by health agencies. Thus announcements on tuberculosis and the offer of a pamphlet on tuberculosis are pre-Christmas subjects, coinciding with the Tuberculosis Seal effort. Home safety and holiday safety are announcement topics right at the Yuletide, with appropriate booklets on these subjects being offered.

The announcements also complement a similar effort made via

* * *



METROPOLITAN LIFE started its radio broadcasting on a "health and welfare" theme and has never deviated from it. Here is physical culturist Arthur Bagley (center) who used to put radio listeners through setting up exercises every morning from a studio in Metropolitan's own New York tower back in the 20's. The program was carried over WEAF, now WNBC New York and an East Coast network. With Mr. Bagley are the late Haley Fiske (l), former president of Metropolitan, and the late Robert Lynn Cox, vice president, strong backers of the health and welfare campaign.

Stresses Better Living

magazines. Radio, however, which is not on the monthly basis of so many magazines, lends itself to more flexibility and during any month's period more than one subject will be treated over the air. It also is felt that the effort to keep the radio announcements tied to one subject for a month, merely to keep in step with the magazine tempo, would overtax the listener. So the radio announcements vary either on a weekly or fortnightly basis.

Many radio personalities know from personal experience that the announcements and the pamphlets are based on the soundest medical opinion available. It is not hard for radio personnel working on Metropolitan shows to become sold on the company's health program. Often, it has been fortunate that this has been a fact.

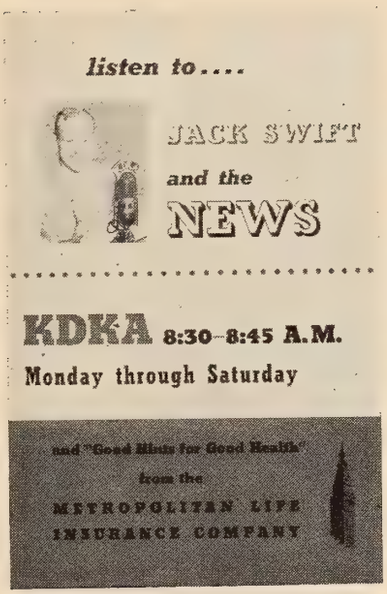
Mary Margaret McBride, for example, whose following over WNBC New York has made her a figure of national proportions, found that her figure also was growing by pounds as well as by repute. She took the necessary action after reading the "Overweight and Underweight" pamphlet of her sponsor. Several months later, when she underwent an operation, her physician told her that her condition might have been very much more serious had she not reduced in time.

Incidentally, the "Overweight and Underweight" booklet has won the biggest response of all Metropolitan books from the U. S. radio audience since 1946—about 260,000 requests for it having come in. Since it was announced on 18 different weeks, that means about 14,500 requests for it came in for each week it was announced.

* * *

THAT booklet, however, is not the "best-seller" in the Metropolitan health library from the standpoint of radio mail-pull. A cook book is first with an average of 26,040 requests per week; a pamphlet on rheumatism is second with an average 17,338; one on allergies is third with 14,281. The "Overweight and Underweight" booklet is next.

All this effort has won the company another kind of mail pull, too



HERE's an example of the way a local station got in back of Metropolitan's "Good Hints for Good Health" campaign. KDKA Pittsburgh promotion department produced these posters to boost the Metropolitan show and attended to distribution of the placards.

* * *

—praise for its public service work. Laudatory messages have come from listeners, ranging from persons benefited directly to Government officials, from individual physicians to medical organizations. In Canada, as well as the United States, public authorities have praised the Metropolitan's pamphleteering via radio.

A few samples from some of the letters indicate the importance the Metropolitan has assumed through its radio health program. The New York Chapter of the American Red Cross wrote, after the Metropolitan had plugged Red Cross home nursing classes:

You are our greatest implement for success. You are not only giving us encouragement but making a great contribution to the prevention of sickness and to the health of New York City.

Even as generous praise was sent by the Detroit Chapter:

This is the best response that we have ever had to radio publicity. We received enough enrollments to organize two extra classes.

Similar messages have been sent by the top officers of such organizations as National Safety Council, American Diabetes Assn., American Hospital Assn., and many others.

The Metropolitan effort could hardly escape the scrutiny of prize-awarders. In 1948 it won the Annual Advertising Award founded in 1928 by Edward Bok for the effectiveness of radio program commercials as a social force. Young & Rubicam, Metropolitan's agency, also was named for its part in the programming. The commendation noted that approximately 280 announcements were used weekly on 50 stations in major U. S. and Canadian cities at hours which "attract the widest possible range of listeners."

Metropolitan also makes a most creditable effort to advertise its radio programming.

In its New York headquarters, it has created a focal point for propagandizing radio policies. There, the office of advertising promotion manager has been created, a post occupied by Jerry Crowley, a man with an impressive background in radio, promotion and advertising. It is his job to explain the company's advertising policies—to the public, to policyholders, to employes.

Under Mr. Crowley's direction, 600,000 leaflets go out four times a year to Metropolitan's agents to publicize the local broadcasts. These leaflets are then distributed by the local agents to people in the community. The leaflets call attention to Metropolitan's "Good Hints for Good Health" broadcasts and to the fact booklets offered can be obtained either through the local station or the local company agent. The call letters of the local station and the time of its Metropolitan programming are imprinted on the leaflets.

Thus, by this promotion ma-

(Continued on page 107)

* * *

THESE are a few of the booklets which are given away as part of Metropolitan's Health and Welfare radio campaign.

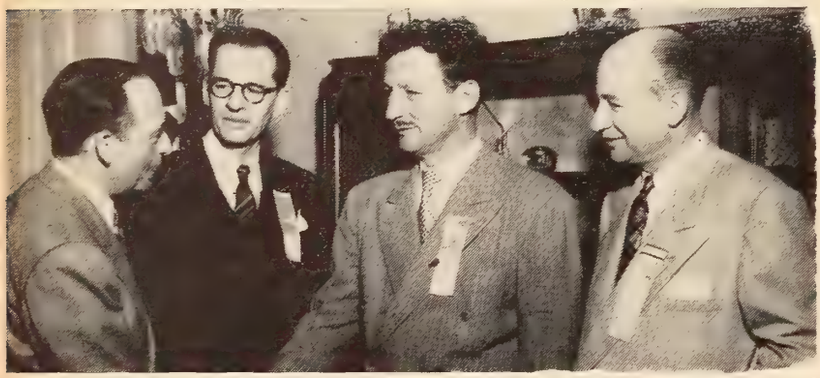




On the dotted line.....

SEALY of the Southeast (bedding) sponsorship of full 52 weeks of Ziv Co.'s *Meet the Menjous* on WMPS Memphis is set by Louis Haas (r) of Sealy's. With him are Harold R. Krelstein (l), vice president and general manager of WMPS, and Jane Erdman, account executive of Lake-Spiro-Shurman Agency.

PRESENT as Lack's Auto Supply Stores, Houston, contract for *The Adventures of Maisie* on KXYZ Houston, are (l to r): A. I. Lack, pres., Lack's; Hubert Roussel, *Houston Post;* Glenn McCarthy, pres., Shamrock Bcstg. Co. (KXYZ); Rube Farmer, gen. mgr., Lack's.



DISTRIBUTION of Capitol Transcription Library in Canada through Capitol Records of Canada Ltd., London, Ont., is arranged by (l to r): Lockwood Miller, pres., Capitol's Canadian firm; Cliff Odgen, sales mgr., Capitol Broadcast Div.; Floyd Bittaker, v. p. in charge of sales, Capitol.

DAILY five-minute newscast and three daily spot announcements fill Okmulgee Western Auto Store's one-year contract for time on KHBG Okmulgee, Okla. Deal is set by (l to r): Dan Kenan, KHBG commercial manager; P. L. T. Dudley, manager of store, and Hal King, KHBG general manager.





CONTRACT with Walter B. Cooper, local Chevrolet dealer, for purchase of all available time on KCOL Fort Collins, Col., on the day the new Chevrolet was introduced, is arranged by (l to r): Dave Schlothauer, KCOL sales mgr.; Douglas Kahle, mgr., KCOL; Mr. Cooper; W. F. Michael, mgr., Poudre Chevrolet.

CAMPAIGN to promote TV sets sales on Fred Hillegas newscast over WSYR-AM-FM Syracuse prior to WSYR-TV opening March 1, is set by Floyd Piron (seated l), v. p., B. H. Spinney Co., set dealer. With him are Mr. Hillegas (seated r) and (standing l to r) Ed Taggart, Spinney sales prom. mgr.; Marvin Shapiro, WSYR acct. exec.





EDGAR BILL RETIRES

Replaced by Caley As WMBD Mgr.

EDGAR L. BILL is stepping down from the helm as one of radio's pioneers after nearly 26 years in broadcasting operations. His decision to retire as president and general manager of WMBD Peoria, Ill., a post he has held for the past 18 years, was announced last week.

Mr. Bill's executive position at WMBD will be assumed by Charles C. Caley, station's executive vice president for the past four years, who has acquired 25% of Mr. Bill's WMBD holdings. Remainder of the shares have been retired by the company.

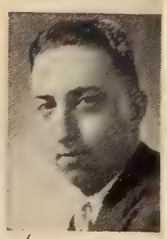
The career of 57-year-old Edgar Bill encompasses a quarter-century of broadcasting endeavor, highmarked by his purchase in 1931 of WMBD and the building of the station through the years as a leader in the radio field.

Before acquiring the Peoria station, Mr. Bill managed WLS Chicago for seven years. He also aided in the organization of NAB, serving as a director for six years.

In announcing his retirement decision, Mr. Bill said: "Radio has made remarkable progress in its first 25 years and I have enjoyed the part I played in its growth. I foresee even greater progress in the next 25 years—the future appears to hold great possibilities. Charlie Caley I consider one of the young, aggressive leaders, thoroughly familiar with radio's mission, and well-qualified to help in bringing these possibilities to an early realization."



Mr. Bill



Mr. Caley

With WMBD Since 1934

Mr. Caley has been associated with WMBD since 1934 and is a well-known figure in the industry. He is serving his second term as a director of the NAB, and also is president of WDZ Decatur, Ill.

While relinquishing direct participation in WMBD's operations, Mr. Bill, who is recovering from a recent heart condition, has let it be known that he is not dropping out of the radio field entirely. He plans to remain active, although to a lesser degree, in other Peoria and radio business interests to which he will devote some of his time.

In assuming his new post at WMBD, Mr. Caley said: "I welcome this opportunity to be of greater service to the broadcast industry. We have some worthy goals toward which to strive—we will do our outmost to reach them."

Under the executive realignment, Harry P. Slane has been named WMBD president and Carl P. Slane retains his position as chairman of the board of directors.

STAN LEVEY

To Reopen Ziv Chicago Office

STAN LEVEY, assistant sales manager at WBBM Chicago and associated with the CBS station for the past 10 years, will reopen the Chicago office of Frederic W. Ziv Co. next week.

Mr. Levey has been engaged in the radio and theatrical advertising business in Chicago for the past 28 years, starting as a Chicago theatre usher and later becoming assistant to Sam Schoenstadt, operator of a chain of theatres in the Illinois metropolis. He later worked for Universal Pictures in Chicago and was engaged in the advertising departments of the Hearst newspapers there.

Other Posts

Mr. Levey was assistant sales manager of the *Southtown Economist,* Chicago's largest neighborhood newspaper, also a division supervisor of R. R. Donnelly Corp., publisher of classified telephone directories, and was a salesman for the Chicago Elevated Advertising Co.

He entered radio in 1937 as a salesman for WIND Chicago. After two years he became associated with the Illinois Meat Co. He joined WBBM in 1940 and has amassed a total of billings "well into the millions," according to station records. His billings for 1949 alone have totaled nearly $500,000.

Mr. Levey brought to WBBM such accounts as Atlas Brewing, Edelweiss Brewing, Silver Cup bread, Broadcast meats, First Federal Savings & Loan of Chicago and Rival dog food. The Ziv Co. has had no office in Chicago since last fall.

SHURICK TO CBS

Counsel on Market Research

EDWARD SHURICK, former promotion manager and director of research for Free & Peters, station representative, has been named market research counsel for CBS effective March 1. The announcement was made last week by J. L. Van Volkenburg, network vice president in charge of network sales.

Mr. Shurick was sales promotion manager for KMBC Kansas City, Mo., before joining Free & Peters, and prior to that was sales manager for the Intermountain Network. He also is the author of a book *The First Quarter Century of American Broadcasting.*

NARBA SNARL
Delayed by Cuba Minister Shuffle

SURPRISE RESIGNATION of the Cuban minister of communications delayed the scheduled opening of U. S.-Cuban conferences on new NARBA terms last week, and dampened U. S. broadcasters' hopes of early success in the negotiations.

Carlos Maristany, head of the Cuban delegation which won substantial concessions in the 1946 NARBA sessions, was named acting minister upon the resignation of Arturo Illas, whose more temperate attitude had encouraged hopes of U. S.-Cuban accord.

Appointment of a permanent successor to Minister Illas is expected within the next few weeks. His resignation, announced Jan. 27, was one of several among the Cuban cabinet, all attributed to political factors unrelated to radio.

Whether Mr. Maristany will get the post of minister was a matter of speculation. One Cuban authority thought the appointment might go to Dr. Jose R. Gutierrez, head of the Cuban delegation at the Montreal phase of the NARBA negotiations last fall.

First meeting of the U. S.-Cuban conference was held Wednesday at the insistence of Mr. Maristany, over the protest of FCC Comr. Rosel H. Hyde, head of the U. S. delegation. It was a general meeting devoted to general speeches. The first business meeting was slated for Saturday (Feb. 4).

The U. S. delegation, including FCC and State Dept. representatives as well as the industry advisory group, knew nothing of Minister Illas' resignation when they reached Havana early last week.

Conference Set

The conference was set up when the NARBA sessions at Montreal became stalemated last December by Cuba's channel demands and the U. S. delegation's refusal to accede to them [BROADCASTING, Dec. 12, 1948].

The meeting is designed to reconcile the two nations' differences with respect to proposed channel assignments, after which the full NARBA conference is slated to resume in this country at the call of the U. S. sometime between April 1 and Aug. 1.

Resignation of Minister Illas came less than a month after he had issued a statement, at the direction of Cuban President Carlos Prio Socarras, subscribing to the "status quo" policy adopted by other NARBA signatories with respect to new assignments pending negotiation of a new treaty [BROADCASTING, Jan. 2].

Members of the U. S. official delegation to Havana:

Chairman Hyde, D. R. MacQuivey of State Dept.'s Telecommunications Division, and FCC Engineers James Barr and Underwood Graham, along with Ray Harrell, State Dept.'s telecommunications attache in Havana.

Industry representatives include Edmund A. Chester, news director, and James D. Parker, engineer, for CBS; William S. Hedges, vice president in charge of planning and development, and Raymond F. Guy, manager of radio and allocations engineering, for NBC; Andrew G. Haley, Washington attorney for ABC; John A. DeWitt Jr. of WSM Nashville, engineering director of the Clear Channel Broadcasting Service; Neal McNaughten, NAB engineering director; J. G. Rountree of the consulting engineering firm of A. Earl Cullum Jr., Dallas, and William E. Benns Jr., Washington consulting engineer.

WESTINGHOUSE
Campbell to New Sales Post

CREATION of a national sales coordinator in New York for all Westinghouse Radio Stations Inc. radio and television properties was announced today by J. B. Conley, general manager. Mr. Conley also announced that Eldon Campbell, KEX Portland, Ore., sales manager, will fill the new position.



Mr. Campbell

Mr. Campbell, who will begin his duties Feb. 15, joined Westinghouse in 1948 at WOWO Fort Wayne. He is a native of Alert, Ind. When Westinghouse acquired KEX Portland in 1945, Mr. Campbell went there as program manager, and subsequently took charge of all station sales. During his stay, KEX increased its power from 5 kw to 50 kw, completed new studios and under Mr. Campbell's personal direction realized a sharp increase in local time sales, Mr. Conley said.

As national sales coordinator, Mr. Campbell will be responsible for all radio and TV contracts for Westinghouse in the Gotham area. Mr. Conley said the work, "which is becoming increasingly important," would include close liaison with both Free & Peters and NBC Spot Sales, Westinghouse's representatives for radio and TV, respectively, and with advertisers and advertising agencies. Robert H. Prigmore, of KEX's sales staff, succeeds Mr. Campbell as station's sales manager.

Requests Hearing

HEARING on FCC's order to revoke the license of KPAB Laredo, Tex., was requested by the station fortnight ago in notice sent to the Commission. The Commission revoked KPAB's license in early January on grounds alleging the station had been transferred without FCC approval from Mark Perkins to Allen K. Tish, William Prescott Allen and others [BROADCASTING, Jan. 9].

'LIGHTNING' FILM
Special Preview Held in N. Y.

A SELECTED group of radio industry leaders and newsmen was struck by lightning, the kind that talks, at a preview in New York last week of the All-Radio Presentation promotional movie.

If the bolt did not leave its preview audience dazed, it at least made it tingle.

Although unobtrusive in style, "Lightning That Talks" is a persuasive presentation of the influence of radio on America. It is touched in places with humor, but never comedy, and in other places with sobriety that successfully stops short of the pretentiousness that comes too easily to documentaries.

Indeed the picture is a documentary, although it has an editorial point of view that is sharp enough to provide an excellent introduction to any broadcaster who uses it as an opening for a sales talk.

It is a picture that can be depended upon to put a potential customer in the mood to listen to a localized presentation of the case for radio advertising.

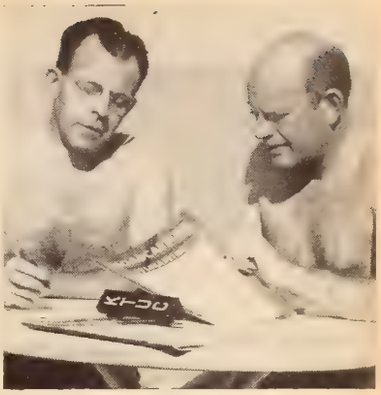
Pictorially it surpasses its script, excerpts of which were carried in BROADCASTING Jan. 23. In utilizing non-professionals throughout its cast, it achieves a kind of homely realism that is genuine.

The only paid actor, who plays a professor of journalism, gives probably the least convincing performance in the film. It may be that the canny producers arranged this knowingly, for the professor's arguments on behalf of newspapers are expertly contradicted by Maurice B. Mitchell, BAB director, who is no more at a loss for a pro-radio argument in the picture than he is on the road.

Most observers at the preview agreed that the film's principal usefulness will be an introduction to sales talks. It is not a slam-bang presentation, probably wisely so. Broadcasters can capitalize effectively on this quality of the picture to use it as a springboard for their own arguments.

As shown last Thursday in New York, the film needs still more editing, a fact which Mr. Mitchell, in advance of the showing, said was known to the producers. The principal cutting needs to be done in the introduction, which in the version last week was too long.

When finally trimmed, the film promises to be worth every cent of the $135,000 its production and distribution will cost.



IT may be sun bathing, but it's also a business meeting in the patio of KTUC Tucson. Carelton Coveny (l), of John Blair Co.'s Los Angeles office, and Lee Little, manager of KTUC, discuss program and promotion details in connection with KTUC's recent switch to Don Lee-MBS. John Blair Co. is national representative KTUC.

ABC APPOINTS
Trevarthen Is Technical Head

WILLIAM H. TREVARTHEN last week was appointed ABC director of technical operations, succeeding George O. Milne, who died Jan. 28 (see earlier story, page 96).

Mr. Trevarthen has been engineering operations supervisor of the network since 1947. Coincident with his elevation, George F. Fisher Jr., former engineering maintenance supervisor, was appointed engineering operations supervisor.

Mr. Trevarthen joined ABC as a staff engineer in 1943 after service during the war as a research associate at the underwater sound laboratories of Harvard U. Before the war he was equipment engineer for Western Electric, field engineer for General Electric Co. and maintenance engineer for NBC.

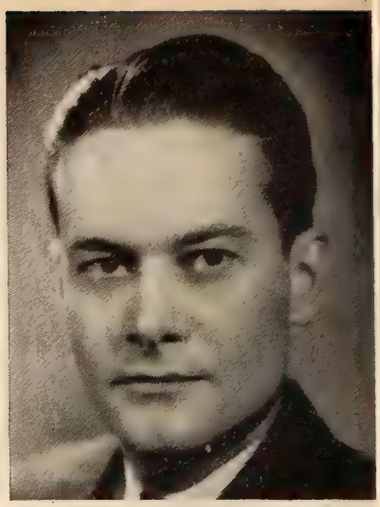
Mr. Fisher entered radio as a studio engineer for NBC in 1941 and a year later transferred to the ABC field engineering group. After war service as a radio-radar officer in the Navy, he returned to ABC as a maintenance engineer and became engineering maintenance supervisor in December 1948.

FCC Actions

FINAL decisions to grant four new AM stations reported by FCC last week, including new outlet on 740 kc at Dallas with 10 kw day, 5 kw night, to Texas broadcasters Roy Hofheinz and W. N. Hooper. WARM Scranton, Pa., granted change from 250 w on 1400 kc to 5 kw on 590 kc. Initial decisions for approval of two AM outlets reported in addition to regular grants for six AM stations. Details of these and other FCC actions may be found in FCC Roundup on page 120 and Actions of the FCC beginning on page 114.

TRANSIT RADIO'S CASE

Values Cited



Mr. THOMAS

* * *

By C. L. (CHET) THOMAS
President, Transit Radio Inc.
Gen. Mgr., KXOK-AM-FM St. Louis

INTRODUCTION of a new advertising method always incurs the opposition of established media sooner or later. Transit Radio is now going through that period in the opinion of C. L. (Chet) Thomas, president of Transit Radio Inc. In this article Mr. Thomas, general manager of KXOK-AM-FM St. Louis, TR franchise-holder, sums up main arguments for musically soothed rides. He points out that Transit Radio advertising really is "no different" from other types—they all command attention—adding there is no such thing as "privacy" in public vehicles. He sees the end result of establishing Transit Radio will be more business for all radio without cutting into current AM, FM budgets. A recent pilot survey by Edward G. Doody & Co. showed 85.6% of St. Louis respondents unopposed—continuing the trend established in other polls in St. Louis, Washington, Baltimore and Kansas City. The present discussion of Transit Radio has been particularly bitter in St. Louis and Washington where newspapers have prominently displayed opposition testimony and editorialized against the innovation. The FCC has shown an interest on a staff level in forming a policy on the new medium. Mr. Thomas, a radio veteran of 22 years, started at WLW-WSAI Cincinnati, where he was named station activities manager. Subsequently he became assistant manager of WINS New York, manager of WCAE Pittsburgh, and sales manager of KSD St. Louis. Later he joined KFRU Columbia, Mo., then a St. Louis *Star-Times* station, as general manager, switching in 1944 to *Star-Times*-owned KXOK where he rose from program director to his present post. Mr. Thomas also is president of the St. Louis Advertising Club.

THE CASE for Transit Radio has never been fully made. It is impressive. The main arguments in favor of Transit Radio are four.

I. The riders of public transportation like Transit Radio.

They like its music. It is good music—popular in the best sense, neither heavily classical nor radically "jive." It is the type of music that, according to psychologists and experts in industrial relations, soothes people and reduces tension. Without cost the riders of public transportation are given the same kind of service with which many businesses at considerable cost provide their customers and employes. Without cost the riders of public transportation receive the very best radio service available to the riders of private automobiles. Without cost they hear this service reproduced with a fidelity equal to that of the most expensive receiving sets in private automobiles. The riders of public transportation receive this excellent transmission of this excellent program during what is to most of them the most tedious parts of their day.

Cites Listener Appeal

The riders of public transportation like the non-music services provided by Transit Radio also. They like the brief newscasts and weather reports. Most of them like the advertising, because it acquaints them with available goods and services.

We know the riders of public transportation like Transit Radio, because we have checked it. Here is the summary of the results of five surveys made in St. Louis, Washington, D. C., Baltimore and Kansas City by Edward G. Doody & Co. during 1948-49:

"Eight out of 10 riders favor Transit Radio as a part of regular service. Less than one out of 10 object. The rest don't care or are undecided. However, even among those who say they object, there is a substantial group which would not object, if the majority favored permanent installations. Thus, only a fractional group of active objectors remains, opposed even against majority will."

II. Transit Radio helps the transit companies provide sound, efficient and economical service.

Insofar as Transit Radio provides public transit companies with a source of income in addition to their fares, it is helping to make possible good public transportation at minimum cost.

III. Transit Radio is a main support of FM aural radio.

How high were the hopes of the American people for FM aural radio at the end of World War II! Some people saw it as a rich opportunity for broader expression of opinion.

The fans of FM aural radio pointed to its freedom from static, its fidelity of tone, the relative cheapness of its transmitting equipment, etc. But most enthusiastically they pointed to the fact that it made room for many more radio stations. Under the present AM system there are only about 2,200 stations. Under the FM system between 3,000 and 5,000 new stations are possible.

On Nov. 15, 1948, the FM Assn. released a survey showing that FM had grown 100-fold from a $10 million business in 1946 to a $1 billion industry. It was then called the "fastest growing industry in America."

Foundation for FM

But what happened? The number of FM aural radio stations in operation by Dec. 31, 1948, was 700. The number on Dec. 31, 1949, was 733—a net gain of only 33 in a whole year. During this year 217 FM authorizations were surrendered, 45 of which had been in actual operation.

Over 99% of the 733 FM stations, which are the components of this billion-dollar industry are operating at a loss. They will continue to do so until a firm financial foundation is built under FM. Transit Radio is such a foundation.

Transit Radio can benefit, not merely one, but several FM radio stations in a community. In St. Louis, KXOX-FM sponsors Transit Radio; in East St. Louis arrangements for Transit Radio are being negotiated by an East St. Louis station. In Washington, D. C., Transit Radio is sponsored by WWDC-FM; in Bradbury Heights, Md., a suburb of Washington, another station sponsors Transit Radio. Similar arrangements are being made elsewhere.

The advance of Transit Radio is certain to be the advance of Frequency Modulation radio—a type admittedly finer technically than amplified modulation radio. Most of the FM aural radio stations that offer a program fare different from that on associated AM stations are those sponsoring Transit Radio.

Reaches Other Points

Transit riders are not the only persons served by Transit Radio. These fine programs are broadcast to the entire community. They are designed to please listeners in homes, hotel lobbies, banks and countless other places. Many listeners leave their radios on for hours tuned into the FM station sponsoring Transit Radio in preference to all the other programs available.

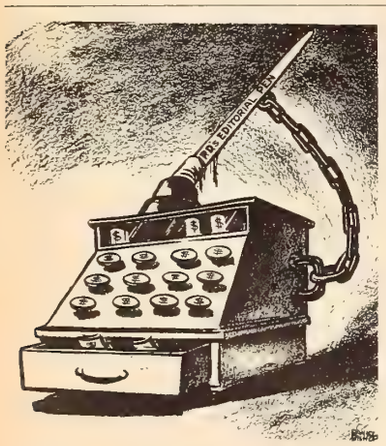
Transit Radio makes possible a wider and better radio service to an entire community, not merely the riders on busses and streetcars, but everybody within range who tunes in.

IV. Transit Radio makes it possible for the drivers of busses and streetcars to meet emergencies.

In this regard, Transit Radio has already shown its capabilities. Because of newscasts received over Transit Radio, bus and streetcar drivers in Washington, D. C., and St. Louis have known how to avoid areas blocked off by fires. Because of newscasts over Transit Radio, drivers in Houston, Tex., did their jobs better during a hurricane. These instances are portents of vastly more important uses.

The American people are just beginning to look full in the face the job of reducing their vulnerability to atomic attack. The need

(Continued on page 105)



BATTLE of words and pictures over transit radio flared into open in St. Louis Jan. 27 when the *Star-Times*, licensee of KXOK, city's TR franchise-holder, scored the rival *Post-Dispatch* in an editorial titled "The P. D.'s Captive Pen." Latter was chided for its reference to transit FM as "ideological acorn" as *Star-Times* cited surveys showing 85% to 90% unopposed to musically-soothed rides. Accompanying editorial was this cartoon, "The Captive Pen."



FOLLOWUP of *Star Times'* editorial assault on the *Post-Dispatch's* anti-transit FM position was this cartoon published three days later by the Pulitzer newspaper. It was captioned, " 'Service,' Whether You Like It or Not." The *Post-Dispatch* cartoon was reprinted by the *Washington* (D.C.) *Post* in its Feb. 3 bulldog edition. The *Post* similarly has opposed transit radio in the Capital where stormy public hearings were held [BROADCASTING, **Nov. 7, 21, 28, 1949**].

Spot Radio *Does* Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, *advertising on WHO costs less today than in 1944.*

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost *10.6% less* per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost *52% less* per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home *sets* is even more important than the increase in radio *homes.* (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of "radio homes" —*SETS make today's audiences!*)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 *sets* in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! *Yet this 136% increase in radio sets is for homes alone;* it *omits* the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets — and the *decrease* in costs — boils down to this:

WHO — CLASS C — ¼-HOUR MAXIMUM DISCOUNT†

	Number of Iowa Radio *Homes*	Cost	Cost Per Thousand Radio *Homes*	Percent *Decrease* In Cost Per Thousand Radio *Homes* In 1949
1944	596,000	$67.50	$0.113	10.6%
1949	769,200	77.00	$0.101	
	Number of Iowa Radio *Sets* (In Homes)	**Cost**	**Cost Per Thousand Radio *Sets* (In Homes)**	**Percent *Decrease* In Cost Per Thousand Radio *Sets* (In Homes) in 1949**
1944	904,000	$67.50	$0.075	52%
1949	2,140,000	77.00	$0.036	

†The ¼-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do *not* include hundreds of thousands of "non-home" Iowa sets, *plus* millions of sets in WHO's BMB secondary night-time counties — these are the reasons why WHO is today a "better buy" than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC., National Representatives



Most "commodities" cost more today than in 1943 or '46. But time on these stations costs less, in that they give you more radio families per dollar! Want the data?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

PORT HURON TEST *Philadelphia Case Feb. 13*

TEST as to the interpretation of FCC's famous Port Huron decision may be established as a result of a forthcoming court hearing Feb. 13 in Philadelphia.

The Philadelphia case involves five stations, KYW (Westinghouse Radio Inc.), WCAU (CBS), WFIL (Philadelphia Inquirer), WPEN and WIBG (both independent), all of which are fighting a libel suit brought against them by Attorney David H. H. Felix, of that city. Mr. Felix charged in a complaint filed with the Federal District Court last November that all five stations on Oct. 24, 1949, and/or on Oct. 25, 1949, aired a political speech which allegedly was a "false and malicious publication by broadcast."

The complaint alleges William Meade, Republican city chairman, speaking on behalf of local GOP candidates during the city's municipal election campaign, referred to the Americans for Democratic Action as a "Communist-infested" group. Mr. Felix is a member of ADA, which reportedly also filed suit against Mr. Meade in a state court.

Series Rebroadcast

Mr. Felix's suits ask $50,000 in damages from each of the stations. The Meade broadcast, 15-minutes long, originated from KYW on Oct. 24 and subsequently was rebroadcast over the other stations.

In its brief, KYW has filed a preliminary motion for dismissal contending there is no liability on the stations under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations are taking a similar position. KYW, whose case will be argued first, has filed admission that the speech was made but will argue on the question of its permissibility.

In the celebrated Port Huron decision, the FCC held that a station may not censor a political broadcast even if it contains libel. It also indicated that the FCC believes the federal law's ban on censorship would supersede state laws against libel.

Walter Saul and Allen S. Olmsted, of the law firm of Saul, Ewing, Remick and Saul, Philadelphia, are preparing the case for KYW. It is understood that the other stations will stand fast until KYW's argument is presented. Mr. Felix is a practicing attorney in Philadelphia.

KSFO-KCBS CASE

FCC Denies Both Extensions

THE ONE-TIME proposed exchange of frequencies between KSFO San Francisco and KCBS (formerly KQW) San Jose was closed last week as FCC denied extensions of completion date to both outlets and declared the KSFO permit for the switch to be automatically forfeited.

The stations decided not to make the change last fall, proposing instead that KCBS assume KSFO's permit for 50 kw on 740 kc there [BROADCASTING, Oct. 31, 1949]. While not allowing transfer of the permit, FCC left the way open for KCBS to file for reinstatement of its original bid for that assignment.

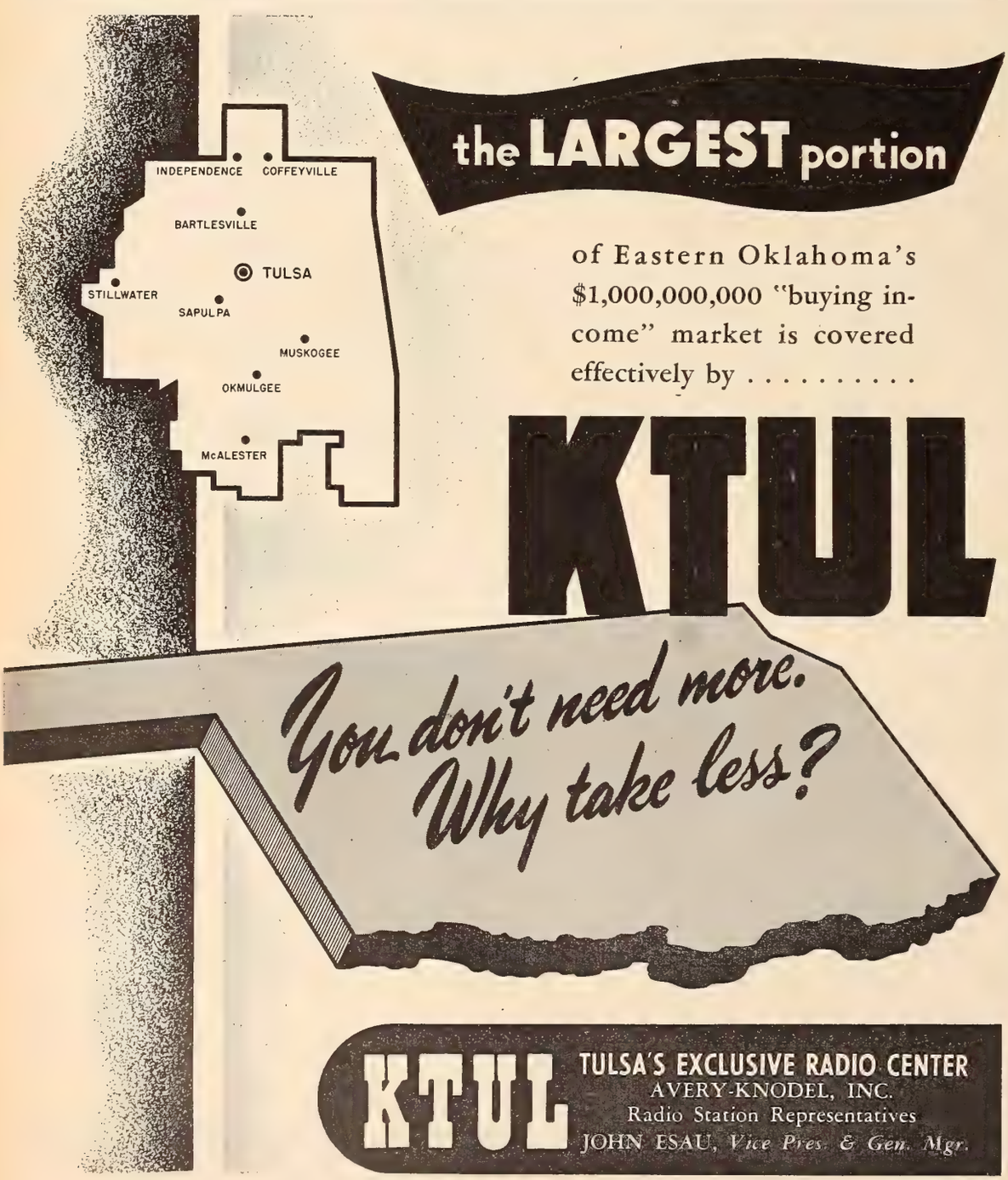
1948 Authorization

Under the exchange granted by FCC in 1948 after eight years of proceedings, KSFO had proposed to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc, directional. KCBS, now wholly-owned by CBS, was to switch from 5 kw on 740 kc to 560 kc with the same power, using KSFO's site in San Francisco. KSFO, licensed to Associated Broadcasters Inc. which also owns KPIX (TV) San Francisco, decided last fall to drop the plan and "concentrate more fully upon development of television broadcasting."

FCC denied extension to KSFO "because completion of construction has not been prevented by causes beyond control of the permittee." Considering that KCBS' failure to complete the exchange "was due to causes beyond your control, and specifically because of the failure of Associated Broadcasters to meet its commitments under its construction permit upon which yours was contingent, the Commission, in denying extension to you, does so without prejudice to your filing a petition to reinstate" KCBS' application for 50 kw on 740 kc.

Hart Takes Leave

LEE HART, Broadcast Advertising Bureau's retail specialist, will take an extended leave of absence, it was announced last week by Maurice B. Mitchell, BAB director. Miss Hart has returned to her home in Washington, D. C., where she plans to devote some time to analytical studies and reports on radio and television advertising techniques while on leave from BAB.



ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

February 1, 1950

To the PRESS and RADIO:

Subject: SAVING NINE BILLION DOLLARS A YEAR

More than 60 per cent of the operating cost of producing rail transportation is in wages; another 30 per cent in the cost of the fuel, materials and supplies which railroads buy and use.

Since 1921, the first year after the return of the railroads from government operation during the first World War, railroad wage rates have gone up two and one-half times and the level of prices of fuel, materials and supplies has almost doubled. The same amount of labor, fuel and supplies for which they paid $1.00 in 1921 now costs the railroads an average of $2.25.

But labor and materials are combined and used so much more efficiently that the average unit of service, freight and passenger combined, which the railroads produced in 1921 for an operating cost of $1.00 is now produced for $1.03 -- and, it should be added, the service is sold to the public at charges which, on the average, have increased since 1921 no more than this same three per cent.

Behind such tremendous gains in efficiency, there is a little-noted but very real story of progress and improvement. Partly, it is a story of new products and devices unknown in 1921 -- diesel electric locomotives, centralized traffic control, electro-pneumatic car retarders in major freight yards, to name but a few. Partly it is a story of improvements in more familiar things -- a 50 per cent gain in the pulling power of the average steam locomotive -- an even greater gain in its ability to keep heavier loads moving at higher sustained speeds -- the tripled life of the average crosstie.

Partly it is a story of increased use of the railroads, partly a story of better methods in using improved plant and equipment -- but it all adds up to such results as a virtually doubled average daily transportation output of freight cars, a more-than-doubled daily output of locomotives, an increase of more than 150 per cent in the average hourly service of freight trains, and achievement of the safest operation in transportation history.

To make all this possible, the railroads have spent on additions and improvements since 1921 almost 17 billion dollars. But the saving in operating cost, as compared with what it would have been if railroads were using materials and manpower at present prices and wages but with the efficiency of 1921, amounted in 1949 alone to more than nine billion dollars -- a saving which has been passed on to the public.

The best part of the story is that it is still going on. The same skill, ingenuity and determination which have saved these billions of dollars a year in the cost of producing transportation are still at work on the railroads -- for now and for the future.

Sincerely yours,

William T. Faricy

TRANSIT ASSN.

Spaulding Is Riders' Counsel

HECTOR G. SPAULDING, of the Washington law firm of Spaulding & Reiter, has been named legal counsel for the Transit Riders' Assn. to aid in its fight against radio-equipped vehicles in the District, it was announced last week.

Mr. Spaulding, a professor at George Washington U. law school and formerly practicing attorney in New York, Illinois and Minnesota, stated in accepting the TRA invitation that "transit radio is a direct intentional attack" on the "freedom of attention" and quoted Supreme Court Justice Felix Frankfurter as saying:

Modern devices for amplifying the voice or its recording afford too easy opportunities for aural aggression. If uncontrolled, the result is intrusion into cherished privacy. The refreshment of mere silence, or meditation, or quiet conversation, may be disturbed or precluded by noise beyond one's personal control.

The transit association and two Washington attorneys—Guy Martin and Franklyn Pollak — are awaiting a decision on their appeal for a rehearing before the Public Utilities Commission which has ruled that transit radio is not "inconsistent with public convenience, comfort and safety."

Mr. Martin and TRA spokesmen said again last week that if the commission refuses to reopen the case, they will take the issue to the Federal District Court.

VOICE OF DEMOCRACY WINNERS

Gen. Marshall To Speak at Williamsburg Ceremony

GEN. GEORGE C. MARSHALL, wartime Chief of Staff and now president of the American Red Cross, will address the youth of the world Feb. 27 by radio when the four national winners of the Voice of Democracy broadcast essay contest [BROADCASTING, Jan. 16] appear in the historic House of Burgesses at Williamsburg, Va. Host to the four high school winners will be John D. Rockefeller III.

Gen. Marshall and Mr. Rockefeller will address a group of distinguished guests from the spot in which Patrick Henry delivered his famed "if this be treason, make the most of it" speech. The addresses will be heard at 2 p. m. and carried by delayed broadcast on CBS 5-5:30 p. m. Voice of America's globe-circling transmitters also will carry the talks.

Robert K. Richards, chairman of the Voice of Democracy Committee and NAB public affairs director, said the event will close a week of awards and entertainment for the four students. The radio script contest is sponsored annually by NAB, U. S. Junior Chamber of Commerce and Radio Mfrs. Assn., with endorsement by the U. S. Office of Education.

The four student winners will repeat their broadcasts before high school students in Williamsburg. During the preceding week they will receive $500 scholarship awards at a Washington luncheon, visit President Truman at the White House and call on Congress, Cabinet members and the U. S. Supreme Court.

Winning students are Richard L. Chapman, 17, Brookings, S. D.; Gloria Chomiak, 17, Wilmington, Del.; Anne Pinkney, 17, Trinidad, Colo., and Robert Shanks, 17, Lebanon, Ind. The contest was held as feature of National Radio & Television Week, with nearly a million students writing and voicing five-minute scripts on the topic, "I Speak for Democracy."

BERT HORSWELL

Rites for MacGregor Mgr.

FUNERAL services for Bert Horswell, 42, Dallas manager of C. P. MacGregor Co., Hollywood, were held at the Wee Kirk of the Heather in Forest Lawn Memorial Park, Glendale, Calif., last Tuesday. Cremation followed.

Mr. Horswell died on Jan. 28 from pneumonia which developed following severe injuries sustained in an automobile accident near Lufkin, Tex., three days before. Besides his wife Beverly, surviving are two small daughters.

TRANSIT STAND

Miller Asks NAB Board

NAB PRESIDENT Justin Miller has informed the Washington Transit Riders' Assn., which opposes FM-equipped vehicles, that he has asked NAB's board of directors whether it wished to take a stand on transit radio.

In his reply to a letter from Claude N. Palmer, president of TRA which claims some 450 members, Judge Miller noted that the request, "so far as I can recall . . . is the first suggestion that it should take such a position." Mr. Palmer had contended that "forced listening" is inconsistent with NAB's insistence upon "freedom of the air."

The association pointed out that NAB has condemned the "evils practiced in less enlightened countries and has urged the American public to support and defend 'the American principle of free radio.'"

Referring to contentions that FM "is not catching on" and that the "captive audience is its only means to success," Mr. Palmer predicted "much harder going" for the radio industry if FM is made to depend on transit radio. He cited cessation of broadcasts in New York's Grand Central Terminal and Muzak Corp.'s "withdrawal" of its service from stations where TR contracts exist.

KAKE

WICHITA, KANSAS

announces

the appointment of

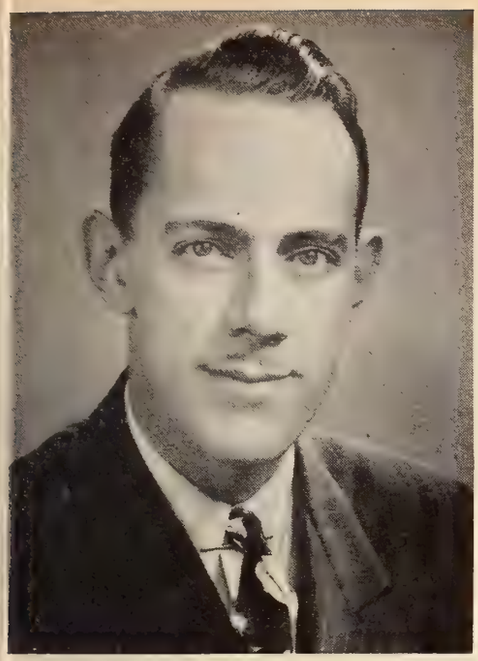
RADIO REPRESENTATIVES, INC.

as its national representative

KAKE

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO



R. H. HOLLISTER
Sales Manager, Broadcast Division,
Cedar Rapids

These men spend their time in your interests

These men are your Collins sales engineers.

They spend all their time selling Collins broadcasting equipment.

Each one has a successful background in broadcasting. They all know and appreciate good equipment.

This undivided interest gives them a thorough knowledge of broadcasting problems.

They encounter every kind of situation.

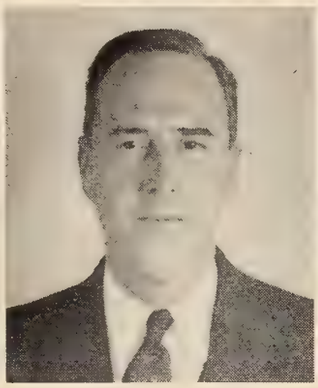
They know how to give you the best recommendations because they have successfully solved many problems similar to yours.

They and the Collins Radio Company feel that the preference shown for Collins products merits the finest type of sales service to all broadcasters at all times.

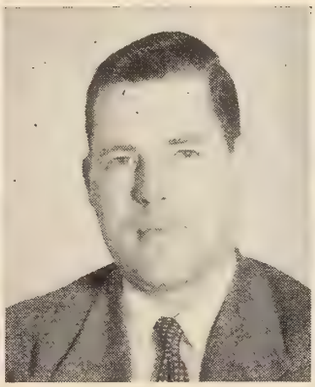
These men provide that service.



HAROLD OLSON
Broadcast Sales Representative,
Cedar Rapids



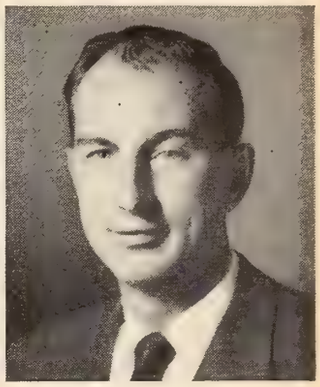
FRANK RANDOLPH
Broadcast Sales Representative,
New York City



SCOTT KILLGORE
Broadcast Sales Representative,
New York City



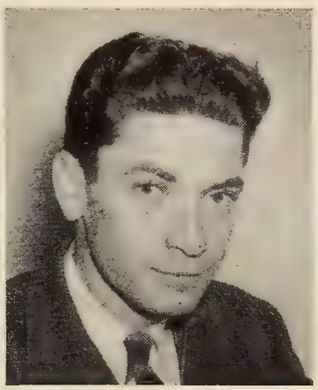
CARL SERVICE
Manager, Western Division,
Burbank



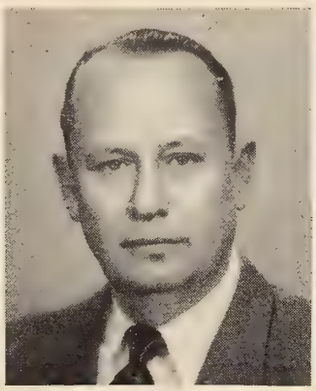
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Broadcast Sales Representative,
Burbank



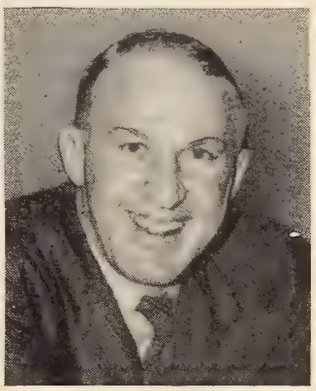
ALAN CHESNEY
Broadcast Sales Representative,
Burbank



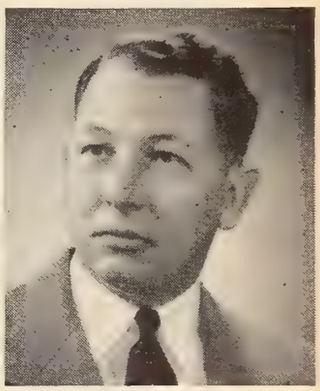
TOM MOSELEY
Broadcast Sales Representative,
Dallas



THEIL SHARPE
Broadcast Sales Representative,
Dallas



JOHN STANBERY
Broadcast Sales Representative,
Knoxville



AL SCOTT
Broadcast Sales Representative,
Daytona Beach

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18	2700 W. Olive Ave. BURBANK	M. & W. Tower DALLAS 1	Dogwood Road, Fountain City KNOXVILLE	417 Rosalyn Ave. DAYTONA BEACH

THE "BIG 3"

Top-Selling Disc Jockeys in the Detroit Market!



THE TOBY DAVID MORNING SHOW

★



EDDIE CHASE'S MAKE BELIEVE BALLROOM

★



HAL O'HALLORAN'S DAWN PATROL

• Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS
Middle of the Dial
at 800 kc.

CKLW

Guardian Building • Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc.
National Rep.

Feature of the Week

THE broadcasting skies have broken clear and bright for Francis Davis, WFIL-AM-FM-TV Philadelphia weather man. Barometer is the 52-week renewal for sponsorship of his daily radio program by Cities Service Oil Co.

Mr. Davis by his manifold activities, the station reports, negates the popular conception of the weatherman who spends hour on hour concocting weather prospectuses. Instead, the agile Mr. Davis has worked out a formula for keeping sponsors and listeners pleased with his work before both microphone and camera while doubling as a professor, a student, a member of the Air National Guard, and speaker for service and church clubs.

Secret of Mr. Davis' success is a hard-driving routine which takes in studio and classroom in a one-day stint. First weather man to be employed fulltime by a Philadelphia station, Mr. Davis joined the WFIL staff in October 1947, after serving as a wartime weather officer in the Air Force.

His program schedule consists of two five-minute radio shows daily, 6:55 p.m. and 11:10 p.m., and a



Mr. Davis studies instruments and a weather map at WFIL studios.

* * *

TV program at 7:25 p.m. Mr. Davis' early evening radio broadcast has been sponsored continuously by Cities Service and the Petrol Corp. since October 1948.

He begins his WFIL work at 3 p.m. laboring diligently with charts and instruments until he has completed his AM shows and the telecast. The 11:10 p.m. program is recorded early in the evening. But

(Continued on page 98)

On All Accounts

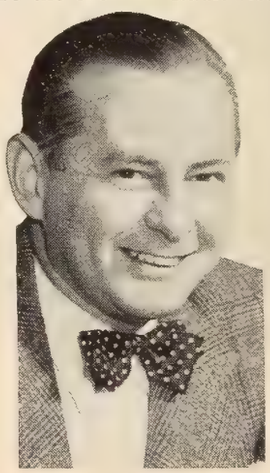
THE partnership of Rockett-Lauritzen, Los Angeles, claims the unusual distinction of having been spawned by a trailer house. This unique formation occurred five years ago when Donald Christie Lauritzen, now president of the advertising agency, bought a new trailer.

Proud of his purchase, he invited a neighbor, Robert R. Rockett, over to see it one night. Seeing led to talking, and before the evening was over, talking resulted in the birth of Rockett-Lauritzen, art and production service.

The way the art and production service turned into an advertising agency the following year was just as accidental. It all happened when Don redesigned a boat for a man who wanted to go into boat manufacturing. The man was so appreciative of the job done that when the following year Franklin Research Co., Philadelphia (wax emulsions), was looking for someone to handle their advertising, he led the firm's representative into the offices of Rockett-Lauritzen. Since that first account, they have been an advertising agency.

It is no accident however, that in the five years since then the agency has developed into a healthy radioactive firm and one of the largest buyers of television on the West Coast.

At the present time Don handles for the agency all radio and television for Ross Food Co., Los Angeles (Dr. Ross Dog and Cat Food, Skippy Dog Food), and TV for Arizona Canning Co., Phoenix (Sun Vista Products), and supervises several other accounts.



DON

Radiowise, Ross currently is sponsoring, for Dr. Ross Dog and Cat Food, *Hopalong Cassidy* on the full Don Lee network in addition to newscasts and spot shows on several West Coast stations. In television Ross has the *Ruggles Show* on KECA-TV Los Angeles, KING-TV Seattle, KPHO-TV Phoenix, KFMB-TV San Diego, and KGO-TV San Francisco; five-weekly, two-daily *Telenews* on KPIX (TV) San Francisco; five-weekly *Dog of the Hour* on KPIX and KLAC-TV Los Angeles; plus spots on several other California stations. For Skippy Dog Food the firm has *Pets Unlimited* on KRON-TV San Francisco.

Arizona Canning Co. is sponsoring *Just For Fun* on KFI-TV Los

(Continued on page 92)

a new promotion plan for increased sales...

O'Brien & Dorrance now makes available its complete agency service, its seasoned counsel by experts in media promotion, and an unsurpassed knowledge of radio and television promotion to radio and television stations throughout the nation... all at a moderate cost.

The O'Brien & Dorrance promotion plan gives individual stations a unique opportunity to improve their promotion and trade magazine advertising... get it *read and understood* by time buyers, advertising managers, account executives and others in the business of *buying time in a highly competitive market.*

As a station operator, you cannot afford to experiment with uncertain, badly-designed, wasteful promotion... with trade paper ads that do nothing but fill expensive space. Find out today how you can increase your station's prestige, develop national recognition and—most important—*make time sales easier* through the coordinated promotion services of...

O'BRIEN & DORRANCE, inc.

160 East 56th Street New York 22, N.Y.

A letter will bring you full details.

by the agency that has produced promotion and advertising for America's major radio and television organizations.



BROADCAST ADVERTISING BUREAU



WEED AND COMPANY



THE H. C. WILDER STATIONS



EDWARD PETRY AND COMPANY



THE FORT INDUSTRY STATIONS



INTERNATIONAL TELEFILM PRODUCTIONS



NARSR



BROADCAST MEASUREMENT BUREAU

and many local stations

Editorial

BMB at Deadline

LAST WEEK BMB began mailing out reports of the day and night audiences of 629 subscribing stations as measured last spring in BMB's second nationwide study of station audiences, final step in a Herculean task of distributing and tabulating 357,000 ballots that represents one of the most comprehensive media-impact analyses ever attempted.

Will it be the final step for BMB as well as for the second study? That's the question of the day in advertising circles. And it's a question whose answer is perhaps even more eagerly awaited by the sales and research executives of competitive media—particularly newspapers—than by the broadcasters themselves.

Advertisers and agencies have repeatedly gone on record as to BMB's value to them in evaluating not only individual stations in relation to each other but radio in relation to other media. BMB is the first and only radio measurement of circulation, comparable to the ABC figures for newspapers and magazines and to the Traffic Audit Bureau figures for outdoor advertising. "We want BMB continued," the buyers of advertising insist.

But the broadcasters are not so certain. It's less easy to be certain when you're the one to pay all the bills, as the broadcasters do for BMB. Without belittling the value of comparative and competitive media circulation statistics, many station operators believe that program audience measurements provide them with a more effective sales tool. Perhaps the answer to BMB's future is a new type of organization with an expanded scope which would bring in revenue to at least partially offset its expenses. The BMB function certainly should not be abandoned until every possible means of continuance has been thoroughly explored.

But whatever the future holds for BMB, the thanks of radio and of radio's customers should be extended to Acting President Kenneth H. Baker and his stripped crew of associates for saving BMB from the ignominious fate which confronted it a few short months ago.

No Bull, John

THE BBC is going commercial!

Don't fall off your side-saddle, old boy. It isn't really going to the American Plan of free competitive operation.

The story was tucked away in the *London Mirror* a few days ago. It recites that in its bid to sell British goods *by radio* the BBC has formed a team of experts to plan a "Buy British" series. It is for broadcast on the General Overseas Service with recordings to be flown to stations all over the world. Whether the BBC will buy time in the U. S., or seek it on a "public service" basis, wasn't revealed.

"The drive is being aimed particularly at the North American markets," says the dispatch. "The series will concentrate on showing how British industries have learned the lessons of production and showmanship."

More power to you, John Bull. But why not go all the way and admit a subsidized monopoly like BBC is wrong and that the American Plan of free competitive enterprise is right? You have now sitting a Government Commission to determine whether the State monopoly system should be continued after 1952.

The answer is evident. When BBC wants American dollars it uses the American way.

Anti-Trust Busters

THERE MAY be legal skeptics who will find fault with the U. S. Court of Appeals' opinion holding that freedom of the press is not violated by denial of a radio license to a newspaper which seeks to monopolize advertising in its market through alleged coercion. Generally, however, we believe there will be few in radio who will disagree with the opinion sustaining the FCC's finding that the *Mansfield Journal* and *Lorain Journal* should be denied grants for AM and FM because of alleged monopolistic practices.

While that may be so, it also is evident that abuses can develop if the FCC follows the court's judgment without wisdom or balance. Within a week of the court's opinion, the FCC called an oral argument for Feb. 13 (now postponed to April 10) on proposed policy regarding licensing of stations which violate any U. S. laws, unrelated to radio.

Never in all of radio's tumultuous regulatory experience has there been a proposition as drastic or farreaching. If invoked, it would constitute a drag-net into which could be drawn for revocation any licensee who violated any law or ordinance. Expectorating on the side-walk, divorce or driving while inebriated presumably would constitute offenses.

It's equally obvious that what the lawyers are shooting for is anti-trust, and that they hope to compromise on that aspect. The balance is too preposterous to take seriously.

The springboard for this proposed policy, then, obviously is the anti-trust aspect. It does not stem primarily from the Horvitz case upheld by the Court of Appeals although that ruling would appear to buttress the FCC's position. It had its origin in a 1948 Supreme Court decision holding major motion picture producers to be in violation of the anti-trust laws. Shortly thereafter the FCC served notice that it was considering the question whether an anti-trust violator is qualified to operate a station.

As a consequence, a dozen motion picture producers or exhibitors, and several companies in the manufacturing and appliance fields have been placed under the stigma of temporary licensing.

None of those holding temporary licenses has been adjudged guilty of monopoly in radio or communications. Should the FCC conclude to disqualify them, and should the courts uphold the Commission, it would mean the biggest upheaval in radio and TV since the art began. Conceivably, every station using AP news service would be culpable, since AP was adjudged an anti-trust violator several years ago.

To deny newspapers, the motion picture people, or equipment manufacturers or any other legitimate class the right to hold radio licenses is to make of them second-class citizens, forever stigmatized in the public gaze. Radio could not have built to its present stature of leadership among media without the participation of these entities.

This new inquiry has all the earmarks of the newspaper ownership thrust of the FCC in the early days of the FDR era. Many newspapers would not list competitive station logs. We opposed the newspaper divorcement as discriminatory. There are fewer abuses now.

We hope the FCC will move warily in weighing what its lawyers may regard as newly discovered authority. If the courts wanted the FCC to enforce the anti-trust laws (in fields other than communications) or other criminal and civil statutes, it would have so specified. Certainly that wasn't intended, since the FCC is an expert agency created by Congress to perform the regulatory functions of the law-making body in the specialized fields of radio and communications.

Our Respects To—



LOWRY HYER CRITES

ONLY hangover for Lowry Hyer Crites from a southern exposure in Texas is a hand-made metal and leather belt and a penchant for people with a direct and natural business approach. As administrative assistant at General Mills to Samuel C. Gale, vice president in charge of advertising and public services, Mr. Crites smoothes the muddled paths trod by a battalion of GM executives and key men from the firm's four advertising agencies. He insists on a straightforward yet casual clearance of business detail, usually foreign to a corporation the size of General Mills.

The fancy belt stands out as a unique holdover from Texas despite Mr. Crites' many years of habitation there. He was born in what was to become Lawton, Okla., on July 21, 1906. The land was Indian territory at the time and was not chartered as a state until a year later. His parents and he, an only child, lived there in the heart of the broom corn industry where his father manufactured sweeping brooms from the corn.

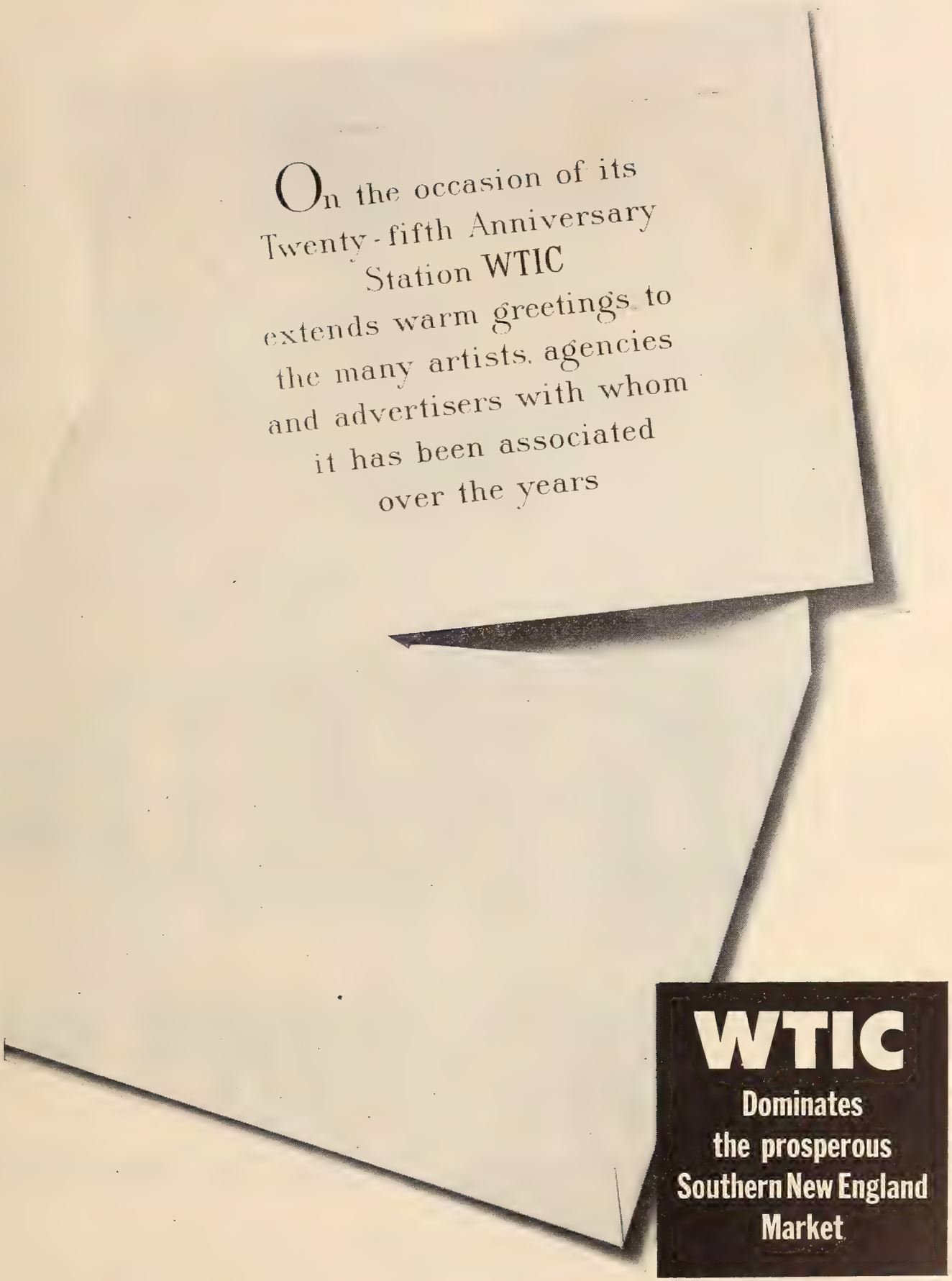
When he was two years old, the family moved to Wichita Falls, Tex., where he attended high school and junior college. Bored with the academic rigors of higher education, and intrigued with the prospect of being a successful businessman, young Crites quit classes to begin a cotton-growing venture with another young entrepreneur. A third friend, with dubious inclinations toward generosity, offered the pair 300 acres of land rent free for their cotton-growing project.

"On paper, we figured we'd get at least a bale an acre and in five years would be rich," Mr. Crites says. But when they went out to survey the land, they found it loaded with mesquite, a high, rugged and brambly bush which "would have taken 500 Mexicans 10 years to clear. We had the 10 years, but couldn't find enough Mexicans who would work for nothing."

Practicality won out for the time being, and Lowry Crites returned to college and Oklahoma U. in Norman. Surrounded by oil fields and 10-gallon-hatted millionaires, he decided to become a geologist and work for large oil concerns. Between school terms (and occasionally, during them when he was disinclined to burrow into the books), he took off for the hinterland to do some practical engineering in determining elevations on wells. The depression, however, put a fast stop to oil exploitation and young Crites' dreams. Forced again to be practical, he studied business administration.

From college he returned to the heat of Wichita Falls, the directness of the Texas

(Continued on page 96)


On the occasion of its
Twenty-fifth Anniversary
Station WTIC
extends warm greetings to
the many artists, agencies
and advertisers with whom
it has been associated
over the years
WTIC
Dominates
the prosperous
Southern New England
Market

Management



FRED L. BERNSTEIN, WTTM Trenton, N. J., sales manager for two years, and former general manager of WFAK Charleston, S. C., appointed assistant general manager of WTTM.

WILLIAM PHILLIPSON, formerly counsel to Rockefeller Committee on Inter-American Affairs and Dept. of State counsel for International Broadcasting Div. joins legal department of ABC.

JACK COALSTON appointed manager of CKMR Newcastle, N. B. He was manager of special services for British United Press, Toronto, and prior to that manager of CJNB North Battleford, Sask.

JOHN W. ELWOOD, general manager of KNBC San Francisco, elected for four-year term on advisory board of San Francisco State College.

FRANK STANTON, CBS president, will serve as national chairman of the radio-television committee for Brotherhood Week, Feb. 19-26, which is sponsored by National Conference of Christians and Jews. His committee includes 40 persons, station and network executives, union leaders, actors and writers. **JOHN AKERMAN,** new assistant manager of WBBM (CBS) Chicago, is Chicago radio chairman.

R. MAIN MORRIS, assistant manager of KLZ Denver, named a director of Wolhurst Skeet Club, group made up of local business and professional leaders.

HARRY ACKERMAN, CBS vice president and director of network and television programs, Hollywood, is in New York for two weeks conferences.

Philip Morris Sales

SALES by Philip Morris & Co. Ltd. for the nine months ending Dec. 31, 1949 were $192,639,200, a 12% increase over the record of the corresponding period in 1948, the company announced last week. The tobacco firm, a heavy radio and television advertiser, reported estimated net earnings of $5.49 per common share in the last three quarters of 1949, compared with $4.43 for the same period the year before.

GUY C. HAMILTON

Succumbs to Heart Ailment

FUNERAL services for Guy Clarence Hamilton, 71, former vice president and general manager of the McClatchy newspapers and broadcasting interests (KFBK KERN KMJ KWG KOH), were held in Sacramento, Calif., Jan. 31.



Mr. Hamilton

In failing health for the past two years, Mr. Hamilton died at his home in Sacramento Jan. 27 following a heart attack. He had retired from the McClatchy organization in 1942.

Born in Richland Center, Wis., March 3, 1879, he helped pioneer Pacific Coast radio [BROADCASTING, May 1, 1940]. Mr. Hamilton also was a pioneer in the field of facsimile. During the late thirties he secured permission of the FCC to use the regular wave channels of KFBK Sacramento and KMJ Fresno for facsimile broadcasts.

Upon the death of C. K. McClatchy, editor and owner, Mr. Hamilton, on April 27, 1936, was named general manager of the McClatchy newspapers and broadcasting interests, continuing in that capacity until his retirement.

Besides his widow Elizabeth, surviving are four children, Paul, Clarence, and Helen Hamilton and Mrs. Margaret Kerins.

S. H. CAMPBELL JR.

WSPB Board Chairman Dies

FUNERAL services were held last week for S. H. Campbell Jr., 45, chairman of the board of directors of WSPB Sarasota, Fla., and interest holder in WJHL Johnson City, Tenn., and WDUK Durham, N. C. He died at his Sarasota winter home Jan. 29.

Mr. Campbell also was president and owner of the Campbell Oil Co., Chattanooga, head of the Chattanooga Baking Co. and a director of the city's Hamilton National Bank. He also held interests in other enterprises, including the Peerless Woolen Mills, Rossville, Ga.

Rothman Appointment

E. E. ROTHMAN, assistant general manager and vice president of Campbell-Ewald Co., New York and Philadelphia, has been appointed general manager of the agency. In addition to being in charge of the Detroit office, Mr. Rothman will supervise the New York, Chicago, Los Angeles and San Francisco offices.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

DELIVERS

THE RICHEST CORNER OF THREE STATES

IOWA . . . MINNESOTA . . . SOUTH DAKOTA

WITH

5000 WATTS – NBC – THE FINEST BROADCAST FACILITIES IN THE AREA

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

FEBRUARY 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Avoid Mediamyopia*!

Keep SALES In SIGHT With



SPOT TV

. . . the advertising medium that sells *direct.*

*shortsightedness in selection of advertising media.

EDWARD PETRY & CO., INC.

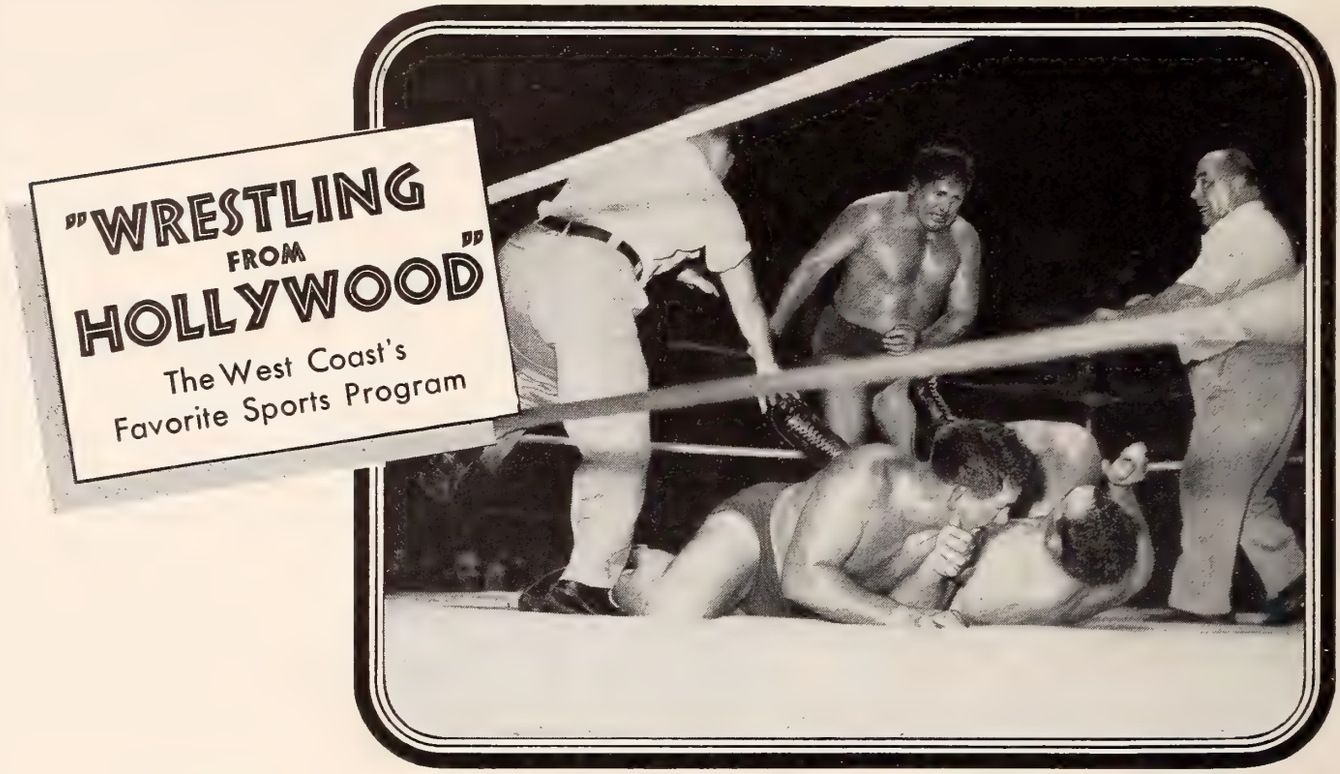
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

EDWARD PETRY AND CO. INC.

REPRESENTING

WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
WDAF-TV (Kansas City)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M'p'l's-St. Paul)
WTAR-TV (Norfolk)
WOAI-TV (San Antonio)

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Film-recorded as broadcast over KTLA, Los Angeles; open-ended for commercials. Syndicated throughout U.S.... **with some good markets still open.**

FORMAT: Spectacular wrestling matches as only Hollywood showmen can stage them. Red-blooded MAIN EVENTS from the Olympic Auditorium, Los Angeles. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity — perfumed Gorgeous George, World Champion Enrique Torres, Primo Carnera, Woody Strode; Jim Mitchell, the butting Black Panther; Lord Blears; the Davis and Becker brothers; the Garibaldis, father and son team; the dirty Duseks, Ernie and Emil. Exciting, skillful camera direction! At the arena microphone: veteran movie actor Dick Lane, recently voted the West Coast's most popular TV sports announcer!

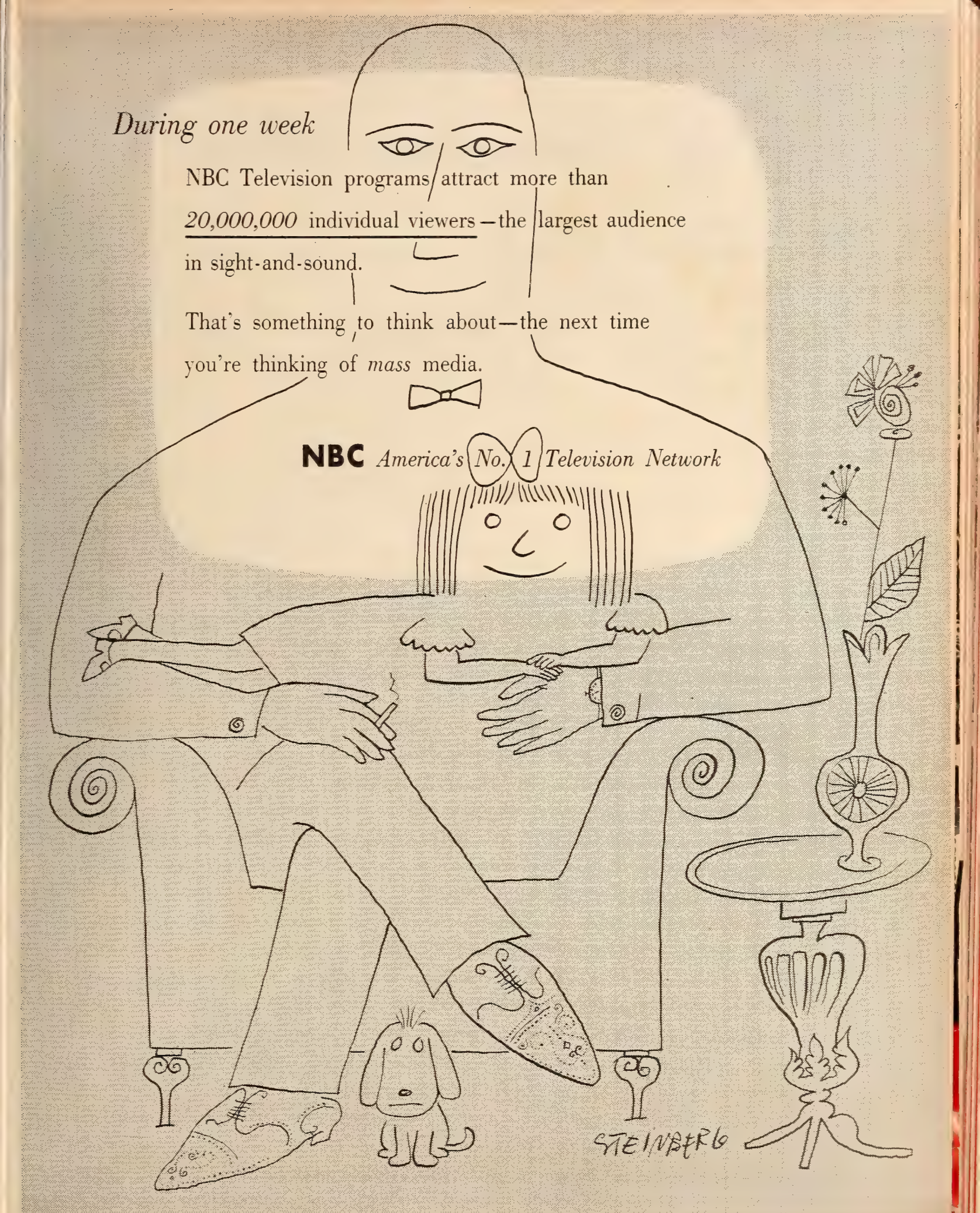
RATINGS: Ranking among the "Top 10 Most Popular Shows on the West Coast" throughout 1949, frequently placing in the "Top 3." Nov.-Dec. Hooper for Los Angeles—52.1 Telerating for Main Event, with 83.7% share-of-TV-audience. Oct.-Nov. Hooper for Los Angeles — 41.1 Telerating for Main Event, with 66.7% share-of-TV-audience. Chicago — Pulse 14.7 average for Dec.; Videodex 18.0 for Nov.; Hooper 17.9 for Oct.-Nov.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, puppets, children's variety and others... at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA
Paramount Television Productions Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK


During one week
NBC Television programs attract more than
20,000,000 individual viewers—the largest audience
in sight-and-sound.
That's something to think about—the next time
you're thinking of mass media.
NBC America's No. 1 Television Network
STEINBERG

Worth Shouting about!

● Seldom do you have an opportunity to make a true test of station popularity . . . a test involving all stations carrying the same program at the same time. The 1949 World Series finally provided the opportunity for this comparison. Check WGN-TV's ratings on the World Series telecasts against the other three stations in Chicago, and you'll see why we believe the results are worth shouting about:



	WGN-TV	STATION A	STATION B	STATION C
Wednesday October 5	25.5	8.4	7.5	off
Thursday October 6	23.5	7.8	4.5	4.8
Friday October 7	20.8	6.7	4.6	6.3

Jay & Graham Videodex, Oct., 1949

Here's overwhelming proof that WGN-TV is the favorite television station with Chicago viewers . . . conclusive evidence why more and more advertisers are joining the trend to WGN-TV

. . . Channel 9 in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | FEBRUARY 6, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

BAROMETER READING ON THE FREEZE

Thaw Remote

". . . I have to admit that what you really want to know from me is what the Commission is going to do about the freeze, when it's going to do it, what we are going to do about the UHF spectrum and when we're going to do it, and when we are going to have color television." —From an address by Wayne Coy, FCC Chairman, at TBA Clinic, Dec. 8, 1948.

By RUFUS CRATER

THIS READING of the industry mind is just as apt today as when it was phrased 14 months ago, two months after the freeze was invoked, and the answers seem no less elusive.

In the meantime the FCC has embarked upon a television hearing—or a series of hearings—which is concededly one of the most complex and inclusive FCC proceedings since the original allocations of 1928 or the general allocations hearing some 16 years later.

Now, with a series of bad guesses behind them, Commission authorities are reluctant to speculate on the probable date when they can wind up the proceedings and lift the freeze. When the freeze was formally invoked, on Sept. 30, 1948, they expected it to last six to nine months. A year later the first round of hearings was just getting under way, and the end is not yet in sight.

The boldest observers, however, while guaranteeing nothing, will venture on the basis of the current outlook that:

● It's unlikely FCC will complete all the processes it has set in motion, get out its decisions, and be in a position to lift the freeze before late this year—and it may take much longer.

● FCC will be "forced" to open the UHF along lines already indicated, for want of enough channels anywhere else, but a few years probably will pass before this upstairs region is in extensive use.

● The split over color is so wide, with forces of such potency on each side, that some compromise may have to be devised to recognize the imminence of color while still leaving the door open for further development before rigid standards are adopted.

It seems generally accepted that the freeze will last "two years plus," from the time it was imposed. And any estimate of a fall "thaw" is predicated on FCC's meeting what seems to be the minimum time requirements for the various steps it has outlined.

Citing the complexities and complications involved, plus the demands of other Commission business, more pessimistic observers hold little hope for a return to normal licensing before 1951. In support they note that the color phase, Part I of the hearing, for which three weeks were set aside when it started last Sept. 26, is still uncompleted and apparently has several additional weeks to run.

FCC recognized the delays that have occurred and are still in store when, last week, it extended until March 24 the deadline for comments (or amendments of previously filed comments) on the specific city-by-city VHF-UHF allocations. Time for filing oppositions to those comments or amended comments was extended to April 7. The deadlines previously had been last Aug. 26 and Sept. 26, respectively.

The hearing is being handled in three sections, starting with color.

That phase, which commenced Sept. 26 and recessed in December, resumes Feb. 20 in Washington with the first official demonstration of the color system of Color Television Inc. Comparative showings of the three competing systems—those of CTI, CBS, and RCA—will be held Feb. 23. Direct testimony then resumes Feb. 27, to be followed by cross-examination.

Authorities see little chance that all this can be completed before the end of March and expect that it may easily extend into April if the pace exhibited up to now is continued.

Both the CTI showing and the comparative demonstrations will be held at FCC's Laurel (Md.) laboratories, where "there will be

(Continued on Telecasting 53)

Chronology of the Freeze . . .

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan proposed.

June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.

Aug. 27, 1948: Because of these questions, FCC called FCC-industry conference on desirability of revising engineering standards.

Sept. 13-14, 1948: FCC-industry conference held, setting up technical sessions for November-December looking to revision of standards.

Sept. 20-23, 1948: UHF hearing.

Sept. 30, 1948: VHF freeze announced.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced with color among subjects to be considered.

July 11, 1949: Formal proposals for hearing announced, along with proposed VHF-UHF allocation plan envisioning use of 42 UHF channels with present 12 VHF channels.

Sept. 26, 1949: First phase of hearing opens, restricted to color.

Nov. 22, 1949: Color sessions recess; FCC issues field test notice.

Feb. 20, 1950: Color sessions to resume with demonstrations followed by further direct testimony starting Feb. 27.

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TBA's Television Clinic Program ● Waldorf-Astoria, New York ● Feb. 8

A.M.

9:30—Registration for Clinic and luncheon (until 1 p.m.) **Starlight Ballroom Corridor.**

10:00—Annual meeting of the members of Television Broadcasters Assn. Inc. (open only to official representatives of TBA members) **Palm Room.**

11:00—**TBA TELEVISION CLINIC.** Charles C. Barry, vice president, ABC, presiding. **Starlight Ballroom.**

I. PROGRAMMING
A. Program Production Problems—Agency Style; Roland Gillette, Young & Rubicam.
B. Local Station Production Problems; Klaus Landsberg, KTLA (TV) Los Angeles.

II. BUYING AND SELLING
A. Local Station Viewpoint: Kenneth Stowman, WFIL-TV Philadelphia.
B. Agency Viewpoint: Linnea Nelson, J. Walter Thompson Co.

III. INTERCONNECTED VS. NON-INTERCONNECTED STATIONS
A. Paul Adanti, WHEN-TV Syracuse, N. Y.
B. Jack Boyle, WAVE-TV Louisville.

IV. QUESTION AND ANSWER PERIOD.
(Adjournment at 12:30 p.m. for luncheon)

P.M

1:00—**ANNUAL TBA LUNCHEON:** J. R. Poppele, toastmaster. **Starlight Ballroom.** Guest Speaker: **Milton Berle.** Entertainment: "Stop the Music" quiz especially arranged for TBA luncheon, starring **Bert Parks.** Prizes.

2:30—Reorganization meeting, Board of Directors, Television Broadcasters Assn. Inc. **Palm Room.**

2:45—**TBA TELEVISION CLINIC.** (Afternoon Session) Charles C. Barry, presiding. **Starlight Ballroom.**

I. PROFITABLE AFFILIATED STATIONS: Edward Lamb, WICU (TV) Erie, Pa.

II. LOCAL TELEVISION PACKAGES:
A. Russ Johnston, Jerry Fairbanks Productions.
B. Maurice Rifkin, Frederic W. Ziv Co.
C. Ralph Cohn, Screen Gems Inc.

— 10 Minute Intermission —

III. ROUNDTABLE DISCUSSION: Paul Mowrey, ABC, moderator. NBC; ABC; DuMont Television Network; CBS

IV. THE JURISDICTIONAL PROBLEMS IN TELEVISION: Ernest de la Ossa, NBC.

V. THE FUTURE OF SPORTS IN TELEVISION: Ned Irish, Madison Square Garden Corp.

5:30—Adjournment.

DuMONT PAT *On Stand Re NBC's Saturday Plans*

DuMONT LABS claimed last week that NBC's revised plans for a 2½-hour Saturday night television series do not modify the "basic occasion" of DuMont's complaint [TELECASTING, Jan. 9, 30], though they do correct some of the "specific matters of complaint."

DuMont had asked for an FCC investigation of alleged monopolistic aspects of NBC's proposal, which involved the offer of a 13-week series of 2½-hour Saturday night programs to NBC television affiliates. NBC subsequently withdrew the plan and offered a new one in which affiliates in markets having three or more stations were asked to take the entire 2½-hour program, while those in markets with only one or two stations may accept only part of the proposed show.

On the heels of NBC's changes, William A. Roberts of the Washington law firm of Roberts & McInnis, DuMont counsel, wrote FCC last Wednesday:

. . . As DuMont has advised the management of NBC, the basic means of establishing monopoly is the general purchase of bulk time by a network, with assurance of payment without specified clients or programs, thus excluding competition of other networks with the clients in servicing stations and restricting the freedom of the independent broadcaster in his choice of network programs.

The extension of this system of operation would initiate competition among the networks for the bulk purchase of the facilities of independent broadcasters to the exclusion of the interests of both the advertiser and the individual broadcaster. It is particularly objectionable at present when a number of stations and the intercity transmitting facilities are so inadequate as to permit exclusive control in many instances.

When coupled with affiliation agreements providing little or no compensation to affiliates for the initial substantial block of time, and progressive increases in compensation as the network acquires control of substantially all of the useful time of the affiliate, provisions of such agreements ostensibly permitting rejection by individual stations of a portion of the bulk order, are not impressive.

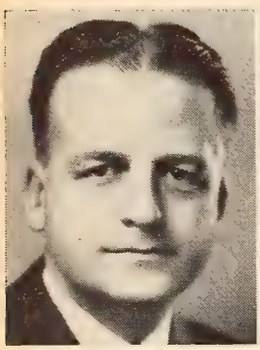
The relationship of the basic substance of this complaint with the national spot advertising case in some aspects is apparent. Since the authorization and construction of adequate practical television stations to serve competitive networks in the principal markets seem far removed, the necessity for emergency control of network methods is urgent.

DuMont attached a copy of a telegram which it said was received from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining the new offer as it was made to affiliates in single-station markets.

The telegram said the offer is dependent upon acceptance by "a sufficient number of affiliates to justify our proceeding." The original

(Continued on Telecasting 48)

TBA's Officers & Directors . . .



J. R. Poppele
President and Director



Will Baltin
Secretary-Treasurer



Paul Raibourn
Director, Asst. Sec.-Treas.



F. M. Russell
Director



Curtis Mason
Director



Lawrence W. Lowman
Director



Ernest B. Loveman
Director



Joseph A. McDonald
Director



Dr. Allen B. DuMont
Director

Registration for TBA Clinic

A Through C

Trevor Adams, DuMont TV Network, New York; Mary Ahearn, ABC, New York; Francis E. and Doris M. Almstead, New York State Tech. Inst., Albany; Julian Armstrong, DuMont TV Network, New York; Leslie Arries, DuMont TV Network, New York; John B. Atherton, Atherton & Currier Inc., New York; Charles C. Barry, ABC, New York; Robert L. Benedick, CBS, New York; Herbert Bloomberg, Allen B. DuMont Labs, Clifton, N. J.; Hendrik Booream Jr., McCann-Erickson, New York; R. A. Borel, WBNS-TV Columbus, Ohio; Hugh N. Boyd, Home News Pub. Co., New Brunswick, N. J.; E. S. Bragdon, RCA, New York; Jeanne Brideson, Jack A. Partington TV Prod., New York; Ed Bronson, WBNS-TV Columbus, Ohio; Jules Bundgus, Kastor, Farrell, Chesley & Clifford, New York; James Caddigan, DuMont TV Network, New York; Slocum Chapin, ABC, New York; Lee Cooley, McCann-Erickson, New York; Mrs. Elizabeth Correll, The Traveling Gourmet Inc., New York; Leonard F. Cramer, Allen B. DuMont Labs, E. Paterson, N. J.; Burke Crotty, ABC, New York.

D Through P

Alexander W. Dannenbaum Jr., Philco TV Broadcasting, Philadelphia; Jerry Danzig, CBS, New York; R. W. Davis, WELI New Haven; Ralph Dennis, ABC, New York; James Dolan, NBC-TV, New York; S. Donahue, WPIX (TV) New York; Arthur Donegan, ABC, New York; Clarence Doty, ABC, New York; Dr. Allen B. DuMont, DuMont TV, Clifton, N. J.; Arthur Duram, CBS, New York; R. N. Ekstrum, WTCN-TV Minneapolis; Rae B. Elbroch, Emil Mogul Co., New York; Bob Emery, DuMont TV, New York; Katherine Emery, DuMont TV, New York.

Robert W. Ferguson, WTRF-AM-FM Bellaire, Ohio; Alexander Fisher, Com'l Radio Sound Corp., New York; Dean Fitzer, WDAF-TV Kansas City; C. D. Ford, E. I. duPont, Wilmington, Del.; Rudy Frank, WFLI New Haven; D. Freeman, WPIX (TV) New York; Paul Eshleman, Allen B. DuMont Labs, E. Paterson, N. J.; George Frey, NBC-TV, New York; James N. Furness, School of Radio Technique, New York; Thomas Gallery, DuMont TV Network, New York; Harry Geyelin, DuMont-TV, Clifton, N. J.; Miss Jan Gilbert, Harold Cabot & Co., Boston; John F. Gilbert, School of Radio Technique, New York; Bernard Goodwin, Paramount TV Prod., New York; Geo. H. Gordon, Eastman Kodak Co., New York; Murray Grabhorn, ABC, New York; O. B. Hanson, NBC-TV, New York; Roy Harlow, Broadcast Music Inc., New York; Frank Harting, Kudner Agency, New York; Carl Haverlin, Broadcast Music Inc., New York; Sheldon Hickox, NBC-TV, New York; Richard Hodgson, Paramount TV Prod., New York; Kingsley Horton, CBS, New York; Tom Howard, WPIX (TV) New York; Thomas H. Hutchinson, School of Radio Technique, New York; D. E. Hyndman, Eastman Kodak, New York; Peter B. James, Weed & Co., New York; E. K. Jett, WMAR-TV Baltimore; Arthur H. Jones, Gray Research Dev. Co., Hartford; Ira Kamen, Com'l. Radio Sound Corp., New York; James Kane, CBS, New York; Henry Katzman, Broadcast Music Inc., New York; Fred H. Kenkel, C. E. Hooper Inc., New York; Noran Kersta, W. H. Weintraub Agency, New York; Arthur A. Kron, Gotham Adv. Co., New York; Klaus Landsberg, Paramount TV Prod., New York; Tom Lane, McCann-Erickson, New York.

C. J. Lanphier, WFOX Milwaukee; G. B. Larson, WPIX (TV) New York; U. A. Latham, WKRC-TV Columbus, Ohio; Norman J. Livingston, Gen'l. Teleradio Corp., New York; Ernest B. Loveman, Philco TV Bcstg., Philadelphia; Lawrence W. Lowman, CBS, New York; Edward J. McCrossin, DuMont TV Network, New York; James D. McLean, Philco Corp., Philadelphia; Myron Mahler, Emil Mogul Co., Clifton, N. J.; Mary Mahoney, Paramount TV Prod., New York; James N. Manilla, Cunningham & Walsh, New York; Ernest A. Marx, DuMont TV, Clifton, N. J.; Robert C. Mayo, WOR-TV New York; Joseph Merkle, DuMont TV Network, New York; Harold H. Meyer, WPOR Portland, Me.; T. E. Mitchell, WPIX (TV) New York; Harold Morgan, ABC, New York; Oscar Morgan, Paramount TV Prod., New York; Wm. Morris, Wm. Morris Agency, New York; Paul Mowrey, ABC, New York; Earl Mullin, ABC, New York; Dorothy Murphy, WKRC-TV Cincinnati; August Nelson, AAAA, New York; Arnold Nocks, DuMont TV, New York; Karl Norton, Abbott Kimball Co., New York; Robert J. O'Connor, WOR-TV New York; Jack A. Partington, Jack A. Partington TV Productions, New York; Jack Peters, Kastor, Farrell, Chesley & Clifford, New York; Lewis E. Pett, Allen B. DuMont Labs, Clifton, N. J.; Paul B. Phillips, Aitkin-Kynett Adv., Philadelphia; J. R. Poppele, WOR New York.

R Through T

Lewis C. Radford, Allen B. DuMont Labs, Clifton, N. J.; Paul Raibourn, Paramount TV Productions, New York; Chris Rashbaum, Paramount TV Productions, New York; Richard B. Rawls, ABC, New York; Leonard Reeg, ABC, New York; Robert H. Reid, Intern'l. News Service, New York; E. H. Rietzke, Capitol Radio Engineering Institute, Washington; M. J. Rifkin, Ziv Television Programs, New York; Stephen R. Rintoul, WXKW Albany, New York; W. H. Rivers, Eastman Kodak, New York; Ralph Rockafellow, Paramount TV Productions, New York; Wallace A. Ross, Ross Reports, New York; Wilson Royer, Eastman Kodak Co., Rochester, N. Y.; F. M. Russell, NBC-TV, Washington; Earl Salmon, ABC, New York; Ernie Sanders, Central Bcstg. Co., Davenport, Iowa; Al Scapone, McCann-Erickson, New York; Robert Shelby, NBC-TV, New York; George Shupert, Paramount TV Productions, New York; Carleton Smith, NBC-TV, New York; Walter Stickel, DuMont TV, Clifton, N. J.; Theodore Streibert, WOR New York; Alexander Stronach, ABC, New York; Richard Swift, CBS, New York; Hulbert Taft Jr., WKRC-TV Cincinnati; James B. Tharpe, Allen B. DuMont Labs, Clifton, N. J.; Rolland V. Tooke, Philco TV Bcstg. Corp., Philadelphia; Miss Miriam Traeger, Abbott Kimball Co., New York; Herminio Traviesas, CBS, New York.

U Through Z

Charles Underhill, CBS, New York; Charles Vanda, WCAU-TV Philadelphia; Thomas Velotta, ABC, New York; Hugh Wagnon, "The Easton Express," Easton, Pa.; Sylvester L. Weaver, NBC-TV, New York; H. Edward White, Eastman Kodak, New York; Arthur L. Whiteside, School of Radio Technique, New York; Frederic Wile, NBC-TV, New York; Annie Laurie Williams, Annie Laurie Williams Inc., New York; Chris J. Witting, DuMont TV Network, New York; Mark Woods, ABC, New York; Emerson Yorke, Emerson Yorke Studio, New York; Frank Young, WPIX (TV) New York.



UHF SUCCESS

RCA and NBC's Connecticut Test Indicates Greater Vistas

By RICHARD W. DAVIS

THE old saw that "television will mean ruin for the small broadcaster" has taken a bit of tempering lately, but it has still left many an AM manager looking at the future with sawdust in his knees. In Connecticut, however, we have watched the growth and progress of a new television which will open vast areas of entertainment, public service and profit to present AM broadcasters.

This new television is Ultra High Frequency — UHF — and it shows great promise for the future.

On appropriately named Success Hill in Bridgeport, NBC and RCA have constructed their experimental UHF television station. The eyes of the radio and television industries have been on it, but we have been there with our hands, hearts and hopes as well.

From the time the FCC granted the construction permit on May 4, 1949, the progress of the new station has been closely followed by us, and through us, by the people of New Haven. Our personnel have made almost daily visits to the modern, compact and efficient transmitter building with its 250-foot antenna overlooking the Bridgeport area, and when the station began retransmitting the test patterns and programs of WNBT (TV) New York, one of the first adapted receivers was made available to us for tests in homes and in our mobile unit. At this point we are confident that UHF television is a fact and the Bridgeport station is proving the feasibility of telecasting in the upper reaches of the spectrum.

Success Seen

Though this UHF station has been labeled "experimental," those who have worked with it so far believe, as do our engineers, that it has come a long distance from the experimental stage. It is considered to be in the operational level; the only testing being done is a thorough analysis of reception characteristics.

The equipment is comprised of two-thirds standard VHF transmitting units, and the rest has been working economically and efficiently. As for reception, our tests have shown it to be superior to the New York and New Haven VHF signals in Bridgeport when a side-by-side comparison is made.

The equipment is compactly housed in a small Cape Cod building, the units arranged on two sides of a master control board. None of the tubes in the picture or aural transmission systems is expensive, the highest cost of tubes in the final amplification stage is approximately $48.00. All are cooled by forced air, not water.

Two significant facts have emerged from our reception tests. One is that UHF is practically free from man-made distortion. Automobile ignition and neon sign interference that tears a VHF picture apart disappears with UHF. The other fact is that UHF signals can be received over much longer distances than were first thought possible. The Bridgeport signal is being clearly picked up in Port Jefferson, Long Island, 20 miles away. An antenna on the RCA Building in New York City, 50 miles away, is also receiving the station.

In the latter case, the antenna height is the answer to the reception, but the clarity demonstrates a lack of rumored ghosts and variances supposedly associated with UHF. In any case, the average community is seldom more than 10 square miles in area, thus UHF provides the answer to community television—perfect reception in the primary area.

Since UHF will be more of a community project, we look for greater goodwill and greater sponsor identification and support. The proximity of other UHF stations

(Continued on Telecasting 47)

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., is a veteran of 18 years in the broadcasting industry. He became program director of WMAS Springfield, in 1932. In 1935 he was appointed general manager of WONS Hartford, and in 1944 became general manager of WELI.



Mr. Davis

SELL FURNITURE BY TV

BAB Gives Tips

FURNITURE DEALERS are apt to be more receptive to television as an advertising medium than most retailers, BAB's first television Retail Information Folder told video station sales forces. The folder was mailed to stations fortnight ago [BROADCASTING, Jan. 30].

Designed to supply station salesmen with ammunition, the folder is devoted entirely to furniture. Copyrighted by NAB, BAB's parent, it carries a January date and is the first of a series of monthly releases on various industries.

In explaining the receptivity of furniture men to video, the folder says:

"The furniture dealer has already been sold on television . . . more than any other type of retailer . . . because a good part of his revenue in most cities comes from the sale of TV sets. He can see first hand the public reaction to television. He knows, almost before anyone else, the scope of public interest by the number of sets being sold to his customers."

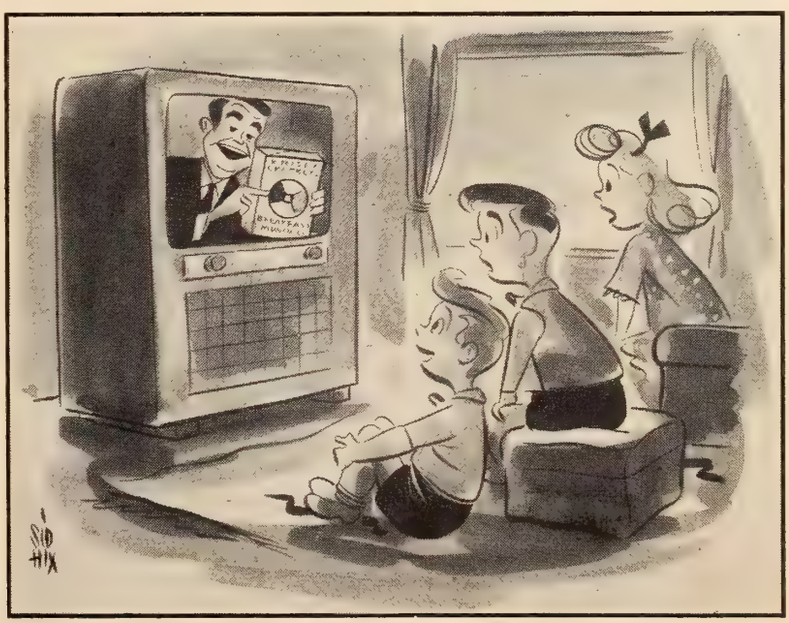
The point then is made that the television set, which itself is being successfully sold by television, has created a demand for new types of furniture — swivel chairs, corner tables, mobile furniture. The suggestion of selling both the sets and accessory pieces via TV should be presented to the retailer-prospect, the folder advises.

Among other suggestions made in the folder:

- Find out the local members of the National Retail Furniture Assn. and tie in with their nationally scheduled promotions.
- Women's programs can be especially effective for retail furniture sponsorship. NRFA has recommended such shows to its members.
- Sell furniture retailers on the value of TV in pulling up the "valleys" in their sales curves, pointing out that when furniture sales are low (during the early months of the year) . . . TV viewing is high.

The stations are then advised to use success material to show the furniture retailer that television will sell furniture. The folder gives one example of a success story—Castro Furniture Co., New York, manufacturer of hide-away beds.

Starting with one one-minute film spot on one station in 1948, Castro now buys $800 worth of video time weekly on four New York stations. During the same period, the company expanded from one to four floors, attributing most of the rapid growth to TV.



Drawn for TELECASTING by Sid Hix

"And remember, kiddies, there's a TV color converter on every package of Crispy, Crackly Breakfast Munchies!"

SPOT ADVERTISERS IN 1949

(Compiled from Rorabaugh Reports on Television Advertising)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Abbotts Dairy	Ice Cream	..	1	1	1	1	1	1	2	2	2	2	2	Richard A. Foley
Accent Foods	Seasoning	..	..	..	..	..	..	2	4	1	..	..	..	J. Walter Thompson
Acme Breweries	Beer	..	1	1	1	1	2	1	1	1	1	..	..	Brisacher, Wheeler & Staff
Acme-Evans Co.	E-Z Bake Flour	..	..	..	..	..	1	..	..	..	..	..	..	Caldwell, Larkin
Admiral Corp.	Radios, TV Sets	1	1	1	1	1	1	3	3	3	4	6	6	Kudner
Aerosweep, Inc.	TV Antennas	1	..	..	1	1	1	1	..	..	..	..	..	Stewart Dreier
Aetna Oil	Gas & Oil	1	1	..	..	..	..	..	..	..	..	..	..	L. W. Ronsh
Alberts Products	Portland Punch	..	..	..	..	..	..	..	..	..	5	4	..	H. C. Morris
Albin Enterprises	Jiffy Stitcher	..	..	..	..	..	..	..	..	..	1	..	1	Smith, Bull & McCreery
Alliance Mfg. Co.	Tenna Rotor	..	..	..	..	..	3	8	15	19	27	38	42	Foster & Davies
Allied Food Industries	Macaroon Mix	3	3	5	6	7	7	3	..	..	..	..	..	Byrne, Harrington & Roberts
Altes Brewing Co.	Beer	..	..	..	..	..	1	..	2	2	1	1	..	McCann-Erickson
Alumeroll Prod. Co.	Awnings	1	1	..	..	..	..	..	..	..	..	..	..	Direct
Aluminum Cooking Utensil Co.	Wearever Aluminum	..	..	..	..	..	..	..	..	..	1	1	..	Fuller & Smith & Ross
Ambrosia Brewing Co.	Beer	..	..	..	..	..	1	1	1	1	4	4	4	Malcolm-Howard
American Art Co.	Lighters	..	1	..	..	..	..	..	..	..	..	..	..	G. G. Felt
American Beauty Macaroni Co.	....	..	..	..	..	..	..	1	1	1	1	1	1	Dan B. Miner
American Brewery	Beer	3	3	3	3	2	2	2	3	3	3	3	3	Elmer O. Free
American Brewing Co.	Beer	..	..	..	..	..	1	1	2	1	1	2	2	Walker Saussy
American Chicle Co.	Gum	1	1	2	6	7	6	6	4	4	3	3	3	Badger & Browning & Hersey
American Cigarette & Cigar Co.	Pall Mall	..	..	..	4	20	20	21	30	30	30	31	31	Sullivan, Stauffer, Colwell & Bayles
American Greeting Publishers	Greeting Cards	..	..	..	..	..	1	1	1	..	..	..	..	Fuller & Smith & Ross
American Home Products Corp.	Wizard Glass Wax	..	1	..	..	..	..	..	..	1	1	1	1	Earl W. Bothwell
American Kitchens	....	..	..	..	..	..	..	..	..	..	1	..	..	Ruthrauff & Ryan
American Limoge China	Chinaware	1	..	..	..	..	..	..	..	..	..	..	..	Direct
American Maize Products	Desserts	..	..	..	..	..	1	..	..	..	..	..	..	Kenyon & Eckhardt
American Mitchell Fashion Publ.	Patterns	1	1	..	..	..	..	..	..	..	..	..	..	Erlicht & Neuwirth
American Oil Co.	Gas, Oil	..	..	..	..	..	..	..	..	..	1	2	2	Joseph Katz
American Packing Co.	Meat	1	1	1	1	1	1	1	1	1	1	1	1	Winius-Drescher-Brandon
American Tobacco Co.	Lucky Strike	21	26	27	27	28	39	40	40	40	39	49	41	N. W. Ayer & Son
American Wine Co.	Wine	..	..	..	..	..	..	..	..	..	..	..	1	Foote, Cone & Belding
Ames, Elizabeth Co.	Perfume Atomizers	1	..	..	..	..	..	..	..	..	..	..	..	Ray Hirsch
Amurol Prod. Co.	Toothpaste	..	..	..	..	..	..	..	..	..	..	..	5	Jones Frankel
Andrea Radio Corp.	Radios, TV Sets	1	1	..	..	..	..	..	..	..	..	..	..	Royal & de Guzman
Anheuser-Busch	Beer	1	..	..	..	..	..	..	..	..	..	..	..	D'Arcy
Apex Electric Mfg. Co.	Washers	..	..	..	..	..	1	2	2	..	..	..	..	Meldrum & Fewsmith
Arnold & Aborn	Aborn's Coffee	1	1	1	1	1	1	1	..	1	1	2	2	French & Preston
Arnold Bakers	Bread	..	..	..	..	..	..	..	..	..	1	1	4	Benton & Bowles
Arrow Petroleum Co.	Oil	..	..	..	..	..	..	..	..	..	1	1	1	Casler, Hempstead & Hanford
Art Instruction Inc.	Home-Study	..	..	..	..	..	..	..	1	1	..	..	..	Knox Reeves
Artistic Foundations	Foundation Garments	1	1	1	1	1	1	..	..	..	5	5	6	Hirshon-Garfield
Artra Cosmetics	Shampoo	..	..	..	..	..	..	2	1	1	1	..	..	Abbott Kimball
Asam Brothers	Wallpaper	..	..	2	2	2	1	..	..	..	..	..	..	Gray & Rogers
Assoc. Hospital Service	Health Insurance	..	1	..	..	..	..	..	..	..	..	..	..	Malcolm-Howard
Atchison, Topeka & Santa Fe Railroad	....	..	..	..	..	..	..	..	..	..	1	2	2	Leo Burnett
Athletic Supply Co.	Sports Equip.	1	1	..	..	..	..	..	..	..	..	..	..	Wendt
Atlantic Brewing Co.	Beer	1	2	2	2	2	2	1	1	1	1	1	1	W. B. Doner Direct
Atlanta Coca-Cola Bottling Co.	Coca-Cola	1	1	..	..	..	..	..	..	..	..	..	..	
Atlantic Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	1	Hugh A. Deadwyler
Atlantic Refining Co.	Gas, Oil	..	2	2	3	3	4	3	3	3	1	1	..	N. W. Ayer & Son
Atlantic Syrup Refining Corp.	Chocolate Syrup	..	..	..	..	..	..	..	1	1	1	3	3	J. Robert Mendte
Atlas Brewing Co.	Beer	..	1	2	2	2	3	1	..	..	..	..	..	

(Continued on Telecasting 34)

TV'S GROWTH IN '49

By BRUCE ROBERTSON

DURING 1949 commercial television more than doubled the number of stations in operation—from 41 on the air in December 1948 to 98 a year later. The number of market areas whose residents received program service from these stations in the same period increased from 23 to 57. And gross TV time sales rose, according to TELECASTING estimates, from $8.7 million in 1948 to $24.75 million in 1949 [BROADCASTING, Jan. 23].

An overall picture of last year's growth of commercial television may be obtained from a study of the monthly *Rorabaugh Reports on Television Advertising*. Based on data provided by the TV stations and networks, these reports list the network, spot and local TV advertisers, the products advertised and the programs or spots used to convey those sight-and-sound advertisements to the television audience. These records are not absolutely complete, as not all stations report every month, but they are complete enough to give a reasonably accurate picture of the development of video advertising.

While full lists of the network and spot advertisers on television during 1949 are printed elsewhere in this issue (the network list starting on TELECASTING 9, the spot list on this page), the year's growth is summarized in the tables on this page, comparing the records of the final month in 1948 and in 1949.

Table I, analyzing television's network and spot advertisers by product groups, shows that the number of TV network advertisers rose from 37 in December 1948 to 72 in December 1949. In the week of Dec. 5-11, 1948, 41 stations reported 211 spot advertisers. A year later, Dec. 4-10, 1949, 89 stations reported 416 spot advertisers.

The changes in rank order of the various product classes perhaps provide an indication of the eventual pattern of TV as an advertising medium. Or it may merely indicate that this new medium is still in a state of flux. Certainly, the December 1949 rank order is quite different from that of a year earlier.

Among network advertisers in December 1948, radio and video set manufacturers ranked first, as against a tie with automotive companies for third place in December 1949, when foods were first, as against second place the year before. Smoking materials — cigarettes, chiefly—ranked second in the network list in December 1949, with toiletries and gasoline and motor oil tied for fifth place. This is reasonably close to the rank order of the various product groups on the radio networks.

Food Advertisers High

Food advertisers also topped the TV spot list in December in both 1948 and 1949. In the final month of 1948, apparel advertisers ranked second, beer and wine third, household equipment fourth and radios and TV sets fifth. A year later, beers and wines had moved up to second place, with household equipment third, candy and soft drinks fourth and toiletries fifth.

A different sort of analysis is offered by Table II, which compares the number of accounts—network, spot and local—using video time in each of the country's TV markets during the final month of 1948 and of 1949. In the network list, each sponsored program is considered as a separate account, so that an advertiser with two network TV shows is counted twice. In the spot and local-retail lists, each product campaign is considered to be an account.

The more than doubling in the

* * *

Table I

TV ADVERTISERS BY PRODUCT GROUPS

(Dec. 4-10, 1949, vs. Dec. 5-11, 1948)

Product	Network Dec. 49	Network Dec. 48	Spot Dec. 49	Spot Dec. 48
Agriculture	..	..	2	..
Apparel	3	3	14	28
Automotive	7	3	9	8
Beer & Wine	4	..	99	27
Building Materials	..	..	..	7
Confectionery & Soft Drinks	2	..	23	9
Consumer Services	..	..	2	2
Drugs & Remedies	3	4	8	4
Financial	1	..	3	..
Food & Food Products	9	5	112	34
Gasoline, Oil & Fuels	6	2	11	7
Household Equipment	2	3	30	16
Household Furnishings	4	1	8	9
Insurance	..	..	..	2
Jewelry	3	1	9	10
Office Equipment & Stationery	1	..	4	2
Publishing	..	..	2	3
Radios, TV Sets*	7	6	10	12
Retail Stores	..	..	1	..
Smoking Materials	8	2	13	8
Soaps, Cleansers & Polishes	2	1	16	3
Sporting Goods & Toys	3	3	8	8
Toiletries	6	3	17	7
Transportation	..	..	8	2
Miscellaneous	1	..	7	3
Totals	72	37	416	211

*These advertisers also advertise household equipment on their TV programs.

Sales, Outlets, Markets More Than Double

number of cities with TV service during 1949 is naturally reflected in the distribution of business among these markets. New York, which ranked first in number of total advertisers in December 1948, had dropped to fourth place by December 1949, despite an increase in TV accounts from 179 to 242. Los Angeles, which ranked sixth in December 1948, with 59 accounts on its three stations, a year later was in first place, with 325 accounts on the seven stations now providing TV service in that area.

Philadelphia, which ranked second in number of TV accounts in December 1948, dropped to third a year later, being passed by Chicago which had ranked only seventh the previous year. Baltimore meanwhile dropped from third to fifth place among all TV cities.

When the network, spot and local accounts are considered separately, the relative city standings are even more varied. New York and Philadelphia were tied for first place in number of network accounts in December 1949, with Chicago third. New York also led the spot list, with Chicago second and Los Angeles third. Los Angeles, first in number of local TV accounts by a more than two-to-one margin over second place Chicago (202 to 89), ranked no better than 21st on the network list, lacking cable or relay connections with the east where most of today's TV network programs originate.

A month-by-month analysis of the number of TV markets and stations supplying data for the Rorabaugh TV reports since their inception in June 1948, showing also the number of network, spot and local accounts reported each month, is given in Table III.

Table III
REPORT ANALYSIS
SUMMARY OF DATA

Report of	Reporting Markets	Reporting Stations	NO. OF ACCOUNTS Network	National-Regional Spot	Local-Retail	Total
1948						
June	11	20	14	76	144	234
July	16	26	14	113	153	280
August	19	32	18	122	197	337
September	19	32	21	119	236	376
October	21	37	33	181	281	495
November	21	37	37	216	373	626
December	23	41	37	230	413	680
1949						
January	27	46	33	225	469	727
February	30	54	46	258	614	918
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225
May	34	59	57	328	958	1343
June	38	65	54	324	1055	1433
July	38	66	42	299	1028	1369
August	40	71	32	301	1082	1415
September	43	76	59	337	1141	1537
October	47	82	76	399	1416	1891
November	51	86	78	420	1697	2195
December	53	89	89	427	1800	2316

* * *

TV ADVERTISING BY MARKETS

(Dec. 4-10, 1949, vs. Dec. 5-11, 1948)

City	No. of Stations Dec. 49	Dec. 48	Number of Accounts Network Dec. 49	Dec. 48	Spot Dec. 49	Dec. 48	Local-Retail Dec. 49	Dec. 48	Total Dec. 49	Dec. 48
Albuquerque*	1	..	8	..	..	..	..	..	..	..
Atlanta	2	1	27	3	23	9	57	8	107	20
Baltimore	3	3	79	33	45	31	73	40	200	104
Binghamton*	1	..	5	..	..	..	..	..	5	..
Birmingham	2	..	17	..	6	..	21	..	44	..
Bloomington	1	..	2	..	4	..	4	..	10	..
Boston	2	2	72	32	67	18	47	11	186	61
Buffalo	1	1	47	5	34	11	58	8	139	24
Charlotte	1	..	16	..	7	..	9	..	32	..
Chicago	4	3	76	3	97	39	89	16	262	58
Cincinnati*	3	1	63	6	17	19	10	2	90	27
Cleveland†	3	1	72	4	49	12	53	3	174	19
Columbus*	3	..	62	..	19	..	67	..	148	..
Davenport	1	..	5	..	2	..	9	..	16	..
Dayton*	2	..	13	..	13	..	25	..	51	..
Detroit	3	3	79	5	48	21	66	23	193	49
Erie	1	..	45	..	11	..	44	..	100	..
Ft. Worth-Dallas	3	1	22	4	21	5	40	6	83	15
Grand Rapids	1	..	24	..	3	..	19	..	46	..
Greensboro	1	..	11	..	3	..	8	..	22	..
Houston	1	..	19	..	17	..	7	..	43	..
Huntington	1	..	6	..	6	..	22	..	34	..
Indianapolis	1	..	17	..	17	..	26	..	60	..
Jacksonville	1	..	13	..	3	..	8	..	24	..
Johnstown	1	..	18	..	6	..	6	..	30	..
Kansas City	1	..	13	..	13	..	8	..	34	..
Lancaster	1	..	41	..	15	..	35	..	91	..
Los Angeles	7	3	35	2	88	26	202	31	325	59
Louisville	1	1	20	3	15	5	21	7	56	15
Memphis	1	..	21	..	9	..	24	..	54	..
Miami	1	..	16	..	11	..	57	..	84	..
Milwaukee	1	1	49	5	29	8	49	29	127	42
Minneapolis-St. Paul	2	1	29	3	27	4	36	7	92	14
New Haven	1	1	46	2	23	6	16	14	85	22
New Orleans	1	..	20	..	14	..	26	..	60	..
New York	7	6	85	37	105	82	52	60	242	179
Oklahoma City	1	..	15	..	11	..	30	..	56	..
Omaha	2	..	20	..	9	..	22	..	51	..
Philadelphia	3	3	85	34	77	45	83	46	245	125
Phoenix*	1	..	4	..	1	..	..	..	..	..
Pittsburgh	1	..	43	..	20	..	26	..	89	..
Providence	1	..	38	..	21	..	11	..	70	..
Richmond	1	1	43	26	13	7	7	8	63	41
Rochester	1	..	41	..	11	..	16	..	68	..
St. Louis	1	1	51	5	33	15	24	7	108	27
Salt Lake City	2	1	15	3	7	4	48	10	70	17
San Antonio†	1	..	3	..	..	..	..	..	..	..
San Diego	1	..	15	..	8	..	22	..	45	..
San Francisco	3	..	26	..	31	..	34	..	91	..
Schenectady	1	1	45	27	14	7	22	5	81	39
Seattle	1	1	22	1	9	7	16	18	47	26
Syracuse	1	..	19	..	13	..	19	..	51	..
Toledo	1	1	39	4	17	6	54	19	110	29
Tulsa	1	..	4	..	5	..	15	..	24	..
Utica	1	..	24	..	7	..	27	..	58	..
Washington	4	3	84	35	44	26	63	35	191	96
Wilmington	1	..	31	..	5	..	14	..	50	..

†Stations WXEL (TV) Cleveland and WOAI-TV San Antonio were not active commercially during sample week, Dec. 4-10, 1949, and therefore not represented in the spot and local-retail columns.
*Stations KOB-TV Albuquerque, WNBF-TV Binghamton, WCPO-TV Cincinnati, WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, KPHO-TV Phoenix, did not report spot and local-retail business for the sample week, Dec. 4-10, 1949.

NETWORK ADVERTISERS IN 1949

(Compiled from the Rorabaugh Reports on Television Advertising)
(Dates are 1949 unless otherwise noted.)

Program is broadcast every other week.
R Program resumed after hiatus.
① Co-Sponsored.

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Admiral Corp. Radio, TV Sets, Ranges, Refrigerators	Broadway Revue (1:00)	DuM-17 (1-28—6-3)	Kudner
	Broadway Revue (1:00)	NBC-25 (1-28—6-3)	Kudner
	Hopalong Cassidy (1:00)	NBC-35 (6-10—8-19)	Kudner
	Stop the Music (0:30)	ABC-21 (5-5—...)	Kudner
	Lights Out (0:30)	NBC-33 (11-7—...)	Kudner
Allis-Chalmers Tractors	Int'l Livestock Show (1:00)	NBC-25 (11-29 only)	Bert S. Gittens
American Bakeries Bread & Cake	Lone Ranger (0:30)	ABC-5 (10-6—...)	Tucker Wayne
American Cig. & Cig. Pall Malls	Big Story (0:30#)	NBC-35 (9-16—...)	SSC&B
American Oil Amoco Gas & Oil	Football Games (3:00)	CBS-9 (10-29 only)	Katz
	Boxing Bouts (2:00)	NBC-11 (2-26 only)	Katz
American Tobacco Lucky Strikes	Your Show Time (0:30)	NBC-33 (1-21—7-22)	N. W. Ayer
	Football Games (3:00)	NBC-12 (9-24—11-24)	N. W. Ayer
P. Ballantine Beer & Ale	Tournament of Champions (2:00)	CBS-11 (1-19—5-4)	JWT
	International Boxing Club (1:00)	CBS-11 (10-5—...)	JWT
Barbasol Co. Shaving Cream	The Week in Review (0:15)	CBS-4 1-1—7-17 (R 9-11—...)	Erwin-Wasey Erwin-Wasey
Bates Fabrics Bates Textiles	Girl About Town (0:20)	NBC-16 (1-1—4-24)	Jas. P. Sawyer
Bell & Howell Cameras, Projectors	Action Autographs (0:15)	ABC-5 (4-24—...)	Henri, Hurst & McDonald
Bigelow-Sanford Carpets	Bigelow Show (0:30)	NBC-33 (1-1—7-14) (R 10-5—...)	Y&R
Blatz Brewing Beer	Roller Derby (2:00)	ABC-13 (9-29—...)	KFC&C
Bonafide Mills Linoleum	Stop Me if You've Heard This One (0:30)	NBC-22 (1-28—4-1)	S. R. Leon
	Theatrical Agency (0:30)	NBC-27 (4-1—7-18)	S. R. Leon
	Bonny Maid Floor Show (0:30)	NBC-36 (8-26—...)	S. R. Leon
Bond Clothes Wearing Apparel	Sport Highlights of the Week (0:05)	NBC-20 (10-14—...)	Cayton
Bristol-Myers Vitalis, Sal Hepatica, Ipana	Break the Bank (0:30)	ABC-10 (1-1—9-23)	DC&S
Ipana	Lucky Pup (0:30)	CBS-11 (6-28—...)	DC&S
Vitalis, Mum, Etc.	Break the Bank (0:30)	NBC-17 (10-5—...)	DC&S
Brunswick, Balke, Collender Co. Bowling Equip.	Bowling Matches (1:30)	DuM-20 (12-8—12-11)	Al P. Lefton
Canada Dry Ginger Ale	Super Circus (0:30)	ABC-12 (4-3—...)	Mathes

(Continued on Telecasting 50)

Editorial

Today's Text

AN ERUDITE observer of the TV scene sums up the allocations dilemma this way: "It comes, I think, to this: The FCC is holding up the development of the monochrome television service whilst it tries to decide whether or not industry is holding up the development of the color television service. See Matthew VII:3."*

* *"And why beholdeth thou the mote that is in thy brother's eye, but considereth not the beam that is in thine own eye?"*

Figures Don't Lie, But—

BEST INDEX to the amazing strides made by television in the past few months is the weekly set summary published on our TELESTATUS page. Current tabulations show the number of receivers in operation is over the four million mark.

This is an important figure—this total number of sets in actual use in the United States. It is the circulation denominator of the medium. From it an advertiser can compute the number of televiewers in any given market.

Because of its importance it is imperative that this figure be accurate and impartial.

There is today lack of uniformity in the methods of computation. In many markets, such as Washington and Baltimore, the set count is accurately estimated at regular intervals by an independent and unbiased committee. The reports are figured on the basis of distributors' and dealers' sales, on power company estimates, and are often audited by periodic coincidental telephone surveys. Such a check recently by WTMJ-TV Milwaukee showed the percentage of error on the station's calculations as only .3 of 1%.

Then there is the other extreme—the station where management is so concerned with an attractive set census figure that they throw accuracy to the winds. Such a short-sighted policy usually backfires.

Television badly needs a standardized and practical formula which can be applied in every market where a station is in operation. No cumbersome and expensive machinery is necessary—merely a set of standards which can be adhered to by each reporting agency so that clients can have faith in the results.

The need is a challenge to telecasters. It necessarily means teamwork among competitors. But, in the end result, it will bring confidence in the integrity of TV's vital statistics.

TV Taste

IT IS NOT a fanciful exaggeration to report that unless measures are taken to prevent repetition of recent lapses in program standards, the television art is inviting trouble.

Without identifying specific instances of questionable presentations, it can be remarked that their number is enough to warrant concern. Responsible telecasters will have to take serious notice of the condition.

Counteraction might lead to hamstringing creativeness. It can be avoided if individual telecasters are willing to discipline themselves.

Good taste is hard to define in a paragraph. Perhaps it can be said that a good way to judge the acceptability of a program is to remember that the television audience is not ten rows of bald heads at Minsky's, a table of tipsy celebrants in a saloon or a theatre full of sophisticates. The television audience is a family in a living room.

Frostbitten

JUST 14 MONTHS ago TBA met in annual convention in New York to chart the course of the fastest moving object since science learned to measure the speed of light. Then the FCC's freeze on TV allocations was less than three months old. It was to be thawed in six months —there was hope it would be done not later than February.

Another whole year has elapsed since that target date. And, from all outward appearances, the only way the video ice-jam can be broken in the foreseeable future is by legislative blasting.

Much has transpired since the FCC, on that eventful September day, decided it would redo the admittedly faulty TV allocations to catch up the errors in separation and to open new bands which would make possible a "truly nationwide" competitive service.

Actually that which has happened is mere side-show. The main event isn't even definitely booked. The FCC was diverted into color-TV. It did not want to see the public mulcted into buying prosaic black-and-white receivers when color might be just around that corner.

But the amazing thing is that the public doesn't seem a bit concerned. Wherever people are exposed, whether by coaxial cable, by microwave relay or by kinescope-recording, they clutch TV to their bosom. Even with a freeze, and with less than 100 stations on the air in 58 markets, 4,000,000 receivers have been sold to the tune of about $1 billion.

When the TBA last met there were 41 stations on the air and fewer than 700,000 receivers. Under existing authorizations, there can be only 111 stations—all authorized prior to the freeze and of which 99 are on the air.

Yet TV is expected to double its set population in 1950, with output expected to reach 4,000,000 units. The price trend is down, and color or no, the public has indicated that it will buy TV if signals are within eyeshot.

Solutions galore have been proposed. The Commission has seldom, if ever, been called upon to handle a hotter issue. It is under the gun of the Senate Interstate & Foreign Commerce Committee, which has ensconced itself as a sort of super-FCC. And now the House Committee is seeking to muscle in, evidently under the tutelage of some of the FCC's own legal minions.

It is still our view that if the FCC thawed the freeze, a substantial number of the 333 pending applicants would drop. Where there are conflicts hearings must be held anyway. No decision will be reached on color standards until comparative showings and the rest of the color hearings are out of the way, which probably won't be until spring, and the decision itself may come much later.

It seems obvious, moreover, that the six-megacycle channel width will be adopted for color as well as black-and-white. There remain the precise standards to be adopted. Certainly the public isn't being gypped when people snap up TV receivers as soon as service is available.

Those willing to risk capital should be accommodated. If additional VHF channels become available through realignment of frequencies now occupied by government immediately adjacent to the present band, the law of supply and demand will take over. If the UHF is workable, there will be bids for its use.

A mere 111 stations in 70-odd markets aren't going to provide "truly nationwide service" or permit development of competitive networks.

TV can't wait for a "planned economy." If sound broadcasting had waited for the Government to devise model allocations through service prefabricated for every trading area of the nation, the gooseneck speaker and three-dial tuning probably would still be in vogue.



Telefile:

A Richmond Radio Pioneer Leads the Way in TV

RICHMOND gave birth to telecasting—broadcasting's giant baby—at WTVR (TV) on April 22, 1948. In a few months from now, WTVR will be two years old, and Virginia's only television child promises to break into the profit column before the year's end.

It's not surprising that perhaps the greatest electronic feat in history was introduced to Virginians by a radio pioneer and maker of broadcasting history in the home state of the Presidents.

WTVR's interest in television antedates more than a decade. As early as 1939 when television was less than an infant, Wilbur M. Havens, owner and founder of the station, joined an RCA engineer in TV tinkering at Atlantic City.

Even in those days, Mr. Havens had visions of presenting this new sight and sound offshoot of broadcasting to Old Dominionites, who traditionally are quite addicted to historic events.

This is the same Wilbur Havens, holder of a first class engineer's license since 1925, who built Havens & Martin Inc.'s AM station's (WMBG) first transmitter on his kitchen table one year later. Mr. Havens also is president and general manager of WCOD (Capital of Old Dominion), Virginia's first FM station, which he helped place in operation in October 1946 with a radiated power of 47 kw. WCOD maintains an 18½ hour per day program schedule, offering separate and duplicate programming with WMBG.

On April 26, 1944, Havens & Martin filed an application for a television station in Richmond. This statement of intentions soon started the city talking when a public announcement was aired over WMBG and full page newspaper ads saluted the advent of Virginia's first TV outlet. Mr. Havens in that year let it be known, in no uncertain terms, that the former capital city of the Confederate States had its video future planned.

With an eye focused on untold possibilities foreshadowed by the new media, Mr. Havens in 1944 said:

"Of all post-war developments promised, by progress, in the art of science and radio, television shows the greatest opportunity. Television will open a new era of broadcasting entertainment, information and education to the home. Furthermore, it will be a development of great economic and social significance to labor, industry and government.

"In the immediate post-war era, NBC will deliver sight and sound television programs of the world's best entertainment, sports events

and educational features to you in Virginia and Richmond through the medium of WTVR's television transmitter.

"I promise you the best in television of the future, even as WMBG listeners will receive the best in radio today."

* * *

ABOUT two years later, on May 16, 1946, Richmond's stake in post-war video was assured when WTVR's construction permit was granted. It was the first TV grant in Richmond and in the state, and one of the first six TV grants in the nation.

From that time on, it was literally 18 hours per day devoted to the station's construction. The transmitter building, which houses AM, FM and TV facilities, had to be more than doubled in size, a television studio had to be completed and a film projector and control room constructed and equipped. Associated circuits and equipment were to be installed for permanent use. In order to fulfill the promise made the people by Mr. Havens, continuous research was conducted to assure the finest in services. Today, the station's studio building stands as a remarkable architectural as well as broadcasting unit. It was voted one of nine most noteworthy examples of modern architectural designs by *Architectural Record.*

Pre-"T-Day" preparations were carefully and intricately keyed to public information. An aggressive educational and promotional TV campaign featuring periodic reports via radio and newspaper kept residents posted on WTVR's progress.

Several months before the approach of "T-Day," an elaborate series of television manufacturer, distributor and dealer meetings were held in the station's auditorium. These served to educate the set handlers in all phases of merchandising and public service, thus paving the road for the smooth flow of receivers to consumers once the debut date was announced.

Finally, with the announcement of "T-Day," the heavens nearly broke with promotional rain in Richmond. Radio, direct mail, newspaper, posters, traveling news signs, counter cards and window space blanketed the eastern section of the Cavalier State for two straight weeks. When the storm subsided, WTVR made its debut with an inaugural program extending from 7:30 p.m. to 12:15 a.m. On the program were the state's governor, the mayor of Richmond, WTVR and NBC officials and other representatives and dignitaries from the industry. Bulk of the programming consisted of live studio productions.

Over 2,000 people were invited to look over the studios during the evening. TV dealers in the city held open house and capacity crowds caught their first glimpses of video. Initial programming by the station was two hours in the evening, 7:15 to about 9:30, Tuesday through Sunday, and made up principally of live studio shows.

* * *

ANOTHER landmark for WTVR was reached in June 1948 when the station linked with the NBC-TV Network and coincidentally became a pioneer NBC interconnected affiliate. It was this month that the station presented a complete coverage of the Republican National Convention. That day, June 23, WTVR was on the air from 9 a.m. to 3:09 a.m. A month later, the station carried the activities of the Democratic National Convention.

Set distribution in the WTVR area has increased 20-fold from 1,000 sets in 1948 to nearly 21,000 today. These figures show that Virginians are becoming more and more video-conscious.

WTVR has come a long way since its first thrust into commercial television. Now the station operates an average of 42½ hours weekly. Minimum operating schedule is 5-10:30 p.m. Network programs occupy periods of from 5-6 p.m. and 7-10:30 p.m. with local programming confined to the 6-7 p.m. hour and/or before 5 p.m. At present, there is a total of 82 commercial accounts on WTVR with the breakdown showing the network placing the greatest chunk (46), with local (21) totaling greater in number than national (15).

WTVR's policy, the station states, "is to provide the viewing public with not only the first but the finest which television has to offer." In conjunction with this theme, Mr. Havens has added his belief that plans in this new art must be flexible and geared for adaptation to the rapid pace that this giant baby is setting.

A quick look at programming gives a somewhat clearer idea of the quality and flexibility that is the established WTVR tradition.

* * *

OF the more successful commercial shows, WTVR cities eight programs, each of them local. This double-stamps the station's enterprise in video programming in a non-competitive TV area.

Continuous mail response was received from a pre-Christmas show last December that was locally produced. Called *Santa Reads His Mail* and telecast Monday, Wednesday and Friday from 6-6:30 p.m., it featured Santa reading mail sent in by the kiddies and Mother Claus, who assisted in the chores and recorded the names of the children. From one announcement prior to the initial program, Santa received 246 responses. The amount of mail he received in the first two weeks exceeded 2,500 pieces. Nolde Bros. Bakery sponsored the program.

The other seven programs encompass the field of entertainment and education. *Sportslight* is shown three times weekly from 6:45-7 p.m. It features the station's sports commentator, Jack Lewis, who presents sports resumes together with interviews of personalities. Its drawing power is attested by sponsorship by a local brewer for more than a year.

Question hunters in the vicinity tune in on *Viz-A-Quiz,* sponsored by Rockingham Clothiers. Two civic clubs match wits weekly with the cash prize a donation to the winners' favorite charity. Questions are of visual nature. This show is presented 15-minutes weekly.

* * *



Mr. HAVENS

* * *

A public service type program is offered viewers in *Richmond Roundtable,* which is presented from 6:30-6:45 p.m. each Friday. Outstanding public officials, dignitaries and civic leaders are provided a forum to express their opinions on important current issues. This program has stimulated state-wide interest and has included members of the President's cabinet, the state's governor, the city's mayor, state departmental heads and leaders of business and industries.

For the women's taste, *Woman's Video Journal,* with Jerry Lane, WTVR women's commentator presiding, gives culinary hints, fashions and interviews with local feminine personalities. This is aired 6:30-6:45 p.m. each Wednesday.

A lilting format typifies three musical shows, *Dude Ranch, On Wings of Song* and *Swinson Brothers Quartette.* Each program has one thing in common in being a WTVR (TeleVision Richmond) production. The *Ranch* show fills the Saturday evening 6:30-7 p.m. slot with western musical stylings complete with ranch settings. The *Wings* program, 6:45-7 p.m. on Tuesday, a relatively new feature, presents easy-on-the-ear piano selections by Pianist Everette Seay and vocal renditions by local artists. This program is beamed for TV showing since no spoken audio chops the program. All announcements are presented via video slides over appropriate musical bridges. The *Quartette* program completes the musical show trio. On this program, presented Tuesdays, 6:45-7 p.m., the rendition of songs of the Southland, another Virginia tradition, has attracted wide and faithful audiences.

WTVR has compiled special programming achievements highlighted by the National Convention relays. Visual events, some of them

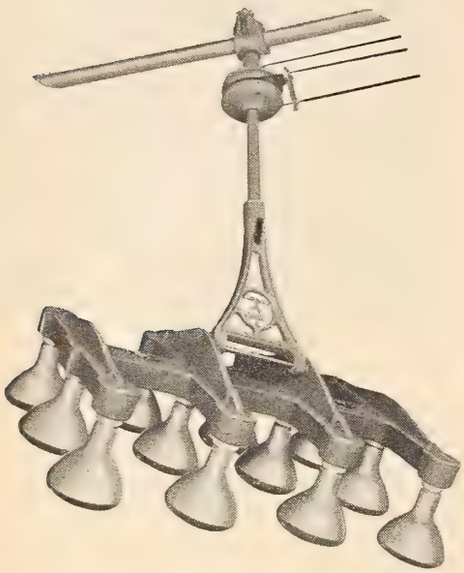
(Continued on Telecasting 48)





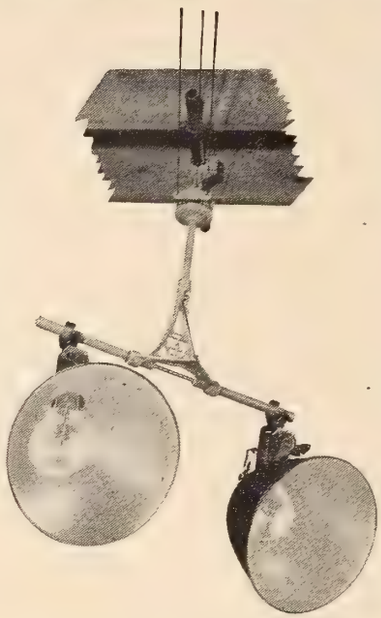
STUDIO (r) and transmitter facilities for WTVR are housed in the same buildings with the station's sister AM and FM operations.

EVERYTHING IN LIGHTING...



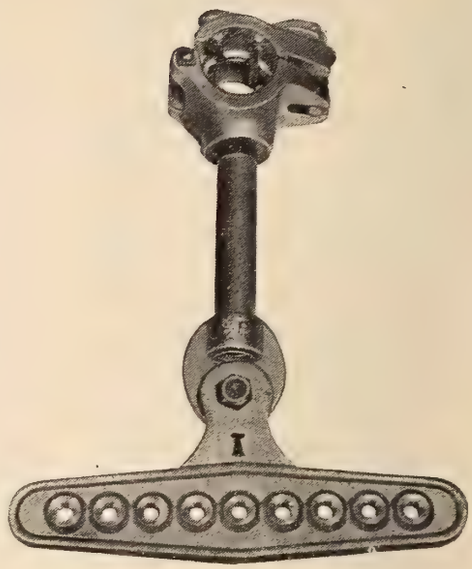
Incandescent Lamp Bank, Type TL-5A

The standard 12-lamp light source for normal studio operation. Ideal for slow fades. Provides equal light distribution on "douses." Maximum load per circuit, 3 kw; Per unit, 6 kw. Single cast aluminum-grille construction. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.



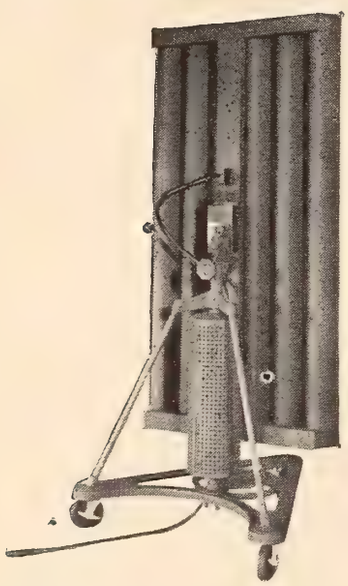
Rotatable Lamp Mount, Type TL-15A

With extension bars for mounting individual or multiple flood lamps. Control spindle can rotate 360 degrees—tilt 170 degrees about the point of support.



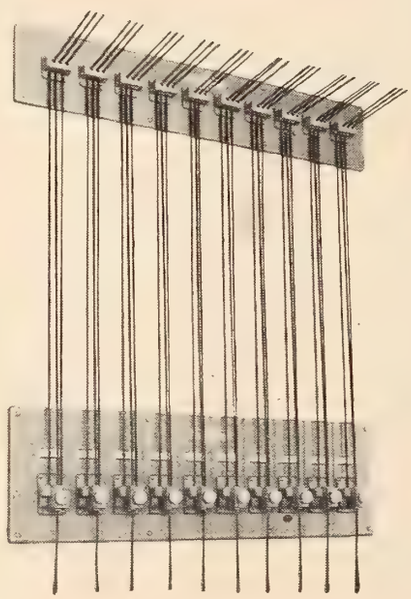
Fairleads, Type TL-32A

A practical way to guide mechanical control lines to control board without noise. 170-degree tilt and 360-degree angle of rotation around its point of support provides maximum flexibility for mounting anywhere. Equipped with quick-release gridiron clamp. Nine chromed bushings reduce control-line friction.



High-Intensity Light Dolly, Type TL-26A

The ideal mobile floor unit that puts high-intensity side illumination where you want it. Uses the TL-1A High-Intensity Fluorescent Bank. Rotates the bank from horizontal to vertical position; tilts it through 90 degrees. No high-voltage floor cables, because lamp ballast is right on the dolly.



Light-Control Panel, Type TL-31A

Includes ten headlocks and ten rope locks for controlling ten light banks. Available in single units or on ready-to-operate panels, as illustrated.



Spot-Light Fixtures, Type TL-10A—TL-11A

Standard control spindle for use with a Mole-Richardson or Oleson 2-kw Solar Spot, or a 750-watt Baby Spot. Rotates 360 degrees. Tilts 170 degrees about its point of support.

—FOR TV STUDIOS...

New silent-control lighting equipment enables you to "tailor" the lighting system to fit your studio —correctly, without expensive experimenting.

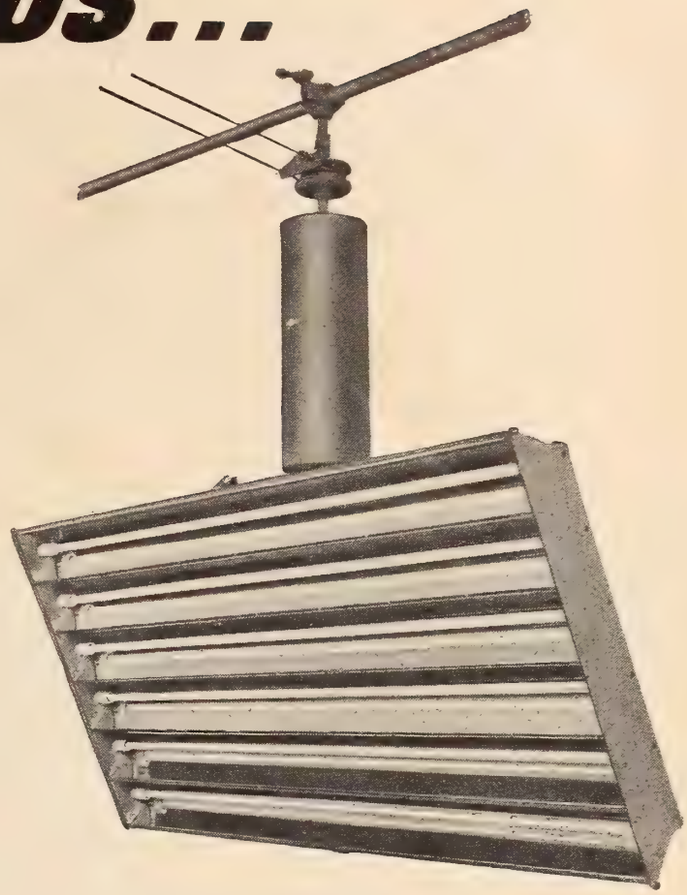
AVAILABLE for the first time—a complete line of studio-tested lighting equipment from a single manufacturer. Available for the first time—packaged studio lighting systems to match the response curves of modern studio cameras.

Combining high-intensity fluorescent banks, high-intensity spots, and incandescent banks for handling any studio set-up, RCA lighting systems are capable of delivering more than 200 foot candles of light energy. All lights can be rotated 360 degrees horizontally and 170 degrees vertically. All lights are designed for pyramid-mounting on studio ceilings. All lights are mechanically controlled through silent-operating fairleads that terminate in a central control board.

With this lighting equipment you can swing each light for basic work, modeling, or back lighting. You can direct each light to more than one acting area. You can "dim" by tilting, rotating, or cutting off half banks—and without upsetting light distribution. All equipment and wiring is off the floor. No ladder hazards or expensive catwalk installations. No danger of burning artists or technicians.

Here is the system that delivers correct illumination with as little as two-thirds to one-half the usual amount of equipment—and with proportionate savings in power. No more experimenting for the individual studio. No more junking of extensive lighting installations.

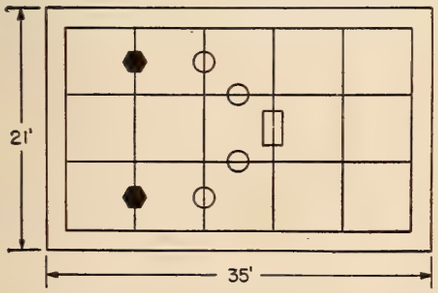
For help in planning your studio lighting—correctly—simply call your RCA Broadcast Sales Engineer. Or write Dept. 19BA RCA Engineering Products, Camden, N. J.



High-Intensity Fluorescent Bank, Type TL-1A

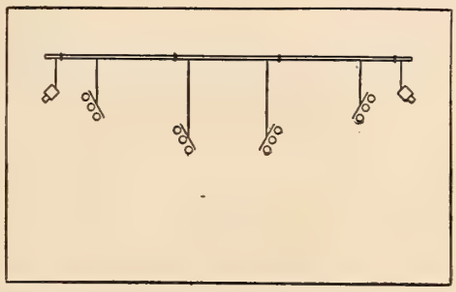
Assures optimum light response from TV studio Image Orthicon cameras. Uses six 3500-4500 Kelvin slim-line tubes. Only 600 watts connected load. Includes noise-free, double-rubber cushioned, built-in ballast units; heavy-duty jumper cord connections; instant start high-voltage striking circuit. Uses pre-focused individual alzac parabolas. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.

TYPICAL TV STUDIO-PROVED FLOOR PLANS AND CEILING ARRANGEMENT FOR RCA LIGHTING SYSTEMS

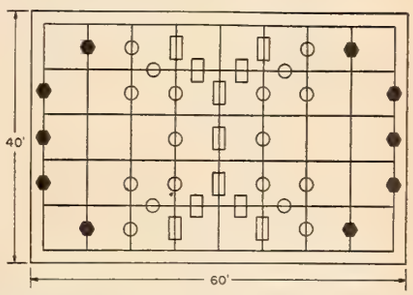


For a small interim-type studio, 21 feet x 35 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD.		SYMBOL
1	HI-INTENSITY FLUORESCENT BANK	□
4	INCANDESCENT FLOOD-LITES	○
2	CONTROLLABLE SPOT-LITES	●



Cross-sectional view of a TV studio, showing RCA's inverted pyramid-type of lighting. This system delivers unobstructed light to every point in the studio.



For the average-size studio, 40 feet x 60 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD.		SYMBOL
11	HI-INTENSITY FLUORESCENT BANKS	□
18	INCANDESCENT FLOOD-LITES	○
10	CONTROLLABLE SPOT-LITES	●

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

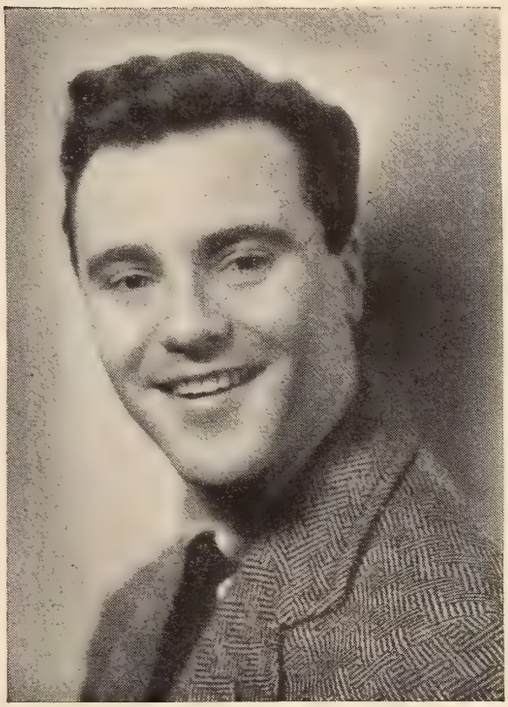
City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
ALABAMA						
BIRMINGHAM						
WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	Voice of Alabama Inc. 2029 First Ave., N. 3-8116	ABC CBS Radio Sales	Ed Norton, Chmn. of Bd. Thad Holt, Pres., Treas. & Gen. Mgr.	C. P. Persons Jr., Coml. Mgr. Lionel F. Baxter, Prog. Mgr. James L. Evans & Norman S. Hurley, Chief Engrs.	Winik Pictorial UP RCA
WBRC-TV 1949	Ch. 4 66-72mc 7.2kw-aur.; 14.5kw-vis.	Birmingham Bcstg. Co. WBRC Bldg. 4-7741	DuMont NBC Blair TV	Eloise S. Hanna, Pres. G. P. Hamann, Gen. Mgr. Don D. Campbell, Coml. Mgr.	M. D. Smith, Prog. Dir. G. P. Hamann, Chief Engr.	DuMont Ziv Goodman INS DuMont
ARIZONA						
PHOENIX						
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.	Phoenix Bcstg. Co. Inc. KPHO Bldg. 4-7367	ABC, CBS NBC DuMont	Rex Schepp, Pres. E. R. Borroff, Gen. Mgr. Richard Heath, Coml. Mgr. William Reddick, Prod. Mgr.	Frank Orth, Prom. Mgr. Walter Stiles, Tech. Dir. Cliff Baker, Chief Engr.	.... DuMont
CALIFORNIA						
LOS ANGELES						
KECA-TV 1949	Ch. 7 174-180mc 14.7kw-aur.; 29.4kw-vis.	American Bcstg. Co. Inc. Prospect & Talmadge Normandy 3-3311	ABC ABC Spot Sales	Robert E. Kintner, Pres. (ABC) Clyde P. Scott, Gen. Mgr. W. K. McDaniel, Coml. Mgr.	Philip Booth, Prog Dir. P. G. Caldwell, Chief Engr.	..... AP, UP, INS General Electric
KFI-TV 1948	Ch. 9 186-192mc 15.7kw-aur.; 31kw-vis.	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	Petry	Earle C. Anthony, Pres. Haan J. Tyler, Mgr. Kevin B. Sweeney, Coml. & Prom. Mgr.	Kenneth C. Higgins, Prog. Mgr. H. L. Blatterman } Co-Chief Curtis Mason } Engrs.	.... RCA
KLAC-TV 1948	Ch. 13 210-216mc 16.22kw-aur.; 30.8kw-vis.	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Katz	Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr. Fred Henry, Prog. Dir.	Jack Miller, Prom. Mgr. R. W. Conner, Dir. of Engrg.	
KNBH 1949	Ch. 4 66-72mc 8kw-aur.; 15kw-vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Joseph H. McConnell, NBC Pres. Sidney N. Strotz, V. P. Western Div. Harold J. Bock, Gen. Mgr.	Frank A. Berend, Coml. Mgr. Robert V. Brown, Prog. Dir. Alfred H. Saxton, Chief Engr.	Thesaurus AP, UP, INS RCA
KTLA 1942	Ch. 5 76-82mc 15kw-aur.; 30kw-vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Weed	Paul Raibourn, Pres. Klaus Landsberg, Gen. Mgr. Harry Maynard, Coml. Mgr.	Gordon Wright, Prod. Coordinator Gordon Minter, Sr. Dir. Raymond M. Moore, Chief Engr.	Telenews UP .....
KTSL 1931	Ch. 2 54-60mc 11.4kw-aur.; 22.75kw-vis.	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	DuMont Blair TV	Lewis A. Weiss, Chmn. of Bd. Willet H. Brown, Pres. Charles Glett, V. P. Chg. TV Ward I. Ingrim, V. P. Chg. Sales	Mark Finley, Dir. of Pub. Relations Robert Hoag, Sales Mgr. Walter Carruther, V. P. Chg. of Engr.	..... UP RCA
KTTV 1949	Ch. 11 198-204mc 16.6kw-aur.; 31.5kw-vis.	KTTV Inc. 1025 N. Highland Ave. Hudson 2-1301	CBS Radio Sales	Norman Chandler, Pres. Harrison M. Dunham (acting) Sta. Mgr. Frank G. King, Sales Mgr.	Robert M. Purcell, Prog. Dir. Raymond Monfort, Chief Engr.	..... AP RCA
SAN DIEGO						
KFMB-TV 1949	Ch. 8 180-186mc 16.5kw-aur.; 20kw-vis.	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC, CBS NBC Branham	Jack O. Gross, Pres. & Gen. Mgr. W. O. Edholm, Coml. Mgr. Al Flanagan, Prog. Dir.	Thornton Chew, Chief Engr.	.... General Electric
SAN FRANCISCO						
KGO-TV 1949	Ch. 7 174-180mc 13.7kw-aur.; 25.4kw-vis.	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) Gayle V. Grubb, Gen. Mgr. Vincent Francis, Coml. Mgr. Maury Baker, Prom. Mgr.	Bloyce Wright, Prog. Dir. & Prom. Mgr. A. E. Evans, Chief Engr.	.... General Electric
KPIX 1948	Ch. 5 76-82mc 15.4kw-aur.; 2.9kw-vis.	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	CBS, DuMont Bolling	Wesley I. Dumm, Pres. Philip G. Lasky, V. P. & Gen. Mgr.	Sanford Spillman, Prog. Dir. A. E. Towne, Chief Engr.	..... UP, INS RCA
KRON-TV 1949	Ch. 4 66-72mc 7.7kw-aur.; 14.5kw-vis.	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100	NBC Free & Peters	Charles Theriot, Gen. Mgr. Harold See, Dir. of TV Patrick Crafton, Prog. Dir.	Al Isberg, Chief Engr.	.... RCA
CONNECTICUT						
NEW HAVEN						
WNHC-TV 1948	Ch. 6 82-88mc .957kw-aur.; 1.82kw-vis.	Elm City Bcstg. Corp. 1110 Chapel St. 8-0196	ABC, NBC CBS & DuMont Katz	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent Callanan, Coml. & Prom. Mgr.	Jean O'Brien, Prog. Dir. Vincent DeLaurentis, Chief Engr.	..... AP DuMont
DELAWARE						
WILMINGTON						
WDEL-TV 1949	Ch. 7 174-180mc .5kw-aur.; 1kw-vis.	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	James Alshead, Prog. Dir. J. E. Mathiot, Tech. Dir.	..... UP .....
DISTRICT OF COLUMBIA						
WASHINGTON						
WMAL-TV 1947	Ch. 7 174-180mc 12kw-aur.; 22kw-vis.	Evening Star Bcstg. Co. 724 14th St. NW NAtional 5400	ABC ABC Spot	S. H. Kauffmann, Pres. K. H. Berkeley, V. P. & Gen. Mgr. Ben R. Baylor Jr., Coml. Mgr.	Charles Kelly, Prog. Dir. Frank Harvey, Chief Engr.	.... RCA
WNBW 1947	Ch. 4 66-72mc 10.5kw-aur.; 20.5kw-vis.	National Bcstg. Co. Trans-Lux Bldg. REpublic 4000	NBC NBC Spot	Joseph H. McConnell, Pres. (NBC) Frank M. Russell, V. P. William R. McAndrew, Gen. Mgr. Ralph Burgin, Prog. Dir.	Tom Geoghegan, Publ. & Prom. Mgr. George H. Sandefer, Controller Charles de Lozier, Sales Mgr. Donald Cooper, Chief Engr.	..... AP, UP, INS RCA
WOIC 1949	Ch. 9 186-192mc 14.4kw-aur.; 27.3kw-vis.	General Teleradio Inc. 40th & Brandywine Sts. NW ORdway 7600	CBS, MBS WOR Sales	Eugene S. Thomas, Gen. Mgr. William D. Murdock, Coml. Mgr. James S. McMurry, Prog. Dir.	John F. Hardesty, Dir. of Adv. & Special Events Robin D. Compton, Chief Engr.	CBS Films World UP RCA
WTTG 1945	Ch. 5 76-82mc 10.5kw-aur.; 17.5kw-vis.	Allen B. DuMont Labs. Inc. 12th & E Sts. NW STerling 5300	DuMont Net DuMont	Allen B. DuMont, Pres. Walter Compton, Gen. Mgr. Harold Sheffers, Coml. Mgr.	Roger M. Coelos, Prog. Dir. M. M. Burleson, Chief Engr.	Associated TP DuMont

3 great ABC-TV shows for sale

Your TBA chairman, Charles "Bud" Barry (ABC's VP in Charge of Programs), developed the shows on this page. They're all good examples of the kind of entertainment-wise, budget-wise programs that Bud and his Boys are coming up with for ABC's television clients.



Super Circus ... a fabulous, thrill-packed full hour under the Big Top. The biggest thing for small fry on television! (First half-hour sponsored by Canada Dry). Every Sunday afternoon at 5:00 pm (EST).



That Wonderful Guy. Here's lively, likable comedy for all the family, featuring a brand-new, sure-fire televison star, Jack Lemmon. He's great! With Cynthia Stone, Neil Hamilton. Wednesdays, 9:00 pm (EST).



Paul Whiteman TV Teen Club offers an unbeatable combination: a full hour of sock entertainment ... a real public service to youth. Saturdays, 8:00 pm (EST) (Second half-hour to be sponsored by Griffin Mfg. Co.).

ABC's GROWING LIST OF TOP TELEVISION ADVERTISERS

CANADA DRY
KELLOGG
THE GOODYEAR TIRE & RUBBER CO.
GENERAL MILLS
ADMIRAL
LIBBY, McNEILL & LIBBY
PACKARD
B. F. GOODRICH
CHESEBROUGH MFG. CO.
BLATZ
CHEVROLET
P. LORILLARD
GRIFFIN MFG. CO.
ESQUIRE BOOT POLISH
AMERICAN BAKERIES CO.

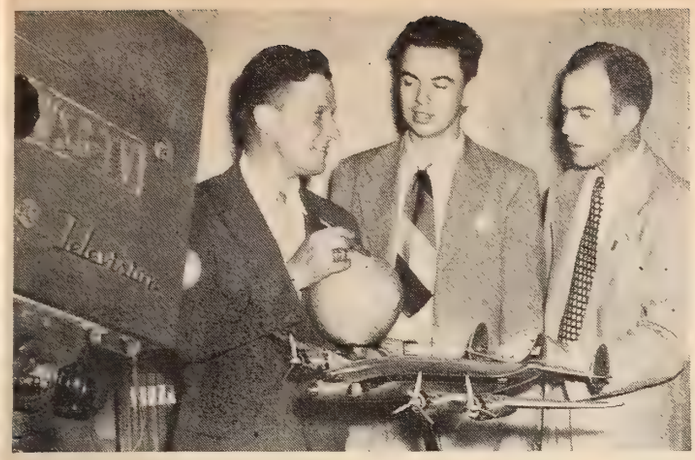
ABC - TELEVISION

American Broadcasting Company

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

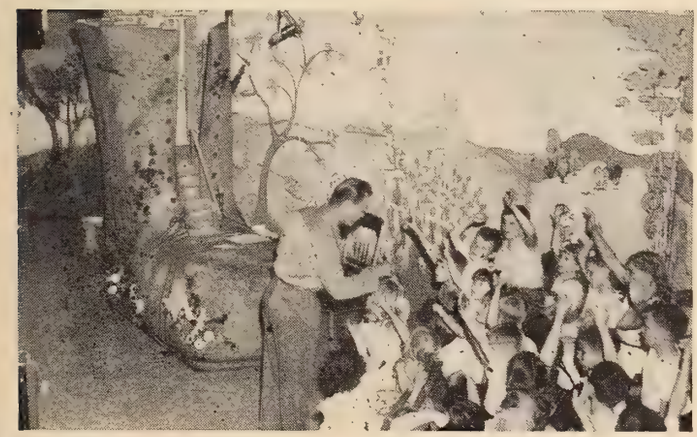
City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
			FLORIDA			
JACKSONVILLE						
WJAX-TV (CP)	Ch. 2 54-60mc. 7.5kw-aur.; 15kw-vis.	City of Jacksonville 1 Broadcast Pl. 4-1681				
WMBR-TV 1949	Ch. 4 66-72mc 7.4kw-aur.; 14.8kw-vis.	Florida Bcstg. Co. 605 S. Main St. 9-4477	ABC, CBS DuMont NBC Avery-Knodel	Frank M. King, Pres. Glenn Marshall Jr., Secy.-Treas., Gen. & Coml. Mgr.	Paul Acosta, Prog. Dir. E. B. Vordermark, Chief Engr.	..... INS General Electric
MIAMI						
WTVJ 1949	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Wometco Theatres 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, Pres. Lee Ruwitch, Acting Mgr. Clyde N. Lucas, Prog. Mgr.	Arthur L. Gray, Prom. Mgr. Earl W. Lewis, Chief Engr.	
			GEORGIA			
ATLANTA						
WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	Fort Industry Co. 1032 W. Peachtree St. Emerson 2541	CBS, DuMont Katz	George B. Storer, Pres. George B. Storer Jr., Sta. Mgr. James E. Bailey, Mgng. Dir.	Jack Collins, Sales Mgr. Bill Terry, Prog. Dir. Paul Cram, Chief Engr.	.... RCA
WCON-TV (CP)	Ch. 2 54-60mc 2.5kw-aur.; 4.9kw-vis.	The Constitution Pub. Co. 11 Forsyth St. S.W. Lamar 4545	ABC Headley-Reed	Major Clark Howell, Pres. David Carpenter, Gen. Mgr. Crenshaw Bonner, Sales Mgr.	Harvey Aderhold, Chief Engr.	.... RCA
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.	The Atlanta Journal Co. 10 Forsyth St. N.W. Hemlock 1045	NBC Petry	James M. Cox Jr., Chmn. of Bd. J. Leonard Reinsch, Mgng. Dir. John M. Outler Jr., Gen. Mgr. Marcus Bartlett, Prog. Dir.	Frank Gaither, Coml. Mgr. Wayne Anderson, Prom. Mgr. C. F. Daughtery, Chief Engr.	.... RCA
			ILLINOIS			
CHICAGO						
WBKB 1941	Ch. 4 66-72mc 7.5kw-aur.; 11kw-vis.	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210	CBS Weed	John H. Mitchell, Gen. Mgr. E. Jonny Graff, Prog. Dir. Wm. Ryan, Prod. Mgr.	Milton D. Friedland, Office Mgr. S. C. Quinlan, Prom. & Pub. Mgr. M. E. Vieracker, Controller William P. Kusack, Chief Engr.	Associated World, SESAC UP RCA
WENR-TV 1948	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.	American Bcstg. Co. 20 N. Wacker Dr. Andover 3-7800	ABC	John H. Norton Jr., V. P. in Chg. Central Div. James L. Stirton, Gen. Mgr. Roy McLaughlin, Coml. Mgr.	Fred Kilian, Prog. Dir. E. C. Horstman, Chief Engr.	..... AP, UP, INS RCA
WGN-TV 1948	Ch. 9 186-192mc 7.2kw-aur.; 11.2kw-vis.	WGN Inc. 435 N. Michigan Dr. SUperior 7-0100	DuMont Keenan & Eckelberg	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. William A. McGuineas, Coml. Mgr.	Jay Faraghan, Prog. Dir. Carl J. Meyers, Chief Engr.	..... UP General Electric
WNBQ 1949	Ch. 5 76-82mc 11.8kw-aur.; 22.8kw-vis.	National Bcstg. Co. Merchandise Mart SUperior 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC), Pres. I. E. Showerman, V. P. & Gen. Mgr.	John McPartlin, Sales Mgr. Edwin S. Mills, Prog. Dir. Howard Luttgens, Sta. Engr.	..... AP, UP, INS RCA
ROCK ISLAND						
WHBF-TV (CP)	Ch. 4 66-72mc 7.6kw-aur.; 13.6kw-vis.	Rock Island Bcstg. Co. 18 St. at Third 6-5441		Ben H. Potter, Pres. Leslie C. Johnson, V. P. & Gen. Mgr. Maurice Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Robert J. Sinnett, Chief Engr.	.... DuMont
			INDIANA			
BLOOMINGTON						
WTTV 1949	Ch. 10 192-198mc 3.1kw-aur.; 6.2kw-vis.	Sarkes & Mary Tarzian 535 South Walnut St. 2-3366	ABC, CBS NBC DuMont	Sarkes & Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr. Robert Petranoff, Prog. Dir.	Robert Lemon, Sales Mgr. Morton L. Weigel, Chief Engr.	
INDIANAPOLIS						
WFBM-TV 1949	Ch. 6 82-88mc 18.1kw-aur.; 28.2kw-vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	ABC, CBS DuMont, NBC Katz	H. M. Bitner, Chief Owner Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Coml. Mgr.	Frank O. Sharp, Prog. Dir. Harold Holland, Chief Engr.	..... INS RCA
			IOWA			
AMES						
WOI-TV (CP)	Ch. 4 66-72mc 10.4kw-aur.; 13kw-vis.	Iowa State A&M Service Bldg., ISC Campus, 2500		Richard B. Hull, Gen. Mgr. Robert C. Mulhall, Oprs. Mgr. W. D. Donaldson, Prog. Mgr.	Edward P. Wegener, Prod. Mgr. Louie L. Lewis, Chief Engr.	..... AP, UP General Electric
DAVENPORT						
WOC-TV 1949	Ch. 5 76-82mc 22.9kw-aur.; 13.5kw-vis.	Central Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, Pres. Ernie Sanders, Res. Mgr. Charles Freburg, Prog. Dir. Paul Ives, Prom. Mgr.	D. D. Palmer, V. P. & Treas. Ralph Evans, Exec. V. P. Wm. D. Wagner, Secy. Paul Arvidson, Chief Engr.	..... UP RCA
			KENTUCKY			
LOUISVILLE						
WAVE-TV 1948	Ch. 5 76-82mc 5kw-aur.; 7kw-vis.	WAVE Inc. 334 East Broadway Wabash 2201	ABC, CBS, NBC DuMont Free & Peters	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. Ralph Jackson, Coml. Mgr. John Boyle, Dir. of TV	Robert Elverman, Prom. Mgr. George Patterson, Prog. Dir. Wilbur Hudson, Chief Engr.	..... AP, INS RCA
WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, Pres. Victor A. Sholis, Dir. Neil Cline, Sales Dir.	Harold Fair, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Towner, Tech. Dir.	..... AP, UP General Electric



"To fly anywhere in the world, fly Eastern." Dan Sinkler, Eastern Air Lines official, gives the pitch to Lee Jordan and Jim Bridges who handle Eastern Air Line's daily news.



WSB-TV's sports program is one of the nation's stand-outs. Georgia Tech home games (with Kentucky, above) are exclusive with "The Eyes of the South." General Electric and Hotpoint sponsor the series.



Now over a year old, original WSB-TV "Woody Willow" puppet show has biggest juvenile audience of any television show in Dixie. Standard time units, or spots, are available for sponsorship. Ask about it.

local impact

has made the Atlanta area one of America's more desirable television markets

The advertiser, whether national or local, primarily is interested in only one thing. And that is *the local impact his message makes.*

We at WSB-TV, likewise, have one primary objective. Which is *delivery of that local impact.*

The WSB-TV formula for building local impact does not vary. The method: intense programming on the local level . . . integrated with outstanding national productions.

Circulation growth in the Atlanta television area, and viewer loyalty to WSB-TV prove the effectiveness of this formula. Ask your nearest Petry man for the facts.

wsb-tv

ON PEACHTREE STREET

Owned and operated by the Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
LOUISIANA						
NEW ORLEANS						
WDSU-TV 1948	Ch. 6 82-88mc 31kw-aur.; 31kw-vis.	WDSU Bcstg. Service 520 Royal St. Tulane 4371	ABC, CBS DuMont NBC Blair TV	Edgar B. Stern Jr., Partner Robert D. Swezey, Gen. Mgr. A. Louis Read, Coml. Mgr.	Stanley Holiday, Mgr. Prog. Oprs. Ray Rich, Prod. Dir. Ray Liuzza, Publ. & Prom. Dir. Lindsey Riddle, Chief Engr.	..... AP, UP RCA
WRTV (CP)	Ch. 4 66-72mc 7.6kw-aur. 14.5kw-vis.	Maison Blanche Co.				
MARYLAND						
BALTIMORE						
WAAM 1948	Ch. 13 210-216mc 13.8kw-aur.; 26.1kw-vis.	Radio-Television of Baltimore Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont Harrington, Righter & Parsons	Samuel Carliner, Exec. V. P. Norman C. Kal, Gen. Mgr.	Armand Grant, Coml. Mgr. Herb Cahan, Prog. Dir. Glenn Lahman, Acting Chief Engr.	..... UP, TP .....
WBAL-TV 1948	Ch. 11 198-204mc 18kw-aur.; 32.6kw-vis.	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Leslie H. Peard Jr. Coml. Mgr. DeLancey Provost, Bus. Mgr.	Fred S. Heywood, Prom. Mgr. Willis K. Freiert, Prog. Mgr. John T. Wilner, Engrg. Dir. William C. Bareham, Chief Engr.	.... RCA
WMAR-TV 1947	Ch. 2 54-60mc 10kw-aur.; 17.1kw-vis.	The A. S. Abell Co. Baltimore & Charles Sts. Lexington 7700	CBS Katz	Paul Patterson, Pres. E. K. Jett, V. P. & Radio Dir. Ernest A. Lang, Coml. Mgr.	Robert B. Cochrane, Prog. Dir. Carlton G. Nopper, Chief Engr.	..... AP, TP RCA
MASSACHUSETTS						
BOSTON						
WBZ-TV 1948	Ch. 4 66-72mc 6.7kw-aur.; 15.61kw-vis.	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC NBC Spot	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Sta. Mgr. W. H. Hauser, Chief Engr.	C. Herbert Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr. W. A. Davis, Publ. Mgr. John G. Stilli Jr., Prom. Mgr.	..... AP, UP RCA
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.6kw-vis.	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	ABC, CBS DuMont Petry	William O'Neil, Pres. Linus Travers, V. P., Gen. & Coml. Mgr. George W. Steffy, V. P. & Prog. Dir.	Tom O'Neil, V. P. Charles Curtin, Prom. Mgr. Harry Whittimore, Chief Engr.	World Capitol UP General Electric
MICHIGAN						
DETROIT						
WJBK-TV 1949	Ch. 2 54-60mc 8.3kw-aur.; 16.5kw-vis.	The Fort Industry Co. 500 Temple Ave. Temple 3-7900	CBS, DuMont Katz	George B. Storer, Pres. Richard E. Jones, Gen. & Coml. Mgr.	Lanny Pike, Prog. Dir. Joyce M. Chapman, Prom. Mgr. Paul O. Frincke, Chief Engr.	
WWJ-TV 1947	Ch. 4 66-72mc 8.5kw-aur.; 18kw-vis.	The Evening News Assn. 622 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. E. Scripps, Pres. Harry Bannister, Gen. Mgr. Willard E. Walbridge, Gen. Sales Mgr. & Asst. Gen. Mgr.	Melvin C. Wissman, Gen. Prog. Mgr. E. J. Love, Gen. Engrg. Mgr.	..... UP DuMont
WXYZ-TV 1948	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.	WXYZ Inc. ABC Television Center Temple 3-8000	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) James G. Riddell, Gen. Mgr. Harold Christian, Coml. Mgr.	John Pival, Prog. Dir. Dean D. Linger, Prom. Dir. Charles Kocher, Chief Engr.	Monogram Flamingo World AP, UP RCA
GRAND RAPIDS						
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.	Leonard A. Versluis 6 Fountain St., N.E. Glendale 6-5461	ABC, CBS, NBC DuMont Pearson	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Hal Kaufman, Prog. Dir. Lee G. Stevens, Chief Engr.	..... UP RCA
KALAMAZOO						
WKZO-TV (CP)	Ch. 3 60-66mc 8kw-aur.; 8kw-vis.	Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1223	CBS Avery-Knodel	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr.	.... Federal
LANSING						
WJIM-TV (CP)	Ch. 6 82-88mc 2.5kw-aur.; 5kw-vis.	WJIM Inc. 1500 Bank of Lansing Bldg. 2-1333	NBC, CBS, ABC	Harold F. Gross, Pres. & Coml. Mgr.	Howard K. Finch, Sta. Mgr. & Prog. Dir.	
MINNESOTA						
MINNEAPOLIS-ST. PAUL						
KSTP-TV 1948	Ch. 5 76-82mc 17.3kw-aur.; 24.7kw-vis.	KSTP Inc. 3415 University Ave. Prior 2717	NBC Petry	Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, Exec. V. P. & Treas. Miller C. Robertson, V. P. in Chg. of Sales	Del Franklin, Prog. Dir. Joseph C. Cook, Prom. & Publ. Dir. John McMahon, Tech. Supvsr.	..... AP .....
WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur.; 17.9kw-vis.	Minnesota Bcstg. Corp. 50 S. 9th St. Lincoln 0552	ABC, CBS DuMont Free & Peters	R. B. Ridder, Pres. F. Van Konynenburg, Gen. Mgr. R. N. Ekstrum, Coml. Mgr. Max Karl, Prod. Mgr.	Judy Bryson, Prog. Dir. C. J. Rian, Prom. Mgr. John M. Sherman, Chief Engr.	Flamingo Ideal Cinetel AP, UP, INS RCA

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IS BALTIMORE'S MOST POWERFUL TV STATION

Covers an Area of 4550 Sq. Miles with Over 1,600,000 Population

Baltimore is nation's No. 1 TV town!*

TV Editors Acclaim Shows Carried by NBC-TV & WBAL-TV in Baltimore

Motion Picture Daily Poll Lists 8 out of 11 NBC Shows in First Place!
Billboard Votes Top Male and Female Singers carried on WBAL-TV!
Radio Daily Votes Best Program and Star carried on WBAL-TV!

*123,767 sets now in use--more sets per capita than any other city.

Nationally Represented by
EDWARD PETRY Co., Inc.

Television Baltimore NBC Affiliate

WBAL-TV

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
MISSOURI						
KANSAS CITY						
WDAF-TV 1949	Ch. 4 66-72mc 11kw-aur.; 22kw-vis.	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	ABC, NBC, CBS DuMont Harrington, Righter & Parsons	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. E. Manne Russo, Coml. Mgr. William Bates, Prog. Dir.	V. S. Batton, Prom. & Asst. Gen. Mgr. J. A. Flaherty, Chief Engr.	Flamingo AP RCA
ST. LOUIS						
KSD-TV 1947	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	The Pulitzer Pub. Co. 1111 Olive St. Main 1111	ABC, NBC, CBS DuMont Free & Peters	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr. Edward Hamlin, Coml. Mgr.	Guy Yeldell, Sales Mgr. Harold O. Grams, Prog. Dir. Edwin Risk, Chief Engr.	.... RCA
NEBRASKA						
OMAHA						
KMTV 1949	Ch. 3 60-66mc 8.4kw-aur.; 16.7kw-vis.	May Bcstg. Co. 2615 Farnam St. Harney 9233	ABC, CBS DuMont Avery-Knodel	Edward W. May, Pres. Owen Saddler, Gen. Mgr. Howard O. Peterson, Coml. Mgr.	Glenn Harris, Prog. Dir. R. J. Schroeder, Chief Engr.	..... Acme, UP RCA
WOW-TV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.2kw-vis.	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair TV	John J. Gillin Jr., Pres. & Gen. Mgr. Joseph Herold, Mgr. of TV Russ Baker, TV Prod. Mgr.	Lyle DeMoss, Asst. Gen. Mgr. & Prog. Dir. William J. Kotera, Chief Engr.	National AP, UP, INS RCA
NEW JERSEY						
NEWARK						
WATV 1948	Ch. 13 210-216mc 25kw-aur.; 50kw-vis.	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving Robert Rosenhaus, Pres. & Gen. Mgr. Edmund S. Lennon, V.P. Chg. Nat'l. Sales.	George Green, Prog. Dir. A. B. Schillin, V.P. in Chg. of Local Sales Frank V. Bremer, V.P. Chg. Engrg.	.... RCA
NEW MEXICO						
ALBUQUERQUE						
KOB-TV 1948	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Albuquerque Bcstg. Co. Fifth & Silver 4411	ABC, CBS NBC, DuMont	T. M. Pepperday, Pres. & Gen. Mgr. George S. Johnson, Mgr. of TV	Jeanne Toncre, Prom. Mgr. Dorothy B. Smith, Prog. Dir.	..... AP RCA
NEW YORK						
BINGHAMTON						
WNBF-TV 1949	Ch. 12 204-210mc 12kw-aur.; 12kw-vis.	Clark Associates Inc. P. O. Box 48 2-3461	ABC, CBS DuMont NBC Bolling	John C. Clark Sr., Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Sales Mgr.	Edward M. Scala, Prog. Dir. L. L. Rogers, Treas. & Sta. Dir. Louveer H. Stantz, Chief Engr.	.... RCA
BUFFALO						
WBEN-TV 1948	Ch. 4 66-72mc 10.2kw-aur.; 16.2kw-vis.	WBEN Inc. Hotel Statler Cleveland 6400	ABC, CBS, DuMont, NBC Harrington, Righter & Parsons	Edward H. Butler, Pres. A. H. Kirchhofer, V. P. & Gen. Mgr. C. Robert Thompson, Sta. Mgr. Nicholas J. Malter, TV Sales Mgr.	George R. Torge, Prog. Dir. Edward J. Wegman, Asst. Prog. Dir. Joseph A. Haeffner, Prom. Mgr. Ralph J. Kingsley, Tech. Dir. Glenn Beerbower, Asst. Tech. Dir. in Chg. TV	..... AP RCA
NEW YORK						
WABD 1947	Ch. 5 76-82mc 9.4kw-aur.; 14.5kw-vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, Dir. Chris J. Witting, Asst. Network Dir.	Tom Gallery, Sales Mgr.	
WCBS-TV 1941	Ch. 2 54-60mc 6.8kw-aur.; 13.7kw-vis.	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	J. L. VanVolkenburg, V. P. Dir. of Tel. Oprs. Richard J. Redmond, Dir. of Gen. Tele. Oprs.	David V. Sutton, Gen. Sales Mgr. Charles M. Underhill Dir. of Programs Paul Wittlig, Dir. Tech. Oprs.	..... AP, UP, INS .....
WJZ-TV 1948	Ch. 7 174-180mc 15kw-aur.; 30kw-vis.	American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) Murray B. Grabhorn, V. P. & Gen. Mgr. Clarence L. Doty, Sales Mgr.	A. Stronach, Prog. Dir. Alfred E. Cohan, Prom. Mgr. G. O. Milne, Chief Engr.	..... AP, UP, INS RCA
WNBT 1939	Ch. 4 66-72mc 5.75kw-aur.; 7kw-vis.	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell, Pres. Thomas B. McFadden, Gen. Mgr. Donald A. Norman, Asst. Mgr. John C. Warren, Sales Mgr.	John H. Reber, Prog. Dir. T. J. Buzalski, Chief Engr.	..... AP, UP, INS RCA
WOR-TV 1949	Ch. 9 186-192mc 11kw-aur.; 9kw-vis.	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS Kettell-Carter	Theodore C. Streibert, Pres. Julius F. Seebach Jr., V. P. & Prog. Dir. R. C. Maddux, V. P. in Chg. of Sales	Robert Mayo, Dir. of Sales J. R. Poppele, V. P. & Chief Engr.	..... UP General Electric
WPIX 1948	Ch. 11 198-204mc 9.25kw-aur.; 18.5kw-vis.	News Syndicate Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, Pres. G. Bennett Larson, V. P. & Gen. Mgr. Scott Donahue, Acting Sales Mgr.	Warren Wade, Prog. Mgr. Thomas Howard, Chief Engr.	.... RCA
ROCHESTER						
WHAM-TV 1949	Ch. 6 72-88mc 8.7kw-aur.; 16.7kw-vis.	Stromberg-Carlson Co. Rochester Radio City Culver 7240	ABC, CBS DuMont NBC Hollingbery	William Fay, V. P. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr. Charles W. Siverson, Prog. Dir.	John L. Crosby Jr., Prod. Dir. Armin N. Bender, Prom. Mgr. Kenneth J. Gardner, Chief Engr.	..... UP RCA
SCHENECTADY						
WRGB 1939	Ch. 4 66-72mc 8.16kw-aur.; 16.32kw-vis.	General Electric Co. 60 Wash. Ave. 4-2211, Ext. 4926	NBC NBC Spot	R. S. Peare, V. P. & Mgr. B. J. Rowan, Asst. Mgr. R. B. Hanna Jr., Sta. Mgr. R. Welpott Jr., Asst. Sta. Mgr.	E. P. Weil, Supvsr. Sta. Sales A. G. Zink, Supvsr. Sta. Prog. W. J. Purcell, Chief Engr.	..... AP, UP General Electric

★

THE KANSAS CITY STAR COMPANY

ANNOUNCES

THE APPOINTMENT OF

HARRINGTON, RIGHTER & PARSONS

INCORPORATED

AS THE EXCLUSIVE

NATIONAL TELEVISION REPRESENTATIVE

FOR TELEVISION STATION

WDAF-TV

★

This appointment becomes effective February 20, 1950.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
NEW YORK—(Continued)						
SYRACUSE						
WHEN 1948	Ch. 8 180-186mc 7.5kw-aur.; 15kw-vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	Paul Adanti, Gen. Mgr. William H. Bell, Coml. Mgr.	Edward P. Roden, Prog. Dir. H. Eugene Crow, Chief Engr.	..... UP General Electric
WSYR-TV	Ch. 5 76-82mc 12.5kw-aur.; 23kw-vis.	Central N. Y. Bcstg. 224 Harrison St. 3-7111	NBC Headley-Reed	H. C. Wilder, Pres. E. R. Vadeboncoeur, V. P. & Gen. Mgr.	Bill Rothrum, Prog. Dir. A. G. Belle Isle, V. P. & Chief Engr.	..... UP General Electric
UTICA						
WKTV 1949	Ch. 13 210-216mc 11.3kw-aur.; 13kw-vis.	Copper City Bcstg. Corp. Smith Hill Rd. 2-1913	NBC Cooke	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr.	Deforest T. Layton Jr., Chief Engr.	.... General Electric
NORTH CAROLINA						
CHARLOTTE						
WBTV 1949	Ch. 3 60-66mc 8.2kw-aur.; 16.3kw-vis.	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	ABC, CBS DuMont NBC Forjoe	J. M. Bryan, Pres. Charles H. Crutchfield, V. P. & Gen. Mgr. Keith S. Byerly, Gen. Sales Mgr.	Larry Walker, Asst. Gen. Mgr. in Chg. TV & Prog. Dir. J. Robert Covington, Prom. Mgr. M. J. Minor, Chief Engr.	United, World UP, INS RCA
GREENSBORO						
WFMY-TV 1949	Ch. 2 54-60mc 0.84kw-aur.; 1.67kw-vis.	Greensboro News Co. 212 N. Davie St. 3-8611	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	Gaines Kelley, Gen. Mgr. T. W. Austin, Prog. Dir. Robert M. Lambe, Coml. Mgr.	Norman Gittleson, Prom. Mgr. James F. Winecoff, Chief Engr.	Cinetel Film Equities United, World UP DuMont
OHIO						
CINCINNATI						
WCPO-TV 1949	Ch. 7 174-180mc 12kw-aur.; 21kw-vis.	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	ABC, DuMont Branham	Jack R. Howard, Pres. M. C. Watters, V. P. & Gen. Mgr. John Patrick Smith, TV Sales Mgr.	Harry Le Brun, TV Sta. Dir. Grant Makinson, Chief Engr.	..... UP General Electric
WKRC-TV 1949	Ch. 11 198-204mc 12.3kw-aur.; 24.5kw-vis.	Radio Cincinnati Inc. 800 Broadway Garfield 1331	CBS Katz	Hulbert Taft Jr., Exec. V. P. U. A. Latham, Coml. Mgr. Syd Cornell, Coml. Prod. Mgr.	Richard Von Albrecht, Prog. Dir. George A. Wilson, Chief Engr.	..... AP, UP General Electric
WLW-T 1948	Ch. 4 66-72mc 19.5kw-aur.; 23.5kw-vis.	Crosley Bcstg. Corp. 2222 Chickasaw St. Dunbar 1380	NBC	James D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. John T. Murphy, Dir. of TV Oprs.	William J. McCluskey, Sales Mgr. Lin Mason, Prog. Dir. Calvin Bopp, Chief Engr.	..... UP, INS RCA
CLEVELAND						
WEWS 1947	Ch. 5 76-82mc 8.1kw-aur.; 16.3kw-vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	ABC CBS Branham	Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr.	J. Harrison Hartley, Sta. Dir. Donald E. Pierce, Prog. Dir. Joseph B. Epperson, Chief Engr.	..... UP
WNBK 1948	Ch. 4 66-72mc 20.26kw-aur.; 39.22kw-vis.	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC NBC Spot	Joseph H. McConnell, Pres. (NBC) John McCormick, Gen. Mgr. Harold Gallagher, Coml. Mgr.	Philip L. Worcester, Prog. Mgr. S. E. Leonard, Chief Engr.	Thesaurus AP, UP RCA
WXEL 1949	Ch. 9 186-192mc 13kw-aur.; 21kw-vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. at State Rd. Victory 3-8400	Katz	Herbert Mayer, Pres. & Gen. Mgr. Franklin Snyder, V. P. & Sta. Mgr.	Russell Speirs Prog. Dir. Thomas B. Friedman, Chief Engr.	.... General Electric
COLUMBUS						
WBNS-TV 1949	Ch. 10 192-198mc 14.0kw-aur.; 28.4kw-vis.	Dispatch Printing Co. 33 N. High St. Adams 9265	CBS Blair TV	Richard A. Borel, Dir. of TV Robert D. Thomas, Sales Dir.	Jerome R. Reeves, Prom. Dir. Edward H. Bronson, Sta. Dir. Lester H. Nafzger, Tech. Dir.	World, Flamingo Nationwide AP RCA
WLW-C 1949	Ch. 3 60-66mc 12.8kw-aur.; 15.2kw-vis.	Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	J. D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. Tom Gleba, Prog. Dir.	James Leonard, Sta. Mgr. George Henderson, Sales Mgr. Charles Sloan, Chief Engr.	..... UP, INS RCA
WTVN 1949	Ch. 6 82-88mc 14.2kw-aur.; 16.8kw-vis.	Picture Waves Inc. 3720 LeVeque Lincoln Tower Fletcher 1520	ABC DuMont Headley-Reed	Edward Lamb, Pres. & Chief Owner John Rossiter, Gen. Mgr.	Herb Stewart, Asst. Coml. Mgr. Colin Male, Prog. Dir. James Burke, Chief Engr.	..... AP RCA
DAYTON						
WHIO-TV 1949	Ch. 13 210-216mc 13kw-aur.; 24kw-vis.	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	ABC, CBS DuMont Katz	James M. Cox Jr., Pres. Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Mrs. Helen Drennen, Sales Prom. Dir. Ernest L. Adams, Chief Engr.	Associated Standard AP, UP RCA
WLW-D 1949	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101	NBC	James D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. Peter Lasker, Sta. Mgr.	A. Donovan Faust, Prog. Dir. Howard Lepple, Chief Engr.	..... UP, INS Crosley
TOLEDO						
WSPD-TV 1948	Ch. 13 210-216mc 14.4kw-aur.; 27.4kw-vis.	The Fort Industry Co. 136 Huron St. Adams 3175	CBS, DuMont NBC Katz	George B. Storer, Pres. J. Harold Ryan, V. P. & Treas. E. Y. Flanigan, Gen. Mgr. Glenn Jackson, Prog. Dir.	Richard Gourley, Prom. Mgr. William Stringfellow, Chief Engr.	..... INS RCA
OKLAHOMA						
OKLAHOMA CITY						
WKY-TV 1949	Ch. 4 66-72mc 6.2kw-aur.; 12.1kw-vis.	WKY Radiophone Co. Skirvin Tower 3-4306	ABC, CBS DuMont, NBC Katz	E. K. Gaylord, Pres. P. A. Sugg, Sta. Mgr. Hoyt Andres, Adm. Asst. R. E. Chapman, Coml. Mgr.	Paul Brawner, Prog. Dir. Gene Dodson, Prom. Mgr. H. J. Lovell, Chief Engr.	..... UP RCA
TULSA						
KOTV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.55kw-vis.	George E. Cameron Jr. 3025 Frankfort 2-9971	ABC, CBS, NBC, DuMont Young	George E. Cameron Jr., Chief Owner Maria Helen Alvarez, Pres. & Gen. Mgr. John Hill, V. P. & Coml. Mgr.	Ronald C. Oxford, Prog. Dir. George Jacobs, Chief Engr.	..... UP, INS RCA

WSYR-TV

Syracuse, New York

announces the appointment of

HEADLEY-REED TV

as its

National Representative

effective immediately

WSYR-TV begins telecasting February 15 on Channel 5

affiliated with National Broadcasting Company

HEADLEY-REED TV

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood

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PENNSYLVANIA						
ERIE						
WICU 1949	Ch. 12 204-210mc 1.5kw-aur.; 2kw-vis.	Dispatch Inc. 35th & State St. 2-4084	ABC, CBS DuMont, NBC Headley-Reed	Edward Lamb, Pres. Paul Albracht, Treas. Roger S. Underhill, Gen. & Coml. Mgr.	Gomer Lesch, Prod. Mgr. Charles Fuller, Adv. Mgr. Don Lick, Prog. Dir. Michael Csop, Chief Engr.	..... UP DuMont
JOHNSTOWN						
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw-aur.; 6.5kw-vis.	WJAC Inc. 329 Main St. 4-1267	ABC CBS DuMont NBC Headley-Reed	W. W. Krebs, Pres. A. D. Schrott, Gen. Mgr.	Frank Cummins, Prog. Dir. N. L. Straub, Chief Engr.	..... UP RCA
LANCASTER						
WGAL-TV 1949	Ch. 4 66-72mc .5kw-aur.; 1kw-vis.	WGAL Inc. 8 West Wing St. 5251	ABC, CBS, NBC Meeker	Clair R. McCollough, Pres. Harold E. Miller, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Paul Rodenhausen, Prog. Dir. J. E. Mathiot, Tech. Dir.	..... UP .....
PHILADELPHIA						
WCAU-TV 1948	Ch. 10 192-198mc 14.076kw-aur.; 25kw-vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS CBS Radio Sales	Donald W. Thornburgh, Pres. & Gen. Mgr. Joseph L. Tinney, V. P. & Asst. Gen. Mgr. Charles Vanda, TV Dir.	Robert N. Pryor, Pub. Dir. Alex. Rosenman, V. P. Chg. Sales John McClay, Prog. Dir. David Kaigler, Prod. Dir. John G. Leitch, V. P. & Dir. of Engrg.	Lang-Worth AP, UP RCA
WFIL-TV 1947	Ch. 6 82-88mc 13.5kw-aur.; 27kw-vis.	Triangle Pub. Inc. Widener Bldg. Rittenhouse 6-6900	ABC, DuMont Katz	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Kenneth W. Stowman, TV Sales Mgr.	Henry Rhea, Asst. Chief Engr. Chg. of TV Donald S. Kellett, Adm. Asst. to Gen. Mgr. Louis E. Littlejohn, Chief Engr.	..... AP RCA
WPTZ 1941	Ch. 3 60-66mc 8.1kw-aur.; 16.2kw-vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, V. P. & Gen. Mgr. Rolland V. Tooke, Asst. Gen. Mgr.	Alexander W. Dannenbaum Jr., Coml. Mgr. Raymond J. Bowley, Chief Engr.	..... INS RCA
PITTSBURGH						
WDTV 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs. Inc. Clark Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, Pres. Donald A. Stewart, Gen. & Coml. Mgr. Larry Isreal, Dir. of Sales	Leslie Arries Jr., Prog. Dir. Harry Munson, Asst. Prog. Dir. Raymond Rodgers, Chief Engr.	.... DuMont
RHODE ISLAND						
PROVIDENCE						
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	Weed	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	James M. Orchard Prog. Dir. Thomas C. J. Prior, Chief Engr.	..... UP RCA

DuMont owned and operated

ABC-CBS-NBC-Affiliated

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SPECIAL because WFIL-TV offers top coverage in the world's second largest television market —nearly 4,207,000 people in 17 buying counties.

SPECIAL because the Philadelphia market's 266 receivers per thousand families represent the highest concentration of television sets in the Nation.

SPECIAL because WFIL-TV's primary coverage area includes cities like Allentown, Bethlehem, Reading, Wilmington and Trenton, in addition to the Philadelphia-Camden heart of the Nation's Third Market.

And SPECIAL—especially—because *results* show that dollar returned for dollar spent, WFIL-TV is your best buy in Philadelphia television.

Consider all these things. You'll see. You'll agree. WFIL-TV delivers the picture for yourself.

WFIL-TV

ABC and DuMont Features • Represented by THE KATZ AGENCY

The Philadelphia Inquirer Station

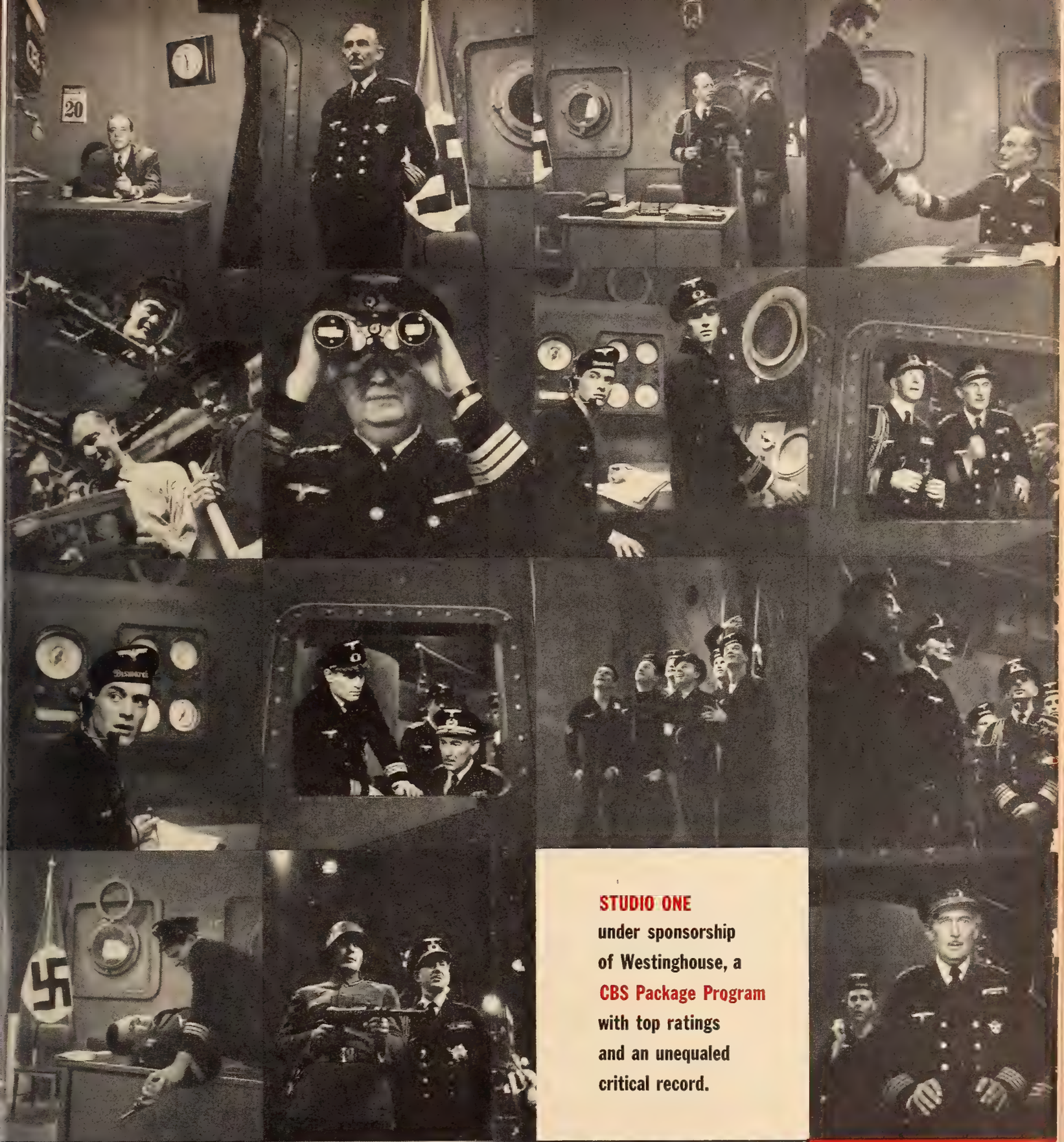
DIRECTORY OF TV STATIONS OF THE UNITED STATES

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TENNESSEE						
MEMPHIS						
WMCT 1948	Ch. 4 66-72mc 7.12kw-aur.; 13.6kw-vis.	Memphis Pub. Co. P. O. Box 311 8-7464	ABC, CBS DuMont NBC Branham	Enoch Brown, Pres. H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr.	Wilson Mount, Prog. Dir. W. E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr.	..... UP, INS RCA
NASHVILLE						
WSM-TV (CP)	Ch. 4 66-72mc 7.2kw-aur.; 14.4kw-vis.	WSM Inc. 301 7th Ave. North 6-7181				
TEXAS						
DALLAS						
KBTV 1949	Ch. 8 180-186mc 13.5kw-aur.; 27kw-vis.	Potter Television Co. M & W Tower Bldg. Riverside 3316	DuMont Paramount Young	Tom Potter, Owner Jack I. Potter, Pres. J. Curtis Sanford, V. P. & Gen. Mgr.	Del Ramey, Coml. Mgr. Larry DuPont, Prog. Mgr. Morris Barton, Chief Engr.	Telenews World United Film Equity UP DuMont
KRLD-TV 1949	Ch. 4 66-72mc 8kw-aur.; 15.8kw-vis.	KRLD Radio Corp. Herald Sq. Central 6811	CBS Branham	J. W. Runyon, Pres. C. W. Rembert, Gen. Mgr. W. A. Roberts, Coml. Mgr.	Roy George, Prog Dir. J. W. Crocker, Asst. Mgr. R. M. Flynn, Chief Engr.	..... UP General Electric
FORT WORTH						
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.	Carter Publications 3900 Barnett St. Lockwood 1981 (Fort Worth) Tremont 7-9757 (Dallas)	ABC, NBC Lone Star Free & Peters	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr.	Bob Gould, Prog. Dir. Tommy Thompson, Prod. Mgr. Jack Rogers, Publ. & Prom. Mgr. R. C. Stinson, Dir. of Engrg.	..... AP RCA
HOUSTON						
KLEE-TV 1949	Ch. 2 54-60mc 8.5kw-aur.; 16kw-vis.	W. Albert Lee Milby Hotel Preston 1161				
SAN ANTONIO						
KEYL 1950	Ch. 5 76-82mc 9kw-aur.; 17.9kw-vis.	San Antonio TV Co. Atop Transit Tower Bldg. Garfield 8153	DuMont Paramount Young	H. H. Coffield W. L. Pickens R. L. Wheelock } Owners	W. B. Miller, Gen. Mgr. Sherrill Edwards, Coml. Mgr. Mort Denk, Prog. Mgr.	.... DuMont
WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.	Southland Industries Inc. P. O. Box 2641 Garfield 4221	ABC, CBS NBC Petry	G. A. C. Halff, Chmn. of Bd. Hugh A. L. Halff, Gen. Mgr. Jack Keasler, Coml. Mgr.	J. R. Duncan, Dir. TV Prog. Dallas Wyant, Prom. Mgr. Charles L. Jeffers, Chief Engr.	..... AP, UP, INS RCA

(Continued on Telecasting 31)





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critical record.



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CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

PM
5:00 :15 :30 :45 6:00 :15 :30 :45 7:00 :15 :30 :45 8:00 :15 :30 :45

| | | |

PM

evue M)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
	General Electric Fred Waring Show		Local	*One Week In Review*	
	They Stand Accused L (E-M)		*Bowling Headliners* L (E-M)		
Theatre	Philco Television Playhouse L (E-M)		*Garroway at Large* L (E-M)		
Tea outs	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		11-11:15 Local
op gan Show M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
bber Co. irestone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	
			Tomorrow's Champions (to midnite)		
	Stage Door L (E)	Auto-Lite Suspense	Co-op Wrestling		11-11:10 *Blues by Bargy*
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
	Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L		*You Are An Artist* L
	That Wonderful Guy L (E-M)	Co-op, Wrestling L (E-M)			
	Abe Burrows Almanac	Boxing	P. Ballantine & Son International Boxing Club Bouts		*Local*
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)			
Bros. Clock	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L		
	Wendy Barrie Show L (E-M)	*Author Meets Critics* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
rolet USA	*Escape*	H. H. Ayer Ilka Chase	*The Show Goes On*		*Army Training Program* 10:45-11:45
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
s Family	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L		
uggles' E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	*Majority Rules* L (E-M)	*Roller Derby*		
eynolds inst Crime	Ford TV Theatre Actors Studio		Household Finance People's Platform	*Capitol Cloak Room*	*Local*
o Hollywood eadline Clues (E)	Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)		
ulf e People L	Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates with Life Begins at 80) L	Gillette Fights L	Chesebrough Greatest Fights (F)	
	Roller Derby L (E-M) (To conclusion)				
	R. J. Reynolds Ed Wynn	Local	*Film Theatre Of The Air*		
o-op e Picture E-M)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
	Mary Kay & Johnny L	*Around the Town* L	*Meet the Press* L		

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Margaret Johnson—songs
2:00-4:00 Shoppers Matinee

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 6, 1950
Copyright 1950



THE BOSTON TELEPULSE

will be published on February 25, 1950, and monthly thereafter. Each report will cover a full week's television viewing from 12 Noon to 12 Midnight. Each daily ¼ hour rating will be based on 150 television homes (Monday-Friday ratings on 750 Homes).

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DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

(Continued from Telecasting 26)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
UTAH						
SALT LAKE CITY						
KDYL-TV 1948	Ch. 4 66-72mc 2.0kw-aur.; 3.7kw-vis.	Intermountain Bcstg. & TV Corp. 143 S. Main 5-2991	NBC Blair TV	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr. Dan Rainger, Prog. Dir.	Del Leeson, Prom. Mgr. John M. Baldwin, Dir of TV Allen Gunderson, Chief Engr.	
KSL-TV 1949	Ch. 5 76-82mc 9.6kw-aur.; 18.4kw-vis.	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	ABC, CBS DuMont Radio Sales	J. Reuben Clark Jr., Pres. Ivor Sharp, Exec. V. P. C. Richard Evans, Gen. Mgr. Frank McLatchy, Sales Mgr.	D. Lennox Murdoch, Dir. TV Oprs. Vincent E. Clayton, Chief Engr.	..... UP General Electric
VIRGINIA						
NORFOLK						
WTAR-TV (CP)	Ch. 4 66-72mc 12.25kw-aur.; 24.5kw-vis.	WTAR Radio Corp. Nat'l. Bank of Commerce Bldg. 56711		Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr.	Pierre Hathaway, Prog. Dir. John Peffer, Chief Engr.	.... RCA
RICHMOND						
WTVR 1948	Ch. 6 82-88mc 6.3kw-aur.; 12.16kw-vis.	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair TV	Wilbur M. Havens, Pres. & Gen. Mgr. Walter A. Bowry Jr., Coml. & Prom. Mgr.	Conrad Rianhard, Prog. Dir. James H. Kyle, Chief Engr.	..... TP .....
WASHINGTON						
SEATTLE						
KING-TV 1948	Ch. 5 76-82mc 9.79kw-aur.; 18.95kw-vis.	KING Bcstg. Co. Smith Tower Mutual 1090	ABC, CBS DuMont NBC Blair TV	(Mrs.) A. Scott Bullitt, Chief Owner Henry B. Owen, Pres. Hugh Feltis, Gen. Mgr.	Bob Priebe, Oprs. Mgr. Al Hunter, Coml. Mgr. Lee Schulman, Prog. Dir. George Freeman, Chief Engr.	..... UP RCA
WEST VIRGINIA						
HUNTINGTON						
WSAZ-TV 1949	Ch. 5 76-82mc 8.6kw-aur.; 12kw-vis.	WSAZ Inc. W. Va. Bldg. 39441	ABC, CBS, DuMont, NBC Katz	J. H. Long, Pres. Marshall Rosene, Gen. Mgr. L. H. Rogers, Sta. & Coml. Mgr.	James H. Ferguson, Prog. Dir. Leroy Kilpatrick, Chief Engr.	..... AP RCA
WISCONSIN						
MILWAUKEE						
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	ABC, CBS, NBC DuMont Harrington, Righter & Parsons	Walter J. Damm, V. P. & Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Sta. Mgr.	Bruce Wallace, Asst. Mgr. James Robertson, Prog. Mgr. Philip B. Laesar, Chief Engr.	..... AP RCA



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READ

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Telestatus

O.S.U. Reports on Viewing Intensity

(Report 97)

VIEWING of television tends to be a "complete attention" activity, according to results just released of a study of household activities of men and women during evening hours conducted at the Dept. of Speech, Ohio State U.

The study was made under the supervision of Buren C. Robbins, graduate student in radio programming. It was based on 6,842 attempted telephone calls to Columbus homes between 5:30 and 10 p.m. last Oct. 31-Nov. 4.

Prof. Harrison B. Summers, of the Dept. of Speech, commented that the study appears to indicate that if television is to be used as widely as radio during evening hours, some major adjustments in listeners' work schedules may be necessary.

In surveying Columbus evening activities, the group of radio programming students completed 70% of calls, obtaining data from 1,670 men and 2,971 women. These basic findings were cited:

1—Television viewing tends to be a "complete attention" activity; 85% of the men and 75% of the women television viewers were "doing nothing else" but watching television at the time of the telephone call.

2—Radio, on the other hand, is largely a divided-attention activity; of men and women who were listening to radio programs, only about 30% were "just listening to the radio" at the time the telephone rang, while the remaining 70% were eating meals, reading, dressing, or doing housework of various kinds.

3—Assuming that television continues to be a "complete attention" activity, the amount of time which may be devoted to television viewing per evening will be considerably less than that now given to radio listening, since the "complete leisure" time of men and women interviewed amounts to only one-fifth of the total time between 5:30 and 10 p.m., and other leisure activities, such as talking or visiting with others, playing cards or reading, account for only another 35% of evening time. Approximately 45% of all evening time is spent in various non-leisure activities most of which could not be carried on by television viewers.

A survey of daytime household activities, conducted last spring under Prof. Summers' direction, showed radio sets were in use in 31.6% of Columbus homes [BROADCASTING, June 6, 1949].

In the evening study, it is pointed out, data was obtained by telephone and represents only telephone families. Furthermore, information was obtained only on weekday evenings and omits talking on the telephone as an activity.

The use of television and radio by men and women in various non-listening activity groups is shown in the following table (figures in first column show minutes per evening devoted to non-listening activity indicated; those in other columns give percentages of men or women in activity group who were using television or radio):

	Min. Per Eve.	Saw TV	Heard Radio
Men—who were			
"Just resting"	57	24.6%	64.4%
Reading books, newspapers	66	0.5	40.8
In other leisure activities	36	2.4	29.9
Eating meals, etc.	29	1.8	32.7
Working in kitchen	22	1.2	40.8
Doing other work	60	0.3	26.6
Women—who were			
"Just resting"	53	23.9	64.4
Reading books, newspapers	54	0.8	38.6
In other leisure activities	35	3.6	27.4
Eating meals, etc.	24	3.1	33.9
Working in kitchen	33	2.1	37.0
Doing other work	71	1.3	40.6

New Rate Card For ABC-TV

ABC announced its television rate card No. 3 Jan. 27 with these major changes: Class C time reduced to 50% of Class A rate instead of 60% as heretofore for period from 10:30-11 p.m. Local time seven days a week made Class A instead of Class B in the hour from noon to 1 p.m. Local time Saturdays and Sundays dropped from Class A to Class C; total rate for 52 ABC-TV stations for 30 minutes of Class A time on 52-week basis set at $11,003 compared with former rate of $6,285 for 35 stations. Rates became effective Jan. 15.

Weekly Television Summary

Based on Feb. 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Ft. Worth Dallas,	See Ft. Worth-Dallas listing.	6,344	
Davenport	WOC-TV		Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	13,508	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	KEYL, WOAI-TV	8,211	Distributors
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	101,100
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,056,234

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

'Depth of Penetration' Surveyed by WTMJ-TV

LANCASTER, Pa., a single station market, led all other cities in a "Depth of Penetration" survey released by WTMJ-TV Milwaukee.

Other single station markets in the top 10 include Milwaukee, sixth; Schenectady, eighth, and Buffalo, tenth.

The "Depth of Penetration" is defined by the station as the number of television sets per 1,000 families and is based on Jan. 1 set figures. The complete list as compiled by WTMJ-TV follows:

Area	No. Receivers per 1,000 Families	Position	Position Dec. 1, 1949
Lancaster	297	1	3
Philadelphia	295	2	1
New York	282	3	2
Los Angeles	244	4	4
Chicago	234	5	5
Milwaukee	220	6	6
Boston	211	7	7
Schenectady	202	8	8*
Cleveland	197	9	8*
Buffalo	192	10	9*
Minneapolis-St. Paul	186	11	11
San Diego	178	12	13
Cincinnati	174	13	15
Detroit	173	14	9*
Baltimore	170	15	10
St. Louis	164	16	12*
Richmond	161	17	12*
Columbus	151	18	17*
Toledo	137	19	17*
Erie	134	20	14
Wilmington	132	21*	19
Washington	132	21*	16
Miami	131	22	18
Syracuse	124	23	22
New Haven	119	24	20
Oklahoma City	116	25	21
Louisville	110	26	23
Dayton	108	27	27
Salt Lake City	107	28	25
Rochester	102	29	28
Albuquerque	99	30	31
Atlanta	96	31	24
Omaha	94	32	26
Kansas City	91	33	29*
Pittsburgh	86	34	29*
Tulsa	84	35	36*
Memphis	80	36	30
Indianapolis	64	37*	35
Seattle	64	37*	34
New Orleans	64	37*	38*
Jacksonville	64	37*	39
Fort Worth-Dallas	63	38	37
Phoenix	61	39	32
Charlotte	60	40*	33
Houston	60	40*	38*
Birmingham	53	41	41
Grand Rapids	52	42	36*
Greensboro	50	43	40
Johnstown	46	44	42
Utica	44	45	43
Davenport	41	46*	44
San Francisco	41	46*	45
Huntington	32	47	47
Binghamton	30	48	48
Providence	27	49	46
San Antonio	19	50*	50
Bloomington	19	50*	49
Norfolk	6	51	51

* Tie

* * *

Pittsburgh Video Set Owners Surveyed

TELEVISION set ownership has almost doubled in the Pittsburgh area in the last three months, according to Guide-Post Research, which has just surveyed 1,523 families within a 20-mile radius of the city.

The survey, conducted in the first two weeks of January, found

(Continued on Telecasting 38)

How to Increase Your Audience

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With Film

IN city after city, Hooper and Pulse ratings record phenomenal audiences for film programs.

The films that are building up these phenomenal audiences are mostly Westerns and Mysteries.

If you want to tap this tremendous audience potential *you should get in touch at once with Associated Artists Productions, Ltd.*

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The films distributed by Associated Artists Productions, Ltd., are tailored for salability. They are properly timed for program spotting. They will mean more revenue for you.

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TV-PAYOFF

Client says:

"it sells... we're sold"

James Rotto, Sales and Publicity Director, THE HECHT CO.

VARIETY says:

(January 11, 1950)

SHOP BY TELEVISION
With Ruth Crane, Jackson Weaver
30 Mins.; Tues., 7:30 p.m.
HECHT CO.
WMAL-ABC, Washington

This is a "first" for this town, and possibly for the country, in TV retail merchandising. Now beginning its third month, the program has so pleased its sponsor, the Hecht Co., large department store here, that, after five weeks, it was expanded from its original 15 minutes to a full half-hour.

Unusual gimmick of the show, offered as a "shopping service," rather than entertainment, is that merchandise displayed on the program is actually bought during and immediately after the telecast. A trio of eye-filling models appears on the set taking phone orders and opening charge accounts, and the ringing of the telephone bells is audible to the TV audience, thus adding authenticity as well as undoubtedly serving to lure other shoppers.

Format of the program is fairly conventional, with Ruth Crane, director of Women's Activities for WMAL-TV, conducting the show, while her announcer, Jackson Weaver, doubles as funnyman and stooge. The articles displayed are plugged by Miss Crane, with an occasional wisecrack from Weaver, and usually has the added interest of live models to display the wares of the evening. At sponsor's insistence—they have sole say in selection of merchandise offered for sale on the program—the accent is on low cost items. This tends to slow the program at times and keep it from the glamor of certain high-priced articles, like women's fashions. On the other hand, there is no question that, because of it, sales are consistently lively and the weekly take more than warrants cost of the show.

Miss Crane, an accomplished emcee and thoroughly hep to the femme angle in radio and merchandising, keeps things rolling even under the handicap of lack of variety, as in last Tuesday's (3) program, when a succession of face creams grew monotonous. She televises extremely well, and should impart her secret of successful video makeup to others in the field. Weaver's bids for laughs are not always successful, but there's no question that his role on the show can be developed into successful backgrounding. The pair work well as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the station, is a slick one and a natural for video. The prospect of cramming the channels with too many of them would be a frightening one, but, in moderate doses, it's something different and quite viewable.

Lowe.

Represented by ABC Spot Sales

The Evening Star Station
WMAL-TV
WASHINGTON, D. C.

Hint Pays Off

CONVINCED of TVs selling power is Ed Bowman, general manager of Enoch Chevrolet Co., South Gate, Calif. Participating sponsor in the Friday night telecasts of wrestling matches from Ocean Park Arena on KECA-TV Los Angeles, he was interviewed recently between matches and dropped a hint that potential auto buyers could save the Los Angeles city tax by purchasing their new cars in his community. In ensuing 48 hours over 5,000 persons jammed Enoch Chevrolet showrooms. Ten bought the cars he had in stock. Gratified salesmen also got 49 orders for future delivery of cars.

WJAX-TV PLANS

FCC Proposes Time Extension

RECOMMENDATION that the City of Jacksonville, Fla., be allowed additional time to complete construction of WJAX-TV was made by FCC Hearing Examiner Jack P. Blume in an initial decision issued last Thursday. WJAX-TV would be operating within six months of final extension approval, it was found.

Examiner Blume, who presided over FCC's hearing to determine whether Jacksonville had been diligent in prosecution of its permit, said the record showed:

"The delays . . . are not attributable to any preconceived plan on the part of the applicant to 'stall' with the object of reserving a channel to some indefinite future date when it would be considered prudent to construct." Rather, he concluded, "the delays are traceable to honest mistakes in judgment and an overly cautious, but understandable, approach on the part of the city officials of Jacksonville to its fiscal affairs, and in particular, towards the spending of public monies before adequate financial arrangements have been completed."

Permit for WJAX-TV was issued by the Commission in August 1948 with requirement that the station be on the air in April 1949. The extension request filed in March last year was the subject of FCC's hearing. Examiner Blume found that Jacksonville obtained permission from the state legislature to issue $300,000 worth of revenue certificates to finance the TV station and these certificates were to be repaid from earnings of the city's WJAX, AM outlet.

However, city officials considered this amount insufficient to also meet initial operating losses and sought to amend the plan, the initial decision said. Later it was discovered the statute approving issuance of the certificate made no provision to include operating expenses. Funds for the latter are now available.

The decision further noted that construction of WJAX-TV already is underway, that a manager has been selected and other plans made.

Spot Advertisers

(Continued from Telecasting 8)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Atlas Canning Co.	Pet Foods	. . . . . 1 1 1 . .	Adair & Director
Aunt Ellen's Pi-Do	Pie Crust Mix	. . . . . 4 4 4 6 7	McMains
Austin, Nichols Co.	Moquin Wine	1 1 1 1 1 1 1 1 1 1 1 1	Alfred Lilly
Automatic Firing Corp.	Burners	. . . . . 1	Olian
Avco Mfg. Co. (Crosley Div.)	Appliances	. . 1 2 2 . . 1 4 2 2 1 3 . .	Benton & Bowles
B-B Pen Co.	Ball Point Pen	. . . . 2 6 6	Foote, Cone & Belding
B. V. D. Corp.	Clothing	8 11 11 11 10 10 10 11 6 5 5 2	Doyle Dane Bernbach
Babbitt, B. T., Co.	Cleanser	. . 1 1 1 1 1	Duane-Jones
Baldwin Piano Co.	Pianos	1 1 1 1 1 1	Ruthrauff & Ryan
Ballentine, P. & Sons	Beer	. . . . . 5 5 4 4 4 4 3 . . .	J. Walter Thompson
Ballard & Ballard Co.	Biscuits	. . . . . 1 1 . . . . 1 1 1 1	Henri, Hurst & McDonald
Bank of America	Banking Service	2 2 1 . . . . . 2 3 3 3 3 2	Charles Stuart
Banquet Canning Co.	Chicken	. . . . . 1 1 1 . . .	Gardner Co.
Barbey's Inc.	Beer	1 1 1 1 1 1 1 1 1 1 1 . . .	Gray & Rogers
Barcalo Mfg. Co.	Chairs	. . . . . 1 1 1 1 1 1 1 1	BBDO
Barlow-Seelig	Ironer	1	Geer-Murray
Bates Shoes Co.	Shoes	. . . . . 1 1 . .	James Thomas Chirurg
Bavarian Brewing Co.	Beer	1 1 1 1 3 3 3 2 2 2 3 . .	Ralph Jones
Bear Brand Hose Co.	Hosiery	. . . . . 5 1	Tatham-Laird
Beatrice Foods Co.	Dairy Prod.	. . . . . 1 1	Foote, Cone & Belding
Beattie Jet Lighter Co.	Lighters	. . . . . 1	John A. Cairns
Beaumont Co.	Cold Tablets	. . . . . 1 2	Harry B. Cohen
Beck Arthur Co.	Housewares	. . . . . 1 1 1 1 1 1	Kaufman
Beck, A. S. Shoe Co.	Shoes	3 2 2 4 5 5 2 2 1 1 1 . .	Dorland Agency
Beechnut Packing Co.	Gum, Foods	1	Newell-Emmett
Beck Magnus Brewing Co.	Beer	1 1 1 1 1 1 1 1 1 1 1 1	Moss Chase
Beltone Co.	Hearing Aids	. . . . 2 1 1	Ruthrauff & Ryan
Bendix Corp.	Appliances	1 1	MacManus, John & Adams
Bendisen, E. H. Co.	Oysters	. . . . . 1 3	Botsford, Constantine & Gardner
Benrus Watch Co.	Watches	6 9 11 15 20 19 21 18 30 38 42 45	J. D. Tarcher
Benson & Hedges	Parliaments	 1	Kudner
Berke Bros. Dist.	Wine	. . . . . 2 3 3 1	Reingold
Berghoff Brewing Co.	Beer	. . . . 1 1 1 1 1 1	Fletcher D. Richards
Berkeley Industries	Toilet Articles	. . . . . 1	A. W. Lewin
Berkshire Fine Spinning Assn.	Curtains	. . . . . 3 . . .	Jackson
Best Foods Inc.	Hellman's Mayonnaise	. . . 2 2 2 . . . . 1 1 3 1	Benton & Bowles
Bestmaid Meats	Meat Products	1 1 1 1	Chapman
Beverwyck Breweries	Beer & Ale	. . . . . 2 2 1	McCann Erickson
Bishop & Co. Inc.	Powerhouse Candy Bars	. . . . . 1 1 1 1 1 1 1	Franklin Bruck
Blatz Brewing Co.	Beer	. . . . . 1 5 7 12 9 8 4 2	Kaster, Farrell, Chesley & Clifford
Blue Dew	Blueing	. . . . 1 1	Bowman & Block
Blue Suds	Washing Compound	1	Clements
Bohemian Dist. Co.	Beer	. . . . . 1 1 2	Brisacher-Wheeler
Bond Stores, Inc.	Clothes	. . . . . 1 6 7	Neff-Rogow
Bonne Bell, Inc.	Cosmetics	. . . . . 1 1	Forest Webster
Bonton Wallpaper Co.	Wallpaper	. . . . . 1 1	Ralph A. Hart
Borden Co.	Dairy Products	3 4 9 10 12 13 24 26 30 37 44 42	Young & Rubicam
	Instant Coffee	 4	Kenyon & Eckhardt
Boston & Maine RR	Transp.	1 1 1 1 1	Harold Cabot
Boston Distillers	Wine	. . . . . 1 . .	Reingold
Botany Mills	Ties	7 7 7 6 3 1 1 1 1 1 1 . .	Silberstein-Goldsmith
Bowers Battery & Spark Plugs Co.	Batteries & Spark Plugs	. . . . . 1 1 1	Beaumont, Heller & Sperling
Bowman Gum Co.	Chewing Gum	. . . . . 2 2 3 3 3 1 2 4 4	Franklin Bruck
Bradley, Milton, Co.	Games	 1	H. B. Humphrey
Breakfast Club Coffee	Coffee	. . 1	Brisacher-Van Norden & Staff
Bredenberg Dist. Co.	Ale	1 1 1 1 1 1 1 1 1 1 1 1	Ellis
Brentwood Sportswear	Sportswear	2 1	J. R. Kupsick
Brewing Corp. of America	Ale	1 1 1 1 1 1 1 1 1 1 1 1	Leo Burnett

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Breyer Ice Cream Co.	Ice Cream	7 8 8 9 8 9 9 10 11 10 11 11	McKee & Albright
Briggs, L. S.	Meat	1 1	Courtland D. Ferguson
Bristol Meyers Co.	All Prod.	1 1 2 2 2 2 1 1 1 . . 1 . .	Doherty, Clifford & Shenfield
Brock Candy Co.	Candy	3 3 4 3 2 2 2 2 2 2 2 2	Liller, Neal & Battle
Bromely Sales Inc.	Curtains	. . . . . 2 2 . .	John Cairns
Brooke, Co.	Scarfanet	. . . . . 3 . .	Smith, Bull & McCreery
Brown, L. & P. Co.	Aprons	1 1	Direct
Brown & Williamson	Kool Cigarettes	2 2 3 2 3 2 23 27 31 35 35 39	Ted Bates
Brown Shoe Co.	Shoes	. . . . . 1	Leo Burnett
Bruner-Ritter, Inc.	Bracelets	1 1	B. D. Iola Co.
Brunswick-Balke-Collender	Bowling Supplies	. . . . . 1 . . .	Al Paul Lefton
Bruce, E. L., Co.	Cleanser	. . . 1 1 1 1 1 1 1 . . 2 1	Christiansen
Buckeye Brewing Co.	Beer	. . . . . 1 1 . . 1 1	Livingston, Porter & Hicks
Burger Brewing Co.	Beer	. . . . . 2 2 2 2 2 . . 4 2	Midland
Burger, C. F. Creamery	Dairy Prod.	 2	Casler, Hempstead & Hanford
Bucknell, Jay	Sports Shirts	1 1 1 1 1 1	Norman D. Waters
Bulova Watch Co.	Watches	35 39 39 40 43 46 48 50 44 50 53 60	Biow Co.

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Butterick Co.	Patterns	. . . . . 1 1	Direct
Buring Nat'l Packing Co.	Sausage	. . . 1 1 1 1 1 1 1 . . 1 1	Rosengarten & Steinke
Cal-Dak Co.	Picnick Trays	. . . . . 1	Jordan
C & G Tool Co.	TV Antennas	. . . . . 4	Levy
California Packing	Del Monte Foods	 2	McCann-Erickson
California Fruit Growers Exchange	Sunkist Fruit	. . . . . 1 . . 2 1	Foote, Cone & Belding
Cameo Curtains, Inc.	Curtains	. . . . 12 13 7 . . . 15	W. L. Sloan
Calif. Prune & Apricot Growers Assn.	Sunsweet Prunes	. . . . . 1 1 2	Long Adv.
Calo Dog Food Co., Inc.	Dog Food	. . . . . 1 1 2	Frank Wright
Canada Dry Ginger Ale Co.	Soft Drinks	4 1 . . . . . 1 1 1 1 1 1	J. M. Mathes
Canadian Ace Brewing Co.	Beer	1 2 2 2 2 2 2 3 3 2 2 3	Louis Weitzman
Canadian G-E & Toronto Adv. & Sales Club	....	. . . 1	McLaren
Canine Food & Products Co.	Dog Food	1 1 1	Direct
Cannon Mills	Hosiery	. . . . . 1 1 1 1 . . .	Young & Rubicam
Cappano Co.	Vermouth	. . . . 1 1 1 1	Carlo Vinti

(Continued on Telecasting 36)

FILM PRODUCERS

3% Sales Tax Poses Problems

TELEVISION film producers in Hollywood are facing a complex problem in working out the 3% sales tax recently imposed on their products by the California State Board of Equalization.

Objecting to application of the tax, it is expected that wholesale protest will be made. Film producers and distributors want the Board of Equalization to clarify the many ramifications involved and "work out a fair solution."

Spot announcements and any other length commercial film shot before last June 30 is being assessed 2½% of advertisers purchase price. The 3% tax is on footage filmed and sold to or made for sponsors since that date.

It was pointed out that there are thousands of completed product on the shelves which have changed hands several times and also that many of the original producers are out of business. Under the Board of Equalization setup, back tax is involved. In many instances present owners of these commercials will have to collect back tax from advertisers who used the film on TV or pay out of pocket.

Producers declare that although legally liable, many advertisers and their agencies who bought film refuse to pay because they weren't billed assessment at time of sale. It was further pointed out that many advertising agencies up to now hadn't heard about the new application of the state sales tax and will have to collect back from their clients, thus adding further confusion.

NBC-TV Signs WTTV

WTTV (TV) Bloomington, Ind., was announced last week by NBC-TV as the network's 59th television affiliate. The station also is an affiliate of ABC-TV, CBS-TV and DuMont Television Network.



HOO... PARADED FIRST IN CINCINNATI?

HOO... PER-RATED FIRST IN CINCINNATI!

Either Way You Read It it's WKRC

Hooper Share Of Audience—Nov.—Dec.—1950
Evening, Sun. Thru Sat. 6. P.M.—10:30 P.M.

SIU	Sta. A	Sta. B	WKRC CBS	Sta. C	Sta. D	Sta. E	Sta. F	FM-TV and Others
37.4	9.2	8.0	25.1	22.6	Day Only	9.9	Day Only	25.1

JUST TAKE A GANDER!



Like those wise old owls, Time Buyers have no trouble at all picking the **first** station in Cincinnati.

There are the **facts** for all to see! No ifs, ands or buts, **one station** is out in front, leading the parade in Cincinnati . . . . **WKRC!**

And about that 25.1% TV share of the audience (FM and others), don't forget those top CBS TV shows are on **WKRC-TV!**

★ ★ ★

WKRC **WKRC-TV**

both CBS in Cincinnati

Nationally Represented by the KATZ AGENCY

Radio Cincinnati, Inc. WKRC(AM)...WKRC(TV)...WCTS(Transit Radio)

Affiliated With Cincinnati Times-Star

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Clair R. McCollough, Gen. Mgr.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS

WSB COLORCAST
To Air Hospital Assembly

WSB-TV Atlanta, Ga., is to telecast in CBS color today (Feb. 6) the opening ceremonies of the Atlanta Graduate Medical Assembly from Grady Hospital. Transmission will be on WSB-TV's regular Channel 8 (180-186 mc) and is claimed to be the first colorcast south of Washington using standard monochrome equipment.

The *Atlanta Journal* outlet on Tuesday evening will present a special closed circuit color program to an invited group of some 600 prominent Georgians at Atlanta's Municipal Auditorium, produced by Brad Crandall and featuring WSB-TV talent. Color equipment being employed is that developed by CBS and owned by Smith, Kline & French Labs.

During the Feb. 6-8 medical assembly of practitioners from throughout the South, CBS and SKF will pick up operations at Grady Hospital and relay them by polyethelyne cable to the color receivers in Municipal Auditorium as it has done before similar groups in other cities.

WSB-TV on Jan. 18 was luncheon host to local television distributors to acquaint them with details of the color demonstrations and to supply informational data for distribution to dealers and consumers. The *Journal's* Sunday magazine supplement on Jan. 22 featured a color spread and story on color TV and some 13,000 extra copies were mailed to the medical profession in the South.

'FREEZE' LIFT
Smith Urges FCC to Act

THE FCC was urged last week to remove the "freeze" on TV applications in a Philadelphia speech by David B. Smith, vice president of Philco Corp. Mr. Smith addressed a joint meeting of the Franklin Institute and the Institute of Radio Engineers last Wednesday.

Mr. Smith said: "One of the things which is seriously troubling the television industry is how to open up the aerial highways so that these remaining 20 million citizens (not now covered by TV) will not be deprived of TV programs. . . . About 20% of those now having television service get their programs from a single station, whereas they could, if it were not for the 'freeze,' have more than one service."

In reference to color television, Mr. Smith said Philco is convinced that "the same channels now being used for black-and-white television can eventually be used for color television" and that existing receivers will be able to pick-up color in black-and-white without modification. To this end, he said, new color receivers designed to work on the compatible system are still in the industry's laboratories and will not be ready for public use "for some time."

Spot Advertisers
(Continued from Telecasting 35)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Carbona Products Co.	Shoe Polish	.. .. 1	Ralph Harris
Cargill, Inc.	Feeds	.. .. 1 1 1 1 1 1 1 2	Bruce B. Brewer
Carnation Co.	Evap. Milk	.. .. 2 3 3 3 2	Erwin, Wasey
Carpenter-Morton Co.	Paints	.. .. .. 2 3 3 3 .. 3 3 2 ..	John C. Dowd
Carr Cons. Biscuit Co.	Crackers	.. 1 1 1	Lynn-Fieldhouse
Carter Products, Inc.	Arrid Deodorant	.. .. 3 5 5 5 4 3	SSC&B
Case Pork Roll Co.	Pork Products	.. .. 2 1 1 1	Abner J. Gelula
Case, W. A. & Son	Refrigerators	.. 1	Direct
Ce-Lect Baking Co.	Bread	.. .. 1 1	J. H. Kom & Co.
Celanese Corp.	Women's Suits	.. .. .. 23 21 2	Ellington & Co.
Celomat Corp.	Lenses	4 4 1 1	Tracy, Kent
Chemicals, Inc.	Cleanser	.. .. 2	Garfield & Guild
Chesebrough Mfg. Co.	Vaseline	.. .. 1 1	Cayton
Chappell C. E., Co.	Curtains	.. .. 9	W. L. Sloan
Chicago Western Corp.	Pinafore Chicken	.. .. .. 1 2 2 2 2 2 2 2 2	Phil Gordon
Chun King Sales	Foods	.. .. 1 1	Campbell-Mithun
Circus Foods, Inc.	Peanuts	.. .. 1	BBDO
Citizens Committee for Office Type Ballot		.. .. 3 ..	McCann-Erickson
Clark-Cleveland	Dental Cleanser	.. .. 1 5 2	Hanley-Hicks & Montgomery
Chrysler Corp.	Dodge Div.	.. .. 1 .. 31 ..	BBDO
	DeSoto Div.	.. 1 47 51 10 2	
	Chrysler Div.	.. .. 1 .. 6 7	
Clark, D. L., Co.	Candy	.. .. 1 13	BBDO
Clark's Super Gas Co.	Petroleum Products	1 1 .. .. 1 1 ..	Arthur Meyerhoff
Cleveland-Sandusky Brewing Co.	Beer	.. .. 1 1	Carpenter
Clinford Corp.	Toys	.. .. 2	Scheck
Cloverdale Spring Co.	Soft Drinks	.. .. 1 1 1 1 1 1 1	Richard A. Foley
Cohn-Hall-Marx (Ameritex Div.)	Apparel	.. .. 1	Dorland
College Inn Food Prod.	Foods	.. 1 1 1 1 1	J. W. Shaw
Colonial Airlines	Air Travel	1 1 1 1 1	Seidel
Colonial Products Co.	Macaroon Mix	.. 1 1	Barton A. Stebbins
Comfort Spring Co.	Bedding	.. 1 1	Milton Weinberg
Comprehensive Fabrics Inc.	Furniture Covering	.. .. 1 1 1	Morton Freund
Congress Cigar Co.	La Palina Cigars	.. .. 1 1 1 1 1 1 1	Schwimmer & Scott
Conmar Products	Zippers	1	W. H. Weintraub
Consolidated Edison Co.	Institutional	.. .. 1 1 1	BBDO
Consolidated Hotels	Hotels	2 1	Jaffe & Jaffe
Continental Baking Co.	Bread, Cakes	.. .. 2 2 3 3 3	Ted Bates
Continental Pharmaceutical Corp.	Kyron Reducing Tablets	.. 1 1 1 1 1 1 1 1 1 1 2	Meyerhoff
Corn Products Refining Co.	Salad Oil	.. .. 1 3 ..	C. L. Miller
Cory Corp.	Electric Knife Sharpener	 2	D-F-S
Cott Beverages, Inc.	Soft Drinks	1 1 1 1 1 1 1 1 1 1 1 1	Direct
Coty, Inc.	Perfumes	.. .. .. 1 1 1	Franklin Bruck
Coughlan, G. N., Co.	Pantastic	 1	A. W. Lewin
Cournand, E. L., Co.	Tele-Vu Lens	3 1 1	Cayton
Coward Shoes	Shoes	1	Direct
Croton Watch Co.	Watches	.. .. .. 1 1 1	Franklin Bruck
Creamette Co.	Noodle Products	.. .. 1	Martin Williams
Cribben & Sexton Co.	Gas Ranges	.. 1 1 1 1 1 1 1 1 1 1 1	Bozell & Jacobs
Curtis Publishing Co.	Magazines	.. .. 6 6 5 3	BBDO
Dad's Root Beer Co.	Root Beer	2 2 2 2 2 2 2 2 2 3 2 2	Malcolm-Howard
Dandrug Co.	Sulfa Dandrug	.. .. 2 5 1	Casler, Hempstead & Hanford
D'Arrigo Brothers Co.	Brocolli & Celery	.. .. 4 4 5	James Thomas Chirurg
David, John, Inc.	Men's Clothes	1 1 1 1 1 1	Grey
Day & Night Mfg. Co.	Water Heaters	5 5 5 5 5 7 7 6 5 5 5 8	Hixon & Jorgensen
Dayton Spice Mills	Pyrex Ware	.. .. 1 ..	
Dean Milk Co.	Chocolate Drinks	.. .. 2 2	Leo Burnett
Decorative Cabinet Corp.	Wardrobes	1	Reiss
Delta Airlines	Air Transportation	3 2 2 2 2 1 1 1 1 1 1 1	Burke, Dowling & Adams
Deltox Rug Co.	Rugs	.. .. 1 1	Grey
Denman Products Inc.	Hairbrushes	.. .. 1	W. L. Sloan

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Demert & Dougherty Co.	Antifreeze	2	1	..	..	..	..	..	..	..	..	..	3	Ruthrauff & Ryan
Derby Foods Inc.	Foods	..	..	..	..	..	2	2	2	2	2	..	..	Needham, Louis & Brorby
Detroit Packing Co.	Meats	..	1	1	1	..	..	..	..	..	..	..	..	Chapman
Diamond State Brewery	Beer	..	..	..	..	..	..	..	..	1	1	1	1	Yardis
Dif Corp.	Cleaner	1	1	1	1	1	1	1	1	1	..	..	..	Norman Mack
Diavalo Inc.	Toys	..	..	..	..	..	..	..	..	..	1	..	..	Dundes & Frank
Disney Inc.	Hats	3	1	1	1	..	..	..	..	..	..	..	..	Grey
Dixie Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Fitzgerald
Doeskin Products Co.	Tissues	..	..	..	..	1	1	1	1	1	1	1	1	Federal Adv.
Doepke, Chas. Wm., Mfg. Co.	Toys	..	..	..	..	..	..	..	..	..	..	5	5	Haehnle
Domestic Sewing Machine Co.	Sewing Machines	..	..	..	..	1	1	..	..	..	..	1	1	Fuller & Smith & Ross
Donel Foundations Inc.	Foundations	..	..	..	..	1	..	..	..	..	..	..	..	Jackson & Co.
Drigg's Dairy Farms	Dairy Products	1	1	1	1	..	..	..	..	..	..	..	..	Direct
Dumari Textile Co.	Cotton Fabrics	..	..	..	..	1	..	..	..	..	..	..	..	John Thomas Miller
Doubleday & Co.	Book Club	..	..	..	..	..	..	..	..	1	2	5	4	Huber Hoge
Drenk's Foods, Mfrs. Inc.	Food Products	1	1	1	1	1	1	1	1	1	1	1	1	Stone-O'Halloran
Dunn, R. G., Co.	Cigars	..	2	2	2	2	2	2	2	1	..	1	..	Century
Duvall Packing Co.	Spinach	1	1	1	1	..	..	..	..	..	..	..	..	George Roman
Durham-Enders Co.	Razors	..	..	..	1	1	1	1	1	..	..	..	..	Fletcher D. Richards
Duffy-Mott Corp.	Apple Products	..	..	..	..	..	..	..	..	1	8	13	16	Young & Rubicam
DuMont Allen B., Labs.	TV Sets	8	9	10	9	9	7	8	9	9	9	9	9	Buchanan
Duquesne Brewing Co.	Beer	..	1	1	1	1	2	2	2	2	3	4	5	Walker Downing
Durkee Famous Foods Div. of Glidden Co.	Food	..	..	..	1	2	2	3	2	2	2	2	2	C. Wendell Muench
Durkee-Mower Co.	Marshmallow Fluff	1	1	1	1	..	1	1	1	1	1	1	1	Harry Frost
E & B Brewing Co.	Beer	1	1	1	1	1	1	2	3	3	3	3	3	W. B. Doner
Eastern Airlines	Air Transportation	..	..	..	..	..	..	..	1	1	1	1	1	F. D. Richards
Eastern Wine Corp.	Wine	..	..	..	..	..	..	1	1	1	1	..	..	Robert Feldman
Eastman Kodak Co.	Cameras	..	..	..	..	..	..	..	..	..	..	..	7	J. W. T.
Eaton, Chas. A.	Shoes	..	..	1	1	1	..	..	..	..	..	1	1	Ford, Nichols & Todd
Eckrich, Peter & Sons	Frankfurters	..	..	..	..	..	..	1	1	1	1	1	1	Westheimer
Eclipse Sleep Prod.	Mattresses	..	1	..	..	7	5	..	..	..	..	..	..	H. J. Kaufman
Economic Labs.	Electrosol	..	..	..	..	1	..	..	..	..	..	..	..	Newell-Emmett
Edison Bros. Shoe Stores	Shoes	..	..	..	..	..	..	..	..	..	..	1	1	Guenther - Bradford
Ekco Prod. Co.	Cutlery	..	..	..	..	..	..	..	..	..	..	..	2	A. Paul Lefton
Elgin Nat'l Watch Co.	Watches	7	..	2	2	2	2	2	..	..	..	..	..	J. Walter Thompson
El Talisman Inc.	Cosmetics	..	..	..	..	..	..	..	1	..	..	..	..	Direct
Emerson Drug Co.	Bromo-Seltzer	..	..	..	..	2	..	1	1	1	1	1	2	BBDO
Erie Brewing Co.	Beer	..	..	..	1	1	1	1	1	1	1	1	1	Mitchell-Knepper
Erlanger, Otto, Brewing Co.	Beer	2	2	2	2	2	2	2	2	2	2	1	1	E. L. Brown
Esslinger's Inc.	Beer & Ale	..	1	1	1	1	2	2	2	2	2	1	1	Lamb & Keen
Esso Standard Oil Co.	Gas & Oil	..	..	..	..	..	17	..	1	..	..	..	..	Marschalk & Pratt
Eureka Chemical Co.	Hi-Ten	..	..	..	..	..	..	..	..	..	1	1	1	H. C. Morris
Eversharp, Inc.	Razors	..	..	..	..	..	..	..	..	..	2	2	2	Biow
Exercycle Corp.	Exercycle	..	..	1	1	..	..	..	..	..	..	..	..	Green-Brodie
FairField Labs.	Shampoo	..	..	..	..	..	..	1	..	..	..	..	..	Maxwell Sackheim
Falls City Brewing Co.	Beer	..	..	..	..	..	..	..	..	2	2	2	3	Prater
Falstaff Brewing Corp.	Beer	..	1	1	1	1	1	1	1	2	3	3	3	Dancer-Fitzgerald - Sample
Family Kitchen Products	Cooking Mixes	..	1	1	..	..	..	..	..	..	..	..	..	Botsford, Constantine & Gardner
Farnham Co.	Insecticide	..	..	..	..	1	1	..	..	..	..	..	..	Mort Duff
Fashion Frocks Inc.	Dresses	..	1	2	2	1	..	..	..	1	2	..	..	Franklin Bruck
Fay, Leslie, Fashions Inc.	Fashions	..	..	..	..	..	..	..	..	..	..	1	8	Irving Serwer
Fear, Fred Corp.	Egg Dye	..	..	..	1	..	..	..	..	..	..	..	..	J. M. Mathes
Fedders-Quigan Corp.	Air Conditioning	..	..	..	..	..	..	..	2	..	..	..	..	B B D O
Federal Industries Inc.	Toys	..	..	..	..	..	..	..	..	..	..	2	1	Lawrence
Federal Old Line Insurance Co.	Insurance	1	1	1	1	1	..	..	..	..	..	..	..	Pacific National
Fehr, Frank Brewing Co.	Beer	1	1	1	1	1	2	2	2	2	2	2	3	Smith, Benson & McClure
Felton-Sibley & Co.	Paints	..	..	1	2	2	1	1	1	1	1	1	1	Aitken-Kynett
Ferenmeier Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	1	1	Direct
Fickett, Egan & Co.	Fruits	..	..	..	..	..	..	..	..	..	..	..	2	Moore & Hamin
Field & Flint Co.	Shoes	1	1	1	1	1	..	..	..	..	..	..	..	Horton-Noyes
Field & Stream Pub. Co.	Magazine	..	..	..	..	..	..	..	..	..	..	1	..	Ralph Jones

(Continued on Telecasting 39)

PRISMACOLOR

FCC Seeks More Information

ALTHOUGH not outrightly denying the petition of Prismacolor Pictures Inc. for permission to participate in FCC's color television proceeding, the Commission has indicated the Chicago color photography firm has not made sufficient showing that its methods are adaptable to color TV. FCC suggested additional information be submitted so the petition might be considered further.

Prismacolor told the Commission in November, when it requested leave to enter the color TV hearing, that its method of additive color photography "is a natural for adaptation to television." The system produces color pictures from black-and-white film [BROADCASTING, Nov. 21, 1949]. In its reply to Prismacolor, FCC said:

The Commission has considered your petition and proposed statement and is of the opinion that a prima facie showing has not been made that your system of color photography can be adapted to color television. On the contrary, it appears from your petition and statements that at the present time your proposed color television system is predicated on the asserted success of your system of color photography; that there has been no research and development of the proposed color television system in the laboratory to determine fundamentals and to explore basic problems; and that no transmitting or receiving apparatus have been constructed by you which would be suitable for either laboratory or field testing.

In the light of the above facts it appears that a grant of your petition for participation in the above proceedings would not contribute any substantial scientific data to the color television record of the above proceedings. If you have any additional information to submit to the Commission, or if you have any transmitting or receiving equipment which you have adapted to color television, please submit such information and we will be glad to give your petition further consideration.

GOLDMARK TALK

Phila. Hears Color Data

DETAILS of CBS' color TV system were presented to industry representatives in Philadelphia last week by Dr. Peter C. Goldmark, developer of the system, in an address at the Poor Richard Club, traditional Quaker City advertising organization. The speech was in climax to 13 days of color TV reception in the city.

WCAU-TV (CBS) Philadelphia has been showing color transmissions over sets placed in the station's lobby and at various times in other central city locations. Transmissions were received daily, 11-11:30 a.m. with special viewing groups made up of advertising agency men, WCAU clients, business and civic leaders, and students. WCAU reported viewers were favorably impressed.

WBTV

helps

Duchess

with wooing

"Great!" said the Duchess (Duchess Pie Company, that is,) when three one-minute slide announcements on WBTV pulled 669 entries in her customer-wooing History Mystery Man contest.

"When you note," beamed the Duchess, "that this response has been generated among 10,000 set owning families it works out to a response for practically 1 out of every 15 TV sets in WBTV's realm."

"And consider, your grace," WBTV added humbly, "how the response is building—from 135 on the first announcement to 292 on the third."

To assure your product its rightful place among the Carolina sales nobility, associate with the Duchess on WBTV.

Write or Wire now for 24-page Brochure

WBTV

CHARLOTTE, N. C.

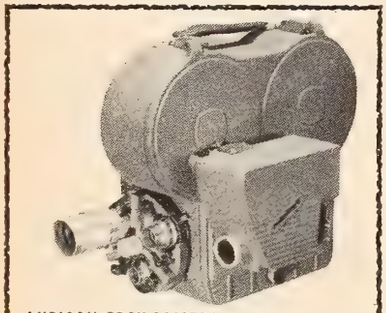
Jefferson Standard Broadcasting Co.

Represented Nationally by Radio Sales

Auricon
16mm Sound-On-Film
RECORDING EQUIPMENT
for
TELEVISION FILM
PRODUCTION



AURICON "Cine-Voice" CAMERA
100 FT. 16mm Sound-on-Film $695.00



"AURICON-PRO" CAMERA
200 FT. 16mm Sound-on-Film $1191.00



"AURICON 1200" CAMERA for 33 minutes
of Continuous Sound and Picture
1200 FT. 16mm Sound-on-Film $2860.00

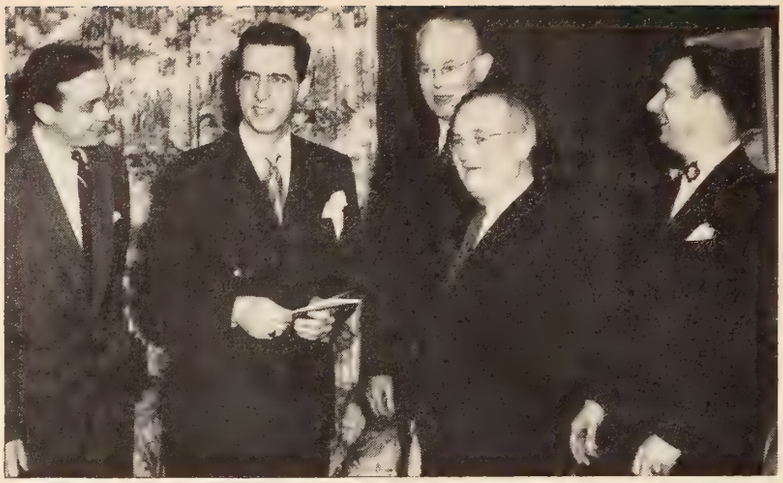
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BERNDT-BACH, Inc.
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MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931



PACT giving WCPO-AM-TV Cincinnati television and radio rights to Cincinnati Reds baseball games for the next five years [BROADCASTING, Jan. 30.] was widely heralded by Queen City fans and officials alike. Discussing the new contract are (l to r): J. F. Koons Jr., Midland Adv. Agency; M. C. Watters, vice president of Scripps-Howard Radio Inc., licensee of the stations and general manager of WCPO-AM-TV; W. H. Moeller (background), secretary-treasurer, Burger Brewing Co., traditional Reds' sponsor; William J. Huster, president of Burger Co., and Byron J. Fischer, Midland agency. Announcer Waite Hoyt, former major leaguer, will describe the games, to be fed to 27-station network covering southern Ohio, west Virginia, northern Kentucky and eastern Indiana. Telecasts will be carried by WHIO-TV Dayton and WTVN (TV) Columbus. Byron Fischer, radio-TV director of Midland Adv. Agency, Cincinnati, handling Burger account, stated WCPO-AM-TV five-year deal includes not only home games but as many road games as can be cleared via coax or micro-wave. He said WLWT (TV) and WKRC-TV, both Cincinnati, initially were in negotiations.

* * *

REDS BASEBALL

WCPO-TV to Air Road Games

MANY, if not all, of the road games played by the Cincinnati Reds will be telecast this year for the first time by WCPO-TV Cincinnati, M. E. Watters, general manager of the WCPO stations, announced last week.

In making the announcement, Mr. Watters said: "We've been working on this deal for a week in co-operation with the Cincinnati Baseball Club and the DuMont Television Network."

Chief obstacle to the arrangement, Mr. Watters stated, was obtaining use of a fourth daytime coaxial cable from New York to cover the games on the East Coast. The AT&T has notified both WCPO-TV and DuMont that the necessary cable would be available, he stated.

In the case of cities which do not have "remote" trucks, such as Pittsburgh, mobile units will be sent from Cincinnati or Cleveland, he said. The road games also will be seen on WHIO-TV Dayton and WTVN (TV) Columbus.

Canada Theatre TV

FIRST theatre TV in Canada has been licensed by the Dept. of Transport, Ottawa, for the Imperial Theatre, Toronto, and the Canadian Famous Players Corp., Toronto, a Canadian subsidiary of Paramount Pictures Inc. The Toronto theatre will carry spot TV news from an RCA-Victor mobile TV transmitter bought by Famous Players some months ago. The corporation has spent over $100,000 in theatre TV, J. J. Fitzgibbons, president, has announced.

L. A. SET SALES

1949 Estimate—$80 Million

AN estimated $80 million was paid for television sets in the Los Angeles area during 1949.

This is the figure given by Richard W. Millar, TV committee chairman of Los Angeles Chamber of Commerce, who pointed out that set ownership more than quadrupled in the area during 1949.

Mr. Millar reported local TV set sales totaled 270,036 for the year, boosting the number of receivers from 79,640 a year ago to 349,676 as of Dec. 1 last.

William J. Quinn, managing director of Southern California Radio & Appliance Assn., said there was one TV set for each 3.8 families in Los Angeles County. In the area covered by the seven Los Angeles television stations (KFI-TV KNBH KTTV KLAC-TV KECA-TV KTLA KTSL), there is a set for each 4.6 families, he stated.

DENIES ZAHARIS

Experimental Renewal Refused

RENEWAL of license was denied by FCC Jan. 26 for the experimental television station which Gus Zaharis, owner of WTIP Charleston, W. Va., has been operating there since 1944. The present license for KA2XAF which has been making equipment and other tests on commercial TV Channel 2 (54-60 mc), expired Feb. 1.

FCC indicated that the experimentation proposed on antennas and synchronizing generators could be done in the laboratory without need for actual telecasting. The Commission said it didn't believe the other experiments proposed would "advance the TV art."

Telestatus

(Continued from Telecasting 32)

10.2% have TV sets in the home. Penetration is somewhat higher in the 5¢ telephone area. The same 1,500 families were surveyed last October and at that time only 5.2% had TV sets.

Sets are concentrated in the upper income levels. Of the families with over $5,000 a year income, 12% have sets; 14% of those with $3,500 to $5,000 incomes have sets; 10% of those with $2,500 to $3,500 incomes have sets, and only 4% of those with under $2,500 income have TV sets, Guide-Post Research reports.

Biggest restraining influence in set purchases reportedly is still cost. Of those who do not have and do not intend to buy sets this year, 66% say it is because of the high price, 24% say the reception is too poor, 23% say the programs are not good enough and 44% won't buy because they think the sets will be obsolete too soon. Of the non-owners of TV sets, 93% say they will not buy this year, the research firm reports.

* * *

Videodex Ratings Given for January

MILTON BERLE's *Texaco Star Theatre*, with a rating of 61.4, led the January Videodex network ratings. The program was seen in 1,780,200 homes in reporting markets, according to the research firm. Other programs in the Videodex top 10 ratings for January were shown as follows:

Program	Rating	No. of Markets*	Homes Reached**
Texaco Star Theatre	61.4	17	1,780,200
Arthur Godfrey Friends	47.0	17	1,362,300
Talent Scouts	46.1	8	1,031,600
Toast of Town	41.8	16	1,234,200
Kraft TV Theatre	38.4	15	975,300
Cavalcade of Stars	35.9	14	985,600
Stop the Music	35.5	16	922,600
Fireside Theatre	35.4	13	812,800
Suspense	34.5	14	939,600
Philco TV Playhouse	33.2	17	962,900

* Number of markets indicates Videodex individually reported markets including four various programs: New York, Chicago, Los Angeles, Detroit, St. Louis, Cincinnati, Cleveland, Columbus, Dayton, Pittsburgh, Toledo, Schenectady, New Haven, Boston, Baltimore, Washington, Philadelphia, Buffalo, Milwaukee.

** Homes reached represent a projection to a 50 mile radius of the individually reported markets carrying the program.

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Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:
Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

SPOT ADVERTISERS

(Continued from Telecasting 37)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Filtex Corp.	Vacuum Cleaners	.. 1	Angelus
Firestone Tire & Rubber Co.	Tires	.. .. 1	Hopfer - Castleman
Fischer Baking Co.	Bread, Cakes	1 1 1 1 1 1 1 1 1 1 1 1	Scheck
Fitzgerald's Brewing Co.	Beer & Ale	.. .. 1 1 1	Hevenor
Flag Pet Food Corp.	Pet Food	.. .. .. 1	William Warren
Flagstaff Foods	Foods	 1	Weiss & Geller
Fleer Frank H. Corp.	Chewing Gum	.. .. 1 6 6	Lewis & Gilman
Fleetwing Corp.	Gas & Oil	.. 1 1 1 1	Griswold-Eshleman
Flex-Let Corp.	Watch Bands	.. .. 1 26	Edwin L. Frankenstein
Flobar, Ltd.	Soaps	.. .. 2	Jackson & Co.
Florida Fashions Inc.	Dresses	.. .. 1	Byrde, Richard & Pound
Florsheim Shoe Co.	Shoes	.. .. .. 1 1 1	Walter L. Rubens
Foilwrap Co.	Wrapping Paper	1 1 1	Allied
Ford Motor Co.	Ford Dealers	.. .. 1 1 1 1 1 1 6	J. W. Thompson
Ford Motor Co.	Lincoln	1 2 .. .. 18 24 16	J. W. Thompson
Ford Motor Co.	Mercury	.. 3 3 3 3 1 2 2 2 5 5 5	J. W. Thompson
Foremost Dairies	Dairy Products	1 1	K & E
Formstone Co.	Bldg. Materials	3 3 2 1 1 .. .. .. 1	Newman, Lynde Assoc.
Forstner Chain Corp.	Jewelry	.. .. 4 4 4 5 7 7 9 13	A. W. Lewin
Fort Pitt Brewing Co.	Beer	.. 1 1 2 2 2 3 4 4 6 6 6	BBDO
Fortner & Perrin	Hangers	.. .. 2 ..	Barton A. Stebbins
42 Products Ltd.	Hair Oil	.. .. 1 1 1 1 1 1	McNell & McClesey
Forum Cafeterias of Am.	Cafeteria	.. .. 4 4	R. J. Potts, Calkins & Holden
Foster, Myron Orchards Co.	Fruits	 1	Pacific Nat'l Adv.
Foster Products	Tables	.. .. 1	Maxwell Sackheim
Fox, Peter Brewing Co.	Beer	.. .. 1 1 1 1 1 1 2 1	Carroll Dean Murphy
Frank, Wally, Ltd.	Pipes	.. .. 1 ..	Huber Hoge
Frankenmuth Brewing Co.	Beer	1 1 1 1 1 1 2 2	Fred M. Randall
Franklin Brewing Co.	Beer	 1	Byer & Bowman
Free State Brewery Corp.	Beer	.. .. 1 1 1 1	I. A. Goldman
Freeman Certi-Fresh Foods	Foods	 1	The Bogert's
French Sardine Co.	Tuna	.. .. 1 1 1 1 1 1	Rhodes & Davis
French, R. L., Co.	Bird Food	 1	Richard A. Foley
Friend Brothers	Beans	.. .. 1 1 1 1 1	Ingalls-Miniter
Fritos Co.	Fritos	.. .. 1 2 3 3	Glenn Agency
Fritos Co. of So. Ohio	Fritos	.. .. 2 2 1	Haehnle
Fruit Industries	Vermouth	.. .. 1 1 1	Schoenfeld, Huber & Green
Funk & Wagnall Co.	Encyclopedia	.. .. 6 1	Leonard
Funstens Pecans	Nuts	.. .. 3 ..	Direct
G. H. P. Cigar Co.	Cigars	.. .. 1 3 2 3 3 1	Aitken-Kynett
Galey & Lord, Inc.	Fabrics	.. .. 3 3 2	Hirshon-Garfield
Gaines Dog Food (GF)	Dog Food	.. .. 1	B & B
Gallo E. & J. Winery	Wine	.. .. 1 1 .. 2 1 1 1 1 1 1	Harrington-Whitney-& Hurst
Galveston-Houston Breweries	Beer	1 1 1 1 1 1 1 1 1 1 1 1	Ruthrauff & Ryan
Garrett & Co.	Wine	1 1 1 1 1 1 1	Ruthrauff & Ryan
Gates Contracting Co.	Sash	2	Courtland D. Ferguson
Geier Tru-Rest Mattresses	Mattresses	.. .. 1 ..	Direct
General Baking Co.	Bond Bread	.. 3 4 4 4 3 3 3 3 3 5 6	BBDO
General Electric Co.	Lamps	3 1 1 .. .. 1	BBDO
General Foods Corp.	Foods	2 2 2 1 2 2 2 2 2 17 23 20	Y & R, B & B
General Ice Cream Corp.	Dairy Products	.. .. 1 6	McKee & Albright
General Motors	Institutional	.. 1	
Chevrolet Div.	Chevrolet Cars	9 .. .. 1 1	Campbell-Ewald
Buick Div.	Buick Cars	.. .. 1	Campbell-Ewald
Oldsmobile Div.	Oldsmobile Cars	.. .. 30 36 36 36 36 33	D. P. Brothers
Pontiac Div.	Pontiac Cars	.. 1 .. .. 1 3 29	D. P. Brothers
General Mills, Inc.	Food Products	1 1 1 1 1 1 .. .. .. 4 6 4	D-F-S
General Time Instrument Corp.	Clocks	.. 1 1 1 1 1 2 2 2 3 3 3	B B D & O
General Tire & Rubber Co.	Tires & Tubes	.. .. 1 1 .. 1 1	Havenor
General Woodcraft Co.	Windows	.. .. 1 1 ..	Reiss & Gersten
Genessee Brewing Co.	Beer	.. .. 1	Direct
Gerber, R. & Co.	Foods	.. .. 1 1 1 1 1 2 5	Newby & Peron
Gerity-Michigan Corp.	Dishmasters	.. .. 1 1 1 3 3 3	Clark & Rickert
Gettleman Brewing Co.	Beer	1 1 1 1 1 1 1 1 1 1 1 1	Scott, Inc.
Gillette Safety Razor Co.	Toni Div.	.. .. 1 ..	Foote, Cone & Belding
Gioia Macaroni Co.	Macaroni	.. .. 2 2 1	Storm Adv.
Globe Brewing Co.	Beer	4 3 2 2 2 2 2 3 3 4 4 4	Joseph Katz
Gluek Brewing Co.	Beer	.. .. 1 1 2 2 2 1 1 1	Vance Pidgeon
Goebel Brewing Co.	Beer	.. .. .. 2 2 2 2 2 2 1 1 1	Brooke, Smith French & Dorrance
Gold Medal Candy Co.	Candy	.. .. 1 .. .. 1 1 1	Donahue & Coe
Good Foods, Inc.	Peanut Butter	.. .. .. 1 1 1 1 1 1 1 1 ..	Y & R
Goodall Co.	Men's Shirts	.. .. 2 12 17 16 3	Ruthrauff & Ryan

(Continued on Telecasting 40)



FOR MUSIC IN *Television*

NOW AND IN THE FUTURE, IT'S BMI

The BMI license with television stations—in effect since 1940 and for the next ten years—covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

It provides for the performance of BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thousand copyrighted titles ranging from folk music and be-bop to classical.

BMI offers to television film producers all the information and help they need in obtaining the right to record music on films from individual copyright proprietors.

BMI's television Service Department is headquarters for complete information on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.



MUSICAL CATEGORIES FOR SCENE SETTING

BMI has compiled a CATEGORICAL INDEX as a basic guide in setting musical scenes and providing appropriate background music for script situations. It is proving itself indispensable to TV producers and program directors everywhere.

Write to BMI's Television Service Department for your copy.

BROADCAST MUSIC, Inc.

580 FIFTH AVE. • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SPOT ADVERTISERS

(Continued from Telecasting 39)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Goodman, A., & Son	Noodles	..	..	..	..	..	..	..	..	..	..	1	1	Al Paul Lefton
Goodrich, B. F.	Tires & Tubes	..	..	..	..	1	1	1	1	1	1	1	1	BBDO
Goodyear Tire & Rubber Co.	Tires Tubes	..	..	1	2	4	6	6	6	6	6	4	..	Y & R
Gordon Chemical Co.	Starch	..	..	..	..	2	2	1	1	1	1	..	..	Al Paul Lefton
Grabowsky Cigar Co.	Cigars	1	..	..	..	..	..	..	..	..	..	..	..	Feigen Baum
Graf, John Co.	Soft Drinks	1	1	1	1	1	1	1	1	1	1	..	..	Al Herr
Grand Home Appliance Co.	Gas Ranges	1	..	..	..	..	..	..	..	..	..	..	..	Noble
Gravymaster Co., Inc.	Food	..	..	..	..	..	..	..	1	2	..	3		Samuel Cruet
Great A. & P. Tea Co.	Food	..	..	..	..	..	..	..	..	..	..	1		Direct
Great Lakes Greyhound Lines	Bus Transportation	..	..	..	..	..	..	..	..	..	1	..		Beaumont & Hohman
Green Spot, Inc.	Orangeade	..	..	..	..	..	..	..	2	1	1	1		P. J. Meany
Gretz, Wm. Brewing	Beer	1	1	1	1	1	1	1	2	2	2	2		Seberhagen
Greystone Press	Books	1	..	..	..	..	..	..	..	1	1	2		H. B. Humphrey
Griesedieck Bros. Brewery	Beer	..	..	..	..	1	1	1	1	1	1	1	1	McCann-Erickson
Griesedieck-Western Brewing	Beer	1	1	1	1	1	1	1	1	1	1	1	1	R & R
Griffith Labs., Inc.	Spices	..	..	..	..	..	..	..	..	1	4	3	1	C. W. Muench
Griggs, Cooper & Co.	Foods	..	1	1	..	..	..	..	..	..	..	..	..	Melamed-Hobbs
Groeschel & Son	Heating Equipment	1	1	1	1	1	1	..	..	..	..	..	..	Dayton, Johnson & Hacker
Grove Lab., Inc.	Cold Tablet	..	..	..	..	..	..	..	..	..	1	..	..	Harry B. Cohen
Groveton Paper Co.	Tissues	..	..	..	..	..	..	1	..	..	..	..	..	Paris & Peart
Gruen Watch Co.	Watches	..	..	..	..	1	1	..	..	..	..	..	..	Grey
Guardian Tobacco Co.	Cigars, Cigarettes	..	..	..	..	..	..	..	..	..	1	..	..	Global Adv.
Gulf Brewing Co.	Beer	..	..	1	1	1	1	1	1	1	2	2	3	Wilhelm, Laughlin
Gunther Brewing Co.	Beer	2	4	5	5	5	5	5	5	6	6	6	6	R & R
Haberle Congress Brewing	Beer	..	..	..	..	..	1	1	1	1	1	1	1	Coe
Habitant Soup Co.	Soup	..	..	..	..	..	..	..	..	..	..	1	1	Sheldon, Quick & McElroy
Hackers Brewing Co.	Beer	..	..	..	..	2	2	2	2	2	..	..	..	Hoag & Provendie
Haffenreffer & Co.	Ale	1	1	1	1	1	1	1	1	1	1	1	1	Cabot
Halliburton Co.	Luggage	..	..	..	..	..	..	..	..	..	..	..	1	McNeill & McCreery
Hallicrafters Co.	Radios, TV Sets	1	1	1	1	..	..	..	..	..	..	..	1	Direct
Hamilton Mfg.		..	..	..	..	..	1	..	..	..	..	..	..	
Hamilton Watch Co.	Watches	..	..	..	..	1	1	1	1	1	1	1	17	Foltz-Wessinger, BBDO
Hamm, Theodore, Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	2	2	Campbell-Mithun
Handmacher-Vogel	Suits	..	1	10	25	21	..	..	..	..	..	..	..	Zan Diamond
Hand Knit Hosiery Co.	Hosiery	..	..	..	..	..	..	..	..	..	1	1	..	Scott
Hand, Peter, Brewing	Beer	..	..	..	1	1	1	1	1	1	1	1	1	BBDO
Hanser, John Soap Co.	Soap Flakes	1	1	1	1	1	1	1	1	1	1	1	1	Stone-O'Halloran
Harris Hardware & Mfg. Co.	Roller Skates Bicycles	..	..	..	..	14	9	..	..	..	..	..	..	Kieswetter, Wetterau & Baker
Hathoway Bakeries	Bread	..	..	..	..	..	..	..	..	..	3	3	3	Bresnick & Solomont
Heide, Henry, Inc.	Candies	..	..	..	..	1	1	1	1	1	1	1	1	Kelly, Nason
Harris, Sam, Packing Co.	Meats	..	..	..	..	..	1	..	..	..	..	..	..	Caldwell, Larkin
Heidelberg Brewing Co.	Beer	1	..	..	..	..	..	..	..	..	..	..	..	Robert Acomb
Helmco-Lacy, Inc.,	Coffee-Maker	..	..	..	..	..	..	..	..	..	..	1	1	Shrout Assoc.
Herrschner, F., Co.	Needlecraft Goods	..	..	1	..	..	..	..	..	..	..	..	..	Phil Gordon
Heurich, Christian Brewing	Beer	..	3	3	1	1	1	1	1	1	1	1	1	H. J. Kaufman
Hill Shoe Co.	Shoes	1	1	1	1	1	1	1	1	1	1	1	1	Solis Cantor
Hills Brothers Co.	Foods	..	..	..	..	..	1	1	1	1	1	2	2	Biow
Hircon Corp.	Tueltral	..	..	..	..	..	..	..	..	..	..	1	1	G. M. Basford
Hock, Phil J.	Soup	..	..	..	..	..	..	3	2	2	..	..	..	Haehnle
Hoffman Beverage Co.	Beverages	..	..	..	..	1	2	2	2	2	1	1	1	Warwick & Legler
Hoffman Radio Corp.	TV Sets	..	..	1	1	1	2	2	3	3	4	3	4	Smith, Bull & McCreery
Hohenadel Brewery	Beer	..	..	..	1	1	2	2	2	2	2	2	2	Martin
Holsum Products Div. of Jewett & Sherman	Peanut Butter	..	..	..	..	1	..	..	..	..	..	..	..	Klau-Van Pieterson-Dunlap
Home Brewing Co.	Beer	..	1	1	1	1	1	1	1	1	1	1	1	Direct
Home Container Corp.	Fresh Water	..	..	..	..	..	..	..	..	..	..	1	4	Guild, Bascombe & Bonfigli
Homestead Brewery Co.	Beer	..	..	..	..	1	1	1	1	1	1	..	..	F. A. Ensign
Honor Brand Frosted Foods	Food	..	..	..	..	..	..	..	..	..	1	1	..	Kelso Norman
Hood, H. P., & Sons	Milk	..	..	..	..	..	2	..	..	..	..	..	..	Harold Cabot

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Hoover Co.	Vacuum Cleaners	..	..	1	1	1	..	..	..	..	..	..	..	Leo Burnett
Hopkins & Hopkins Pharmaceutical Co.	Cold Tablets	..	..	..	..	..	..	..	..	..	..	..	1	Lee Ransdell
Horlacher Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	1	1	Direct
Horlicks Corp.	Malted Milk	..	..	1	1	3	3	3	2	2	..	..	..	Leo Burnett
Hornung Brewing Co.	Beer	1	1	1	1	1	..	..	..	..	2	1	1	Clements
Horowitz Bros. & Margareten	Foods	..	..	1	1	..	..	..	..	..	..	..	..	Advertisers Broadcasting Co.
Hotel New Yorker	Hotel	..	..	4	4	4	..	..	..	..	..	..	..	Peter Hilton
House of Myers	Cutlery	..	..	..	..	..	..	..	..	..	..	..	1	Huber Hoge
House of Old Molineaux	Wine	..	..	..	..	..	..	..	..	..	4	3	3	Morris F. Swaney
Household Finance Corp.	Loan Service	1	1	1	1	1	3	3	5	5	3	2	1	LeValley
Hudepohl Brewing Co.	Beer	1	1	1	2	2	1	1	..	1	1	1	2	L. F. McCarthy
Hull Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Direct
Humble Oil and Refining Co.	Petrol Prod.	..	..	..	..	..	..	..	..	..	1	2	2	3	Wilkinson-Schiwetz
Hunt Foods Co.	Foods	..	..	..	..	..	..	..	..	..	..	..	..	1	Y & R
Hunter Packing Co.	Meats	..	..	..	..	..	..	..	..	..	..	..	1	1	Jim Baker
Hygrade Food Products	Soap	..	..	..	..	..	..	..	..	..	..	..	1	1	Zan Diamond
I. D. E. A. Co.	Signal Booster	..	..	..	..	..	..	..	..	..	..	..	1	..	H. B. Humphrey
Ideal Novelty & Toy Co.	Toys	..	..	..	..	..	..	..	..	..	3	7	7	Atlantic
Illinois Baking Corp.	Safe-T Cones	..	..	..	..	1	1	1	..	..	..	..	..	W. B. Doner
Illinois Bell Telephone	Long Distance	..	..	..	..	..	..	..	..	..	2	1	..	N. W. Ayer
Illinois Meat Co.	Cornbeef Hash	..	1	1	1	..	..	..	..	..	..	..	..	Arthur Meyerhoff
Independent Halvah Candies	Candy	2	..	..	..	..	..	..	..	..	..	..	..	Louis Schecter
Independent Milwaukee Brewery	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Rieselbach
Industrial Tape Corp.	Tape	..	1	1	1	1	1	..	..	..	..	..	..	Kenyon & Eckhardt
Infra Appliance Corp.	Health Lamps	1	1	..	..	..	..	..	..	..	..	..	..	William & Saylor
Ingber Hand Bags, Inc.	Hand Bags	..	..	..	..	..	..	..	..	..	..	1	..	Fellman Assoc.
Inkograph Co.	Pens	..	..	..	..	..	..	..	..	2	2	2	1	S. R. Leon
Int'l Milling Co.	Flour	1	1	1	1	1	1	1	..	..	..	..	..	H. W. Kastor
Int'l Mineral & Chemical Corp.	Accent	..	..	..	..	..	..	2	..	..	..	..	..	J. Walter Thompson
Int'l Salt Co.	Salt	..	..	..	1	..	..	..	..	..	..	..	..	J. M. Mathes
Int'l Shoe Co.	Shoes	..	..	..	..	..	..	..	..	7	8	8	9	Henri, Hurst & MacDonald
Interstate Bakeries	Bread	..	..	..	..	..	..	..	1	..	..	1	5	Brisacher-Wheeler & Staff
Iroquois Beverage Co.	Beer	..	..	1	1	1	1	1	1	..	..	..	..	Baldwin, Bowers & Strachan
Ironrite Ironer Co.	Ironers	..	1	..	..	12	12	12	..	..	8	11	14	Brooke, Smith, French & Dorrance
Italian & French Wine Co.	Wines	..	..	..	..	..	..	..	1	1	1	1	1	Ellis
Jackson Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Fitzgerald
Jax Ice & Cold Storage Co.	Beer	..	1	..	..	..	..	..	..	..	..	..	..	Winius-Drescher-Brandon
Jenny Mfg. Co.	Gas & Oil Burners	..	..	..	1	2	2	2	..	..	..	..	..	Griswold-Eshleman
Jiffy Products	Stands	3	5	5	5	..	..	..	..	..	..	..	..	Martin & Andrews
Johnston, Robert, A., Co.	Candy	..	1	1	1	1	2	..	..	..	..	..	..	Monk & Assoc.
Johnson, S. C. & Son	Wax Products	..	..	1	2	2	2	1	1	1	1	1	1	Needham, Louis & Brorby
Juengling & Son	Meats	1	1	1	1	1	2	2	2	2	1	3	..	Wm. F. Holland
Juilliard, A. D., & Co.	Woolens	1	..	..	..	..	..	..	..	..	..	..	..	Ted Black
Kaisers Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	1	..	Gotham
Kaiser-Frazer Co.	Cars	..	..	..	..	..	..	..	14	16	16	2	..	Weintraub
Keeley Brewing Co.	Beer	..	..	..	..	..	..	1	1	1	..	3	4	4	Schwimmer & Scott
Kendall Mfg. Co.	Soapine	..	..	..	..	2	2	1	1	2	3	4	5	5	Bennett, Walther & Menadier
Kennedy Car Liner & Bag Co.	Bowl Covers	..	..	..	..	..	..	..	..	2	2	..	..	..	Caldwell, Larkin
Kestenman Bros. Mfg. Co.	Watch Bands	..	..	..	..	..	..	3	6	5	5	3	..	..	Gordon Schonfarber
Kidder, Peabody & Co.	Investments	..	..	..	..	..	..	..	..	..	..	..	..	1	Harry M. Frost
Kiekhafer Corp.	Outboard Motors	..	1	..	..	..	..	..	..	..	..	..	..	..	Jim Baker & Assoc.
Kitchen Art Foods	Foods	1	1	1	1	..	..	..	..	..	..	1	1	Schwimmer & Scott
Klein Chocolate Co.	Candy	..	..	..	..	..	..	..	..	..	..	..	1	Direct
Klever Kook Food Co.	Flour	..	..	..	..	..	..	..	..	..	..	1	1	Lockwood-Shackelford
Koerber Brewing Co.	Beer	..	..	..	..	..	1	1	1	1	1	1	..	..	Direct

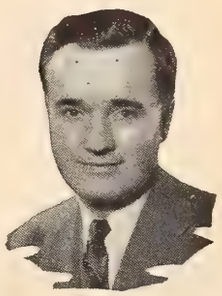
Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Kool-Vent Metal Awning Co.	Awnings	4	4	..	..	..	..	..	..	..	..	..	..	Marshall Hawks
Kretschmer Corp.	Cereals	..	..	..	..	..	..	..	1	1	1	..		Gleason
Kreisler, Jacques, Mfg. Co.	Jewelry	1	1	..	..	..	..	..	..	..	..	..	..	Grey
Kress Fat Dairy	Dairy Products	1	1	1	1	..	..	..	..	..	..	..	..	Direct
Kroehler Mfg. Co.	Furniture	..	..	..	..	..	..	4	1	..	..	..	..	Henri, Hurst & McDonald
Kroger Co.	Foods	1	..	..	..	..	..	..	..	2	3	3		Ralph Jones
Krueger, G., Brewing	Beer	1	1	1	1	1	..	..	..	1	..	1		Geyer, Newell & Ganger
Lamont, Corliss Co.	Cocoa	..	..	2	2	2	..	..	..	1	6	9	9	Cecil & Presbrey
Lampel Fashions	Clothing	..	..	..	..	..	..	..	1	2	..	..	..	Abbott Kimball
Langendorf United Bakeries	Bread	..	..	..	..	..	..	..	1	6	7	7	7	Biow
Lane Tobacco Co.	Lords Cigarettes	..	1	1	1	1	1	..	..	..	..	..	..	Kiesewetter, Wetterau & Baker
Lan-O-Sheen, Inc.	Cleaner & Soap	..	..	..	..	..	..	..	..	..	1	1	2	Melamed-Hobbs
La Touraine Coffee	Coffee	..	..	..	..	..	..	..	..	..	1	1	1	Ingalls-Miniter
Lay, H. W., & Co.	Potato Chips	2	3	4	4	3	3	2	3	3	5	7	7	Liller, Neal & Battle
Lee, W. W.	Cold Remedy	1	1	1	..	..	..	..	..	..	..	..	..	George R. Nelson
Lehn & Fink Prod. Corp.	Lysol	..	1	2	2	3	3	3	3	3	3	3	3	Lennen & Mitchell
	Perfumes	1	1	..	..	..	..	..	..	..	..	..	..	Grey
Leisy Brewing Co.	Beer	2	3	3	2	2	2	2	2	2	2	2	1	McCann-Erickson
Lewis Food Co.	Dog Food	..	1	..	1	4	4	3	4	3	5	7	7	Rockett-Lauritsen
Lever Bros.	Silver Dust	..	..	..	..	3	..	..	..	..	..	..	..	Sullivan, Stauffer, Colwell & Bayles
Lewis, Edgar P., & Sons	Candy	..	..	2	2	2	..	..	..	..	..	..	..	Alley & Richards
Lewis, I., Cigar Mfg. Co.	Cigars	..	1	1	1	1	1	..	..	..	..	..	..	Lewis
Lewis Hotel Training School	School	..	..	2	2	1	..	..	..	..	..	..	..	Kaplan & Bruck
Lewis-Howe Co.	Tums	6	6	5	..	..	..	..	..	..	..	..	..	Ruthrauff & Ryan
Liebmann Breweries	Beer	..	..	..	..	..	..	4	4	..	1	..	..	Foote, Cone & Belding
Lifetime Stainless Steel Corp.	Kitchenware	..	..	..	..	1	1	..	..	..	..	..	..	James Thomas Chirurg
Liggett & Myers Tobacco Co.	Chesterfields	27	19	16	17	8	7	6	6	5	4	2	1	Newell-Emmett
Linmop Mfg. Co.	Mops	..	..	..	..	..	..	..	..	..	..	1	..	
Little Crow Milling Co.	Cocoa Wheats	..	..	..	..	..	..	..	..	..	..	1	..	Rogers & Smith
London Character Shoes	Shoes	..	..	..	..	..	..	1	1	1	1	..	..	Morton Freund
Loft Candy Corp.	Candy	..	1	1	1	1	..	..	..	..	..	..	..	L. C. Gumbinner
Logan, Jonathan, Inc.	Dresses	..	..	..	..	1	..	..	..	..	..	..	..	Sterling
Lohrey's Pork Products, Inc.	Pork	..	..	..	..	..	..	3	2	2	..	..	..	Direct
Lordhill Mfg. Co.	Men's Clothing	1	1	..	..	..	..	..	..	..	..	..	..	Bloch
L'Orle Parfums, Inc.	Perfumes	..	..	..	1	..	..	..	..	..	..	..	..	Lew Kashuk
Lorillard, P. & Co.	Old Gold	..	..	..	..	..	..	2	3	4	4	3	3	Lennen & Mitchell
Lowenels, Frederick E., & Son	Butter	..	..	..	..	1	1	..	..	..	..	..	..	Al Paul Lefton
Luft, Geo. F., Co.	Cosmetics	..	..	..	..	..	..	..	..	..	..	..	1	Warwick & Leger
M. J. B. Co.	Coffee	..	..	..	..	..	3	4	4	4	4	4	1	B B D O
Madera Bonded Wine & Liquor	Wine	..	..	1	1	1	1	1	1	2	2	2	2	Joseph Katz
M & M Ltd.	Candy	..	1	1	..	..	..	..	..	..	..	..	..	Lynn Baker
Mac Millan Petroleum Corp.	Gas, Oil	..	1	1	1	3	3	1	..	..	..	..	..	Marketers Inc.
Magnavox Co.	Radios	1	1	1	1	1	1	1	1	1	..	..	..	Direct
Mail Pouch Tobacco Co.	Tobacco	..	..	..	..	..	..	..	..	..	1	1	1	Walker & Downing
Mangels Herold Co.	Syrup	..	1	1	1	1	1	..	..	1	2	2	3	H. W. Budemeier
Manischewitz, B., Co.	Wine	..	..	..	1	..	..	..	..	..	..	..	..	A. R. Landau
Mann's Potato Chip Co.	Food	1	1	..	..	..	..	..	..	..	..	..	..	Courtland D. Ferguson
Marlin Firearms Co.	Razor Blades	..	1	1	1	1	1	1	1	1	1	..	..	Craven & Hedrick
Mars, Dave, Inc.	Advertising	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Maryland Optical Co.	Glasses	1	..	..	..	..	..	..	..	..	..	..	..	Maurice Chessler
Mason, Au & Magenheimer	Candies	1	1	1	1	1	..	..	..	..	1	5	8	Moore & Hamm
McCall Corp.	Magazines	..	..	..	..	..	1	2	..	..	..	..	..	Federal
McCall Corp.	SunTan Lotion	..	..	..	..	..	9	8	2	..	..	..	..	Benton & Bowles
McKesson & Robbins, Inc.	Yodora Deodorant	..	..	..	..	..	..	..	..	1	1	1	1	J. D. Tarcher
Meck, John, Industries	TV Sets	..	..	..	..	..	..	..	..	..	1	..	..	Frank Nasher
Megowan Educator Food Co.	Crax Crackers	..	..	..	..	1	1	1	1	1	1	..	..	Duane Jones
Merrill Lynch, Pierce, Fenner & Bean	Instrument Service	1	1	..	..	..	..	..	..	..	..	..	..	Albert Frank-Guenther Law
Meletio Sea Food Co.	Dressing	..	..	..	..	..	..	..	..	2	1	3	..	Oakleigh R. French

(Continued on Telecasting 42)

Memo to TBA people meeting in New York Feb 8

Here are two fellows you should know if you want to know more about the amazing WTTV operation in

Bloomington, Indiana *



LYNN L. BARNARD,
of Barnard & Thompson, Inc.,
299 Madison Avenue, New York,
National Representatives for
Station WTTV.



LYLE WARRICK,
of Bloomington, is special events director on the staff of WTTV-WTTS and is familiar with all phases of station operation.

Both will be attending the
TELEVISION BROADCASTERS ASSOCIATION
clinic in the Waldorf February 8th

*Bloomington, the home of Indiana University, is a county seat town of 20,000, the smallest city in the nation with TV. A sister station to WTTS (leading AM station in the area) WTTV goes in heavily for sports coverage and local programming, featuring home-town talent.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS — A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

WTTV — Indiana's Second TV Station.

Owned and Operated by Sarkes and Mary Tarzian

SPOT ADVERTISERS

(Continued from Telecasting 41)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Meltaway Plan, Inc.	Reducing	.. .. 1	Walter L. Rukert
Metal Textile Corp.	Metal Knitted Prod.	.. .. 1 1 1 1	Frank Fader
Metal Tile Prod.	Alumitile	.. .. 7 1 ..	International
Miami Packing Co.	Shrimp	.. .. 5 5	Scheck
Michigan Beet Sugar Assn.	Sugar	.. .. 1 1	Zimmer-Keller
Michigan Bell Tel. Co.	Telephone Service	.. .. 3 3 3 3 3 3	N. W. Ayer
Michigan Mutual Liability Co.	Insurance	.. .. 1 1	Wm. Denman
Milani, Louis, Foods	Salad Oil	.. .. 1 4 9 10 10	Jordan Adv.
Miller-Becker Co.	Beverages	1 1 1 1 1 1 1 2 2 2 2 2	Lang Fisher & Stashower
Miller Brewing Co.	Beer	.. .. .. 1 2 2 2 2 2 1 .. 1	Klau-Van Pietersen Dunlap
Minneapolis Brewing Co.	Beer	.. .. 1 1 1 1 1 1	BBDO
Minnesota Mining & Mfg. Co.	Scotch Tape	.. 1 1 2 3 3 3 2 2 11 14 11	BBDO
Minnesota Valley Canning Co.	Vegetables	.. 1 .. 1 3 3 3 2 2 1 3 ..	Leo Burnett
Minute Mop Co.	Mops	.. .. 2 2 3	H. J. Kaufman
Minwax	Wax	 1	R. T. O'Connell
Mitchell Mfg. Co.	Air Conditioning	.. .. 1	Jones Frankel
Modern Food Process Co.	Dry Food	.. .. 3 4 3 3 2 5 4	Clements
Montag Stove & Furnace Works	Furnaces	1 1 1	Pacific National
Montenier, Jules, Inc.	Deodorant	.. .. 4 3 2	Earle Ludgin
Montgomery, Wm., Co.	Coffee	 2	Van Sant & Dugdale
Moran Audiphone Co.	Hearing Aids	1 1 1 1	Moore & Hamm
Morris Furniture Mfg.	Furniture	1 2	J. B. Kiefer
Morris, Philip, & Co.	P. M. Cig.	14 17 20 22 20 20 22 16 15 16 18 16	Biow Co.
Morrison Co.	Lem	.. .. 2 2 1 1	Martin & Andrew
Morton Mfg. Co.	Kitchen Cabinets	.. .. 1 1 1	Hamilton
Motorola, Inc.	Radios & TV Sets	1 2 2 1	Gourfain-Cobb
Mountain States Distributors	Radios	.. 1 1 1 1 1 1 1	Direct
Mountain States Mutual Casualty Co.	Insurance	.. .. 1	Direct

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 5,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic N B C Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



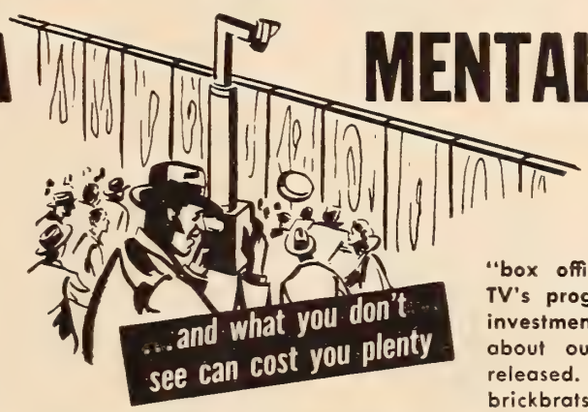
DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Murphy Labs.	Soap	2 1 1	Martin & Andrews
Murphy & Miller Ice Machine Co.	Air Conditioning Equip.	1 2 2 1 2 2 3 3 3 3 1 2	A. Meyerhoff
Mutual Benefit Health & Accident Ins. Co.		.. .. 1 1	E. L. Brown
Myers, P. R., Co.	Raincoats	.. .. 1	H. C. Morris
Myro Mfg. Co.	Stove Polish	.. .. 1 1 1	Loise Mark
Nackman, L., & Co.	Housecoats	1	Fashion Adv.
Narrangansett Brewing Co.	Ale & Beer	2 2 2 3 3 3 3 3 4 4 4 4	Standish
Nash-Kelvinator Corp.	Elect. Appliances	2 3 3 5 9 7 1 1	Geyer, Newell & Ganger
Nat'l Assn. of Hairdressers & Cosmetologists		.. .. .. 1	Bozell & Jacobs
National Auto Trasp. Assn.	Auto Transportation	.. .. 1 ..	Derman & Betteridge
National Biscuit Co.	Potato Chips	.. .. 3	McCann-Erickson
National Brewing Co.	Beer	3 3 3 3 2 3 2 3 3 .. 6 6	Owen & Chappell
National Candle Co.	Candles	1 1 1 1 1 1 1 1 1 1 1 ..	Carlo Vinti
National Dairy Products Corp.	Dairy Prod.	 1	Baldwin, Bowers & Strachan
National Die Casting Co.	Appliances	.. 1 1 .. 1	O'Grady-Anderson
National Plywoods, Inc.	Amerwood	1 1 1	MacDonald-Cook
National Tea Co.	Foods	.. .. .. 1 .. 1 1 1 1 1 1 1	Direct
Nebraska Cons. Mills	Flour	1 1 1 1	Simon & Gwynn
New York Central RR	Transportation	.. .. 3 4 4 4 4 4 4 4	F, C, & B
N. Y. State Democratic Committee	Political	.. .. 2 ..	Biow Co.
Niresk Industries	Knives	.. .. 2 .. 1 1	Robert Kahn & Assoc.
Noma Electric Corp.	Xmas Tree Lights	 23	Albert Frank-Gunther Law
Norcross Co.	Greeting Cards	.. .. 7	Abbott Kimball
No. Calif. Elec. Bureau	Appliances	.. 1 1	J. S. Frickelton
Novelty Mart Co.	Toys	.. .. 1	Huber Hoge
Nu Enamel Co.	Paint	.. .. 4 5 5 4	Century
Nu Fab Corp.	Miracloth	.. .. 1	Campbell-Mithun
NuTone, Inc.	Chimes	1	Erwin, Wasey
O'Brien Corp.	Paints	.. .. .. 1 .. .. .. 1 1	Carter, Jones & Taylor
O'Cedar Corp.	Mops	.. .. 2 3 4 4	Y & R
Odell Co.	Hair Tonic	.. .. .. 1 1 1	Gumbinner
O'Donnell, E. M., Co.	Refrigerators	.. 1	Direct
Oertel Brewing Co.	Beer	.. .. .. 1 1 1 1 2 2 2 2 2	M. R. Kopmeyer
Ohio Oil Co.	Motor Oil	.. .. 1 1 2 2 2 2 1	Stockton-West-Burkhart
O'Keefe's, Inc.	Beer	.. 1 1 1 1 1 1 2 2 2 5 5	Armand S. Weill
Old Monastery Wine Co.	Wine	.. .. 1 1	Cronaed
Old Reading Brewery	Beer	.. .. 1 1 1 1 1	Aitken-Kynett
Omar Inc.	Bakeries	.. .. 1	Fitzmaurice & Miller
Onondaga Silk Co.	Fabrics	.. .. 1	Moselle & Eiser
Ortlieb Brewing Co.	Beer	.. .. 1	Sam. Taubman
Owen & Minor Drug Co.	Hair Tonic	1 1	Direct
Pabst Sales Co.	Beer	.. 1 1 3 4 5 5 3 2 9	Warwick & Legler
Pacific Co.	Stocks & Bonds	.. .. 1	Foote, Cone & Belding
Pacific Mutual Life Ins. Co.		.. .. 2 2	Redding
Packard Motor Car Co.	Autos	1 1 1 1 1 1 1	Young & Rubicam
Packard-Bell Co.	Radios	1	Abbott Kimball
Padre Vineyard Co.	Wines	.. .. 1 1 1	Smalley-Levitt Smith
Pal Blade Co.	Razor Blades	.. .. 1 1	Al Paul Lefton
Paramount Pictures Corp.	Movies	1	Buchanan & Co.
Parker Pen Co.	Pens	.. .. 3 2 3 3	J. W. T.
Pate Oil Co.	Petroleum Products	.. 1 1 1 1 1 1	Al Herr
Paton, John G., Co.	Honey	1 3 3 2 1	Peter Hilton
Paulk, Hugh Clay	Dress-Ezy	.. .. 1 ..	Phillips, Reick & Fardon
Paxton & Gallagher	Coffee	.. .. 1 .. 1 1	Buchanan-Thomas
Penick & Ford Ltd.	Paint	 1	B B D O
Penn Brewing Co.	Beer	.. .. 1 1 ..	Direct
Pepsi-Cola Bottlers of Chicago	Soft Drinks	1	Presba, Fellers & Presba
Pepsi-Cola Co.	Soft Drinks	.. .. 9 9 10 4	Biow
Pequot Mills, Inc.	Sheets	1 1 1 1 1 3 3 2 1 5	Jackman & Co.
Perfection Stove Co.	Kitchen Ranges	.. .. 1 1 1 ..	McCann-Erickson

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Personal Finance Co.	Loans	.. .. 2 3 3	Bermingham, Castleman & Pierce
Personal Bonds Corp.	Tissues	 1	N. W. Ayer
Pet Milk Sales Corp.	Canned Milk	.. .. .. 1 1 1 2 .. 2 1 3 ..	Gardner
Peter Paul, Inc.	Candy	3 5 5 4 3 8 8 12 12 12 15 18	Brisacher Wheeler & Staff
Petri Wine Co.	Wine	.. .. 2 6 8	Y & R
Petrol Corp.	Gas & Oil	1	McNeill & McCleery
Pfeifer Brewing Co.	Beer	.. .. 1 1	Maxon
Philco Corp.	Radios, TV Sets	1 1 1 2 1 1 1 1 1 1	Hutchins
Phillips-Jones Corp.	Shirts	2 2 2 2 2 2	Grey
Phillips Packing Co.	Soups	.. .. 1 2 2 2 4 3 3 2 4 1	Aitkin-Kynett
Phoenix Brewery Corp.	Beer	.. .. 1 1 1 1	Ellis
Piel Bros. Brewing Co.	Beer	1 1 1 1 1 .. 1 1 1 2 2 3	Wm. Esty
Pierce & Stevens Inc.	Varnish	.. .. 1	Peter Hilton
Pillsbury Mills Inc.	Cake Mix	.. 1 1 1 3 3 3 2 2 1 3 ..	Leo Burnett
Pilsner Brewing Co.	Beer	.. .. .. 1 1 1 .. .. .. 1 1 1	Gregory & House
Pincus, B. S. Co.	Meat Prod.	2 2 2 1 1 1 1 1 1 1 1 1	Feigenbaum
Pioneer Rubber Co.	Gloves	.. .. 1 ..	Carr-Liggett
Pioneer Scientific Corp.	Polaroid TV Lens	21 26 25 21 19 18 20 19 21 16 26 27	Cayton
Pittsburgh Brewing Co.	Beer	.. 1 1 1 1 1 1 .. .. 2 2 2	Smith, Taylor & Jenkins
Plankington Packing Co.	Meat	1 1 1 1 1 1 1 1 1 1 1 1	Kramer-Kresselt
Plasti-Kate Inc.	Plastics	.. .. 1 1 1	Ohio Adv.
Pocono Hosiery Mills	Hosiery	.. .. 1	Maxwell Sackheim
Pomatex	Hair Dressing	.. .. 1	Moore Hamm
Pomerantz, Esther	Dresses	1	Solis S. Cantor
Potter Drug & Chemical	Cuticura Soap	.. .. 1 1 1 1 1 1	Atherton & Currier
Pressmaster Co.	Irons	.. .. 1 1	Macauley
Prince Macaroni Mfg. Co.	Spaghetti	 1	H. S. Rossi
Princeton Farms Popcorn	Popcorn	.. .. 1 3 ..	
Pritz Co.	Wall Cleaner	.. .. .. 2 1 1	H. W. Fairfax
Procter & Gamble Co.	Tide	.. .. 2 2 2 3 4 3 3 3	Benton & Bowles
Pro-phy-lac-tic Brush Co.	Tooth Brush	.. .. .. 1	Lambert & Feasley
Progress Brewing Co.	Beer	.. .. 1 1 1 1 1 1	George Knox
Pump-It Inc.	Bottle Top	.. .. 1	Barton A. Stebbins
Purofied Down Products	Pillows	1 1 1 1	Bermingham Castleman Pierce
Pure Oil Co.	Gas & Oil	1	Leo Burnett
Purity Bakeries	Bread	.. .. 2 .. 1 1 ..	Y & R
Quaker Oats Co.	Quaker Oats Cereal	.. .. 1 5 5 5	Sherman & Marquette

(Continued on Telecasting 44)

YOU CAN'T SEE THE TELEVISION INDUSTRY THROUGH A MENTAL KNOTHOLE!



Bankers, Investors, Broadcasters, Advertisers, Agencymen, Film Producers: You know that there are no cheap mistakes in television. Yet everybody's convinced there's a gold mine in the TV sky somewhere. Wouldn't you like to have a radar map showing what's behind each TV cloud!

We haven't got such a map. But we have got a book... a big book full of specific figures about the size, shape and cost of national television. For instance, we figure it would cost $1,740,352,500 per year to run 4 TV networks consisting of 1200 stations for 70 hours per week.

It took six months of patient data gathering, factual research and thoughtful analysis to establish and document our figures and conclusions We do not ask you to accept them — in half an hour, using our formulas and your own best estimates of the facts, you can arrive at a *complete set of specific answers of your own about TV's future* as it affects your interests.

Our major objective was to devise a system of thinking about television — a means of reaching specific answers to the Billion Dollar Questions About TV. **How much will "National television" cost? Can Advertising pay for it? What will TV do to Sports? Movies? Radio? What about "box office" television? How can we break TV's program-cost bottlenecks? Is TV a good investment risk?** *An Uproar* has been buzzing about our heads ever since the study was released. The office is strewn with praise and brickbrats, but nobody has questioned the thoroughness or the thought-provocative scope of our analysis.

We Are Embarrassed because at the moment we have no copies of our research document-turned-best-seller. The first printing has gone — to radio and TV executives; advertisers and agency men; Hollywood studios; broadcasters; set makers; bankers; radio and TV artists and directors; to people in London, Mexico, Canada and places we never heard of. The general reaction was well summed up by a big TV advertiser who told us, "The three hours I spent reading your document was the most valuable 'television time' I ever expect to buy. It's worth many times the $5.00."

The second edition is at the printers...due off the presses immediately. If you want $5.00 worth of insurance against some million dollar mistakes you will want to read 'the best buy in television.'

Use this coupon — or write — for your copy, today!

THE FAUGHT CO. • 342 MADISON AVE. • NEW YORK 17, N. Y.

The Faught Company
342 Madison Avenue, New York 17, N. Y.

Please send me.....copies of "TELEVISION" at $5.00 (Tax incl.)

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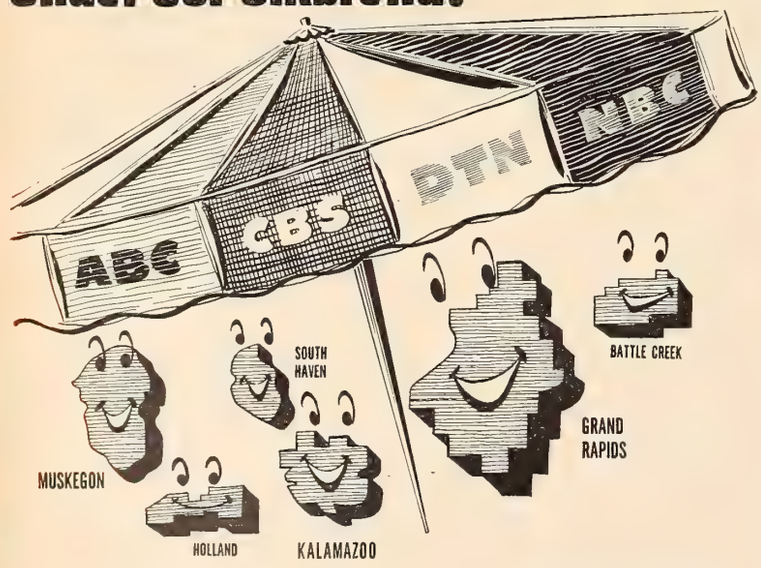
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Check Enclosed ☐ Bill Me ☐ Bill Firm ☐

SPOT ADVERTISERS

(Continued from Telecasting 43)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Quaker City Chocolate & Confectionery Co.	Candy	..	..	..	2	1	..	..	..	2	2	2	2	Adrian Bauer
Radio Best	Magazine	..	..	..	2	1	1	..	..	..	..	..	..	Bobley
RCA	Radio, TV Sets	3	5	2	2	2	2	1	1	1	..	..	..	J. Walter Thompson
Ranger Joe, Inc.	Cereal	1	1	1	1	2	2	..	..	..	2	2	2	Neal D. Ivey
Red Star Fertilizer Co.	Red Star Prod.	..	..	..	..	1	1	1	1	1	1	1	1	R. L. Randall
Red Top Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	2	5	4	Joseph Adv.
Reed & Barton	Silver	..	..	1	27	..	..	..	..	..	..	..	..	Badger & Browning & Hersey
Reed Candy Co.	Candy	1	1	..	1	1	1	..	..	..	..	..	..	Hill Blackett
Reddi-Wip Corp.	Cream Whipper	..	..	..	..	..	..	1	1	1	..	..	..	Ruthrauff & Ryan
Regal Amber Brewing Co.	Beer	..	..	..	..	1	1	1	1	1	..	2	5	Abbott Kimball
Regency Signal Booster	TV Booster	..	..	..	..	..	..	..	..	..	..	..	1	H. B. Humphrey
Renuzit Home Prod. Corp.	Cleaning Fluid	..	..	..	..	..	..	..	..	2	4	4	2	McCann-Erickson
Revere Copper & Brass Co.	Metal Products	..	..	..	..	..	..	..	..	1	1	2	1	St. George & Keyes
Revlon Products	Cosmetics	..	..	..	..	..	..	..	2	..	..	..	..	W. H. Weintraub
Rexall Drug Co.	Various Products	1	2	2	..	..	..	..	..	..	..	..	..	B B D O
Reynolds, R. J. Tob. Co.	Camel Cig.	..	..	1	4	9	10	11	9	6	2	2	1	Wm. Esty
Richfield Oil Corp.	Oil Prod.	..	..	..	..	..	..	1	10	6	3	6	6	5 Hixon-Jorgensen
Richter, F., Ad. & Co.	Drugs	..	..	..	..	..	..	..	..	..	1	1	1	Chas. W. Hoyt
Rhodes Pharmacal Co.	Imdrin	..	..	1	1	1	..	..	..	..	..	..	..	O'Neill, Larson & McMahon
Rich Products Corp.	Whip Topping	..	..	1	..	..	..	..	..	..	..	..	..	Roizen
Rich's Ice Cream	Ice Cream	1	1	..	..	..	..	..	..	..	..	..	..	Bowman & Block
Riesser Co.	Venida Products	1	1	..	..	..	..	..	..	..	..	..	..	Ralph Harris
Ritter, P. J. & Co.	Chili Sauce	3	3	..	..	..	..	..	..	..	1	2	2	Clements Co.
Ripley Clothes	Apparel	1	1	..	..	..	..	..	..	..	1	1	1	Bobley
Rival Mfg. Co.	Iron	..	..	1	1	1	1	..	..	..	..	..	..	Potts-Calkins-Holden
Rival Pack. Co.	Dog Food	..	..	..	6	7	11	2	4	11	20	24	21	Chas. Silver
River, Dan, Mills	Fabrics	1	..	..	..	..	..	..	..	..	..	..	..	John A. Cairns
Rochester Brewery	Beer	..	..	..	..	..	..	1	..	..	..	..	..	Ed. Wolff



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-AM-FM
TELEVISION
REPRESENTED BY
JOHN E. PEARSON CO.

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Agency	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Roerig, J. B., & Co.	Toothpaste	..	..	..	..	..	2	1	..	2	..	..	1	1 Stanton B. Fisher
Ronson Art Metal Wks.	Lighters	24	25	27	27	28	31	32	32	32	34	37	38	Grey
Rosefield Packing Co.	Skippy Peanut Butter	..	..	..	..	..	3	2	1	1	1	1	1	Y & R
Rothmund, Eugene & Co.	Sausages	1	1	1	1	1	1	1	1	1	1	1	1	J. C. Dowd
Royal Dunloggin Dairy	Dairy Products	2	2	2	2	2	2	2	2	2	..	..	..	Alfred
Royal Typewriter Co.	Typewriters	6	..	..	..	..	..	..	..	..	..	..	..	Young & Rubicam
Rubsam & Horrman Brewing	Beer	..	..	..	..	..	1	1	1	1	1	1	1	Paris & Peart
Ruppert, Jacob Brewing, Co.	Beer	..	..	..	..	..	1	6	10	10	6	5	2	Biow
Rustcraft Pub. Co.	Greeting Cards	..	..	..	..	..	..	..	..	..	..	..	4	Grey
Rutherford Food Corp.	Food	..	..	..	..	..	..	..	..	..	..	1	1	Frank E. Whalen
S. O. S. Co.	Cleanser	..	..	..	..	1	4	5	7	7	6	7	4	McCann-Erickson
Safeway Stores	Food Markets	..	..	4	4	10	5	..	..	..	2	1	2	R & R
Sagner's, A., Son	Suits	..	..	..	..	1	2	..	..	..	..	..	..	I. A. Goldman
St. Louis Independent Packing	Meats	..	..	..	..	..	1	1	1	1	1	1	1	Gardner
San-Nap-Pak Mfg. Co.	Tissues	..	..	..	1	..	..	..	..	..	..	..	..	Federal
Sanson Hosiery Mills	Hosiery	..	..	..	1	..	..	..	..	..	..	1	..	Adrian Bauer
Schaeffer, F. M., Brewing Co.	Beer	1	1	2	2	2	2	2	2	2	..	1	..	BBDO
Schafer-Pfaff Co.	Cigars	1	1	1	1	..	..	..	..	..	..	..	..	Wm. E. Caldwell
Scheidt, Adam, Brewing	Beer	..	..	..	1	1	1	1	1	..	..	..	..	Lawrence Everling
Schick, Inc.	Shavers	..	..	..	..	..	..	..	..	2	3	32	36	31 BBDO
Schindler Peanut Prod.	Peanut Butter	1	1	..	2	2	2	2	2	2	3	4	3	G. D. Ferguson
Schirmer, G., Inc.,	Music	..	..	..	..	..	..	..	..	..	..	1	..	Advertising Guild
Schlorer's, Inc.	Mayonaise	..	..	..	..	..	..	..	..	..	..	..	1	May Adv.
Schmidt Brewing Co.	Beer	..	1	2	2	3	3	3	2	2	2	2	1	Simons-Michelson
Schmidt, Jacob, Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	..	..	1 Olmstead & Foley
Schmidt's Brewing Co.	Beer	..	..	..	..	..	..	..	1	1	..	..	..	Olmstead & Foley
Schoenling Brewing Co.	Beer	1	..	1	1	1	1	1	2	2	2	1	1	Ritt
Schonbrunn, S. A., & Co.	Coffee	..	2	2	2	2	2	..	..	..	..	..	..	Lawrence C. Gumbinner
Schreiber's Brewing Co.	Beer	..	..	..	..	..	..	1	..	1	1	1	1	Kelly & Mengle
Schultz, D. & Co.	Wall Paper	1	1	1	1	1	1	1	1	1	..	..	..	H. M. Dittman
Scott & Fetzer Co.	Vacuum Cleaners	..	..	1	1	1	..	..	..	1	1	..	..	General Publicity Service
Scudder Food Products	Foods	..	..	..	..	..	1	1	1	1	1	1	1	Davis & Co.
Seabrook Farms Co.	Frozen Foods	..	..	..	..	..	..	..	..	..	..	..	1	Peter Hilton
Seeman Bros.	Tea	1	1	1	1	1	1	1	1	2	2	..	1	J. D. Tarcher
Seeman Bros.	Air-Wick	..	..	..	..	..	..	..	..	..	..	..	..	Wm. H. Weintraub
Seilers Meats	Meat	1	1	..	..	..	..	..	..	..	..	8	8	Clements
Semca Watch Corp.	Watches, Clocks	..	..	..	..	..	..	..	..	..	1	5	2	Moss Assoc.
Serutan Co.	Remedy	..	..	..	..	..	..	1	..	1	1	1	1	1 Direct
Seven-Up Co.	Soft Drink	1	1	1	1	1	1	1	1	1	1	1	1	French & Assoc.
Shaeffer, W. A., Pen Co.	Pens	..	..	..	..	..	..	..	..	..	2	2	2	Russel M. Seeds
Shedd-Bartush Foods	Margarine	..	..	..	..	..	..	1	1	1	1	1	1	Ralph Sharpe
Sheffield Farms Corp.	Dairy Products	..	..	..	..	..	1	1	1	..	1	1	1	N. W. Ayer
Shontex Co.	Shampoo	..	..	..	..	..	..	1	1	1	1	1	1	Associated
Signal Oil Co.	Tires	..	..	..	..	..	..	3	1	..	..	..	..	Barton A. Stebbins
Simmons Co.	Mattresses	2	3	3	12	10	11	11	12	12	12	10	9	Young & Rubicam
Sinclair Adv. Agency	Advertising	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Sinclair Refining Co.	Gas & Oil	..	1	1	1	1	1	1	1	1	1	1	1	Morey, Humm & Johnstone
Skillerns Drug Co.	Drug Chain	1	1	1	1	1	1	1	1	1	1	1	1	Grant
Slumber Products Corp.	Mattresses	1	1	1	..	..	..	..	..	..	..	..	..	Simon & Gwynn
Skin Tested Drug Products	Dental Cream	1	1	1	..	..	..	..	..	..	..	..	..	Jasper, Lynch & Fishel
Smith, Alexander & Sons Carpet Co.	Carpets	..	..	..	..	..	..	..	..	1	11	11	11	Anderson, Davis & Platte
Smith, Robert, Mfg. Co.	Nylon Dip	..	..	..	..	..	..	..	..	..	1	1	..	C. B. Juneau
Snow Crop	Frozen Foods	..	..	..	..	..	1	1	1	..	..	1	..	Maxon
Solarine Corp.	Wax	..	..	..	..	..	..	..	..	..	..	..	1	C. D. Ferguson
Sonneborn, L., & Sons	Motor Oil	..	..	..	..	..	1	1	1	2	2	3	1	Hicks & Greist
Sonotone Corp.	Hearing Aids	..	..	..	..	..	..	..	..	..	..	1	2	Lloyd, Chester & Dillingham
Southern Airways	Air Travel	..	..	..	..	..	..	..	..	..	..	1	2	Hugh Deadwyler
Southern California Gas Co.	Gas & Oil	..	1	1	1	1	..	..	..	..	..	..	..	McCann-Erickson
Soy Food Mills	Golden Mix	..	..	..	..	..	..	..	..	..	1	..	..	J. R. Pershall
Sparks-Withington Co.	Radios	1	..	..	..	..	..	..	..	..	..	..	..	Brooke, Smith, French & Dorrance
Speedway Petroleum Corp.	Gas & Oil	..	..	..	..	..	..	..	..	..	1	2	2	W. B. Doner

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Stahl-Meyer, Inc.	Meat Spreads	.. .. 1 1 1 1 1 1 ..	Blaker
Standard Brewing Co.	Beer	.. .. 2 1 1	Gerst
Standard Milling Co.	Flour	.. .. 1 1 1 1	John W. Shaw
Standard Oil of Indiana	Gas, Oil	.. .. 3 3 1	McCann-Erickson
Standard Oil of Kentucky	Gas, Oil	.. .. 1 1 1	Burton E. Wyatt
Standard Oil of New Jersey	Gas, Oil	10 1 .. .. 1	Marschalk & Pratt
Standard Oil of Ohio	Gas, Oil	.. .. .. 2 1 1	McCann-Erickson
Stark, Howard B., Co.	Candy	1 1 1	Stone - O'Halloran
Stark-Wetzel & Co.	Meat	.. .. 1 1 1	Jim Baker
State of New York	State Fair	.. .. 1 1	Spitz & Webb
Statler Tissue Co.	Tissues	.. .. 2 2 3 4 4 4 4	J. Leonard Michelson
Stein, Geo. P., Brewery	Beer	1 1 1 1 1 1 2 2 2 1 2 2	H. J. Weil
Stephan Product Co.	Toys	.. .. 2 6 1	Lewis Adv.
Sterling Brewers	Beer	.. .. 1 1 2	Ruthrauff & Ryan
Sterling Drug, Inc.	Drugs	5 5 5 1 1 1 1 1 1 1 1 ..	Young & Rubicam
Stetson, John B., Co.	Hats	.. .. 3 3 4 3	Kenyon & Eckhardt
Stewart & Ashley Coffee Co.	Coffee	.. .. 1 1 1 1	Roche, Williams & Cleary
Stevens Linen Co.	Linen	.. .. 1	Heil-Damroth
Stewart's, Inc.	Foods	1 1 1 1 1 1 1 1 1 1 1 1	Rosengarten & Steinke
Stokely-Van Camp	Frozen Foods	.. .. 1 1 2 1 4	Gardner
Straus, S. & L., Beverage Co.	Beer	.. .. 1	Direct
Strietmann Biscuit Co.	Crackers	.. .. 2 1 2 1	Harry M. Miller
Stroh Brewery Co.	Beer	.. .. 1 1 2	Zimmer-Keller
Stromberg-Carlson Co.	Radio, TV Sets	 1	Direct
Studebaker Corp.	Automobiles	.. .. 1 14 15 2	Roche, Williams & Cleary
Sun Oil Co.	Gas, Oil	1 1 1 .. .. 1 3 2 1	Hewitt, Ogilvy, Benson & Mather
Sunbeam, Inc.		.. .. 49	Perrin-Paus
Sunnyvale Packing Co.	Soup	1 2 2 1 1 .. .. 3 3 ..	Long Adv.
Superior Coat Co.	Coats	1	Direct
Sutherland Paper Co.	Serviset	.. .. 1 1 1	G. R. Stoker
Swanson, C. A., & Sons	Poultry Processers	.. .. 1 1 1 1	Caples
Swift & Co.	Peanut Butter	.. .. 1 1 1 1 1 1 ..	J. W. Thompson
Talking Toys	Toys	 1	Steller, Millar & Lester
Taylor-Reed Corp.	Coco Marsh	.. .. 1 4 4	St. Georges & Keyes
Teldisco, Inc.	TV Sets	1	Green-Brodie
Teletone Corp.	TV Sets	.. .. 3 3	Moore & Hamm
Televendors	Over Shoes	 1	Lee Smith
Television Forecast	Magazine	1 1	Direct
Television Guide	Magazine	1 4 3 2 3	Direct
Television Magazine	Magazine	.. ..	Direct
Tele Views Magazine	Magazine	2	Direct
Tel-Tex	Magazine	.. .. 1	
Tennessee Brewing Co.	Beer	.. 1 1 1 1 1 1 1 1 1 1 1 1	Merrill-Kremer
Terre Haute Brewing Co.	Beer	.. .. 1 1 1 1 1 1 1	Pollyea
Texas Electric Service Co.	Electric Service	1 1 1 1 1 1 1 1 1 1 1 ..	Direct
Textize Chemicals	Cleaner	.. .. 1 1 1	Jim Henderson
Thermador Elect. Mfg. Co.	Heaters	 2	Dan B. Miner
Thermodyne Corp.	Air Conditioning	.. .. 1	Gunn-Mears
Thibaut, Richard E., Inc.	Wallpaper	.. .. 2 2 2	Jackson & Co.
Threadmaster		.. .. 1	
Thor Corp.	Washers & Ironers	.. .. 1 1 1 .. 1 2 1	Earle Ludgin
Tidewater Assoc. Oil Co.	Gas, Oil	.. .. 1 1 1 ..	Buchanan
Tile-Craft Co.	Tiles	1 1 1	G. G. Felt & Co.
Topper Hangers	Hangers	.. .. 1	Fortner & Perrin
Topps Chewing Gum	Gum	.. .. 2 1 1 1	Cecil & Presbrey
Trad Television Corp.	TV Screens	.. .. 1	Cayton
Transcontinental & Western Air	Air Travel	.. .. 4 4 5 4	BBDO
Transmirra Products Corp.	TV Image Definer	.. .. .. 1 2	Small & Ross
Transvision, Inc.	TV Sets	.. .. 1 1	H. J. Gold
Treasure Cloth	Clothes	.. .. 1 1	E. H. Brown
Tree Preserving Co.	Pickles	.. .. 1	Melvin S. Hall
Trippe Mfg. Co.	Headlights	 1	Rogers & Smith
Trizol		 1	Adv. Assoc.
Troy Savings Bank	Banking	.. .. 1 .. 1	Doremus & Co.
Trubilt Trailer Co.		1 1 1 1 1 1	MacDonald-Cook
U. S. Envelope Co.	Self-Sealing Envelopes	.. .. 1 1	S. R. Leon
U. S Tobacco Co.	Pipe Tobacco	 21	Kudner
Ultra Chemical Works	Floor Wax	.. .. 1 1 1	S. R. Leon
Unicorn Press	Encyclopedia	.. 1	Leonard Adv.
Union Oil Co.	Oil	.. .. 1	Foote, Cone & Belding
Union Pacific Railroad	Travel	.. .. 2 3 3 3	Caples
Unique Art Mfg. Co.	Toys	4 4 2 1 1 1	Grant
United Air Lines	Transportation	.. 1 2 2 8 4	N. W. Ayer
United Fruit Co.	Bananas	.. .. 1 1 1 1 3 9	BBDO
United Shirt Distrib.	Shirts	 1	Botsford, Constantine & Gardner
United Wallpaper Co.	Wallpaper	.. .. 1 3 4 2 1 1 1 ..	MacFarland, Aveyard
United States Rubber Co.	Rubber Products	1 1 6 27 31 29 .. 1 2 .. 1 ..	Campbell-Ewald
Utica Brewing Co.	Beer	 1	Deveraux
Vacolite Co.	Hearing Aids	.. .. 1	McMains
Valley Forge Dist. Co.	Beer	.. .. 2 2 2 1 1 .. .. .. 1 1	Alvin Epstein
Van Camp Sea Food Co.	Tuna	 4	Brisacher-Wheeler & Staff
Venus Foods Inc.	Foods	.. 1 1	Harrington, Whitney & Hurst
Vernor, James, Co.	Ginger Ale	.. .. 1 1 1	Zeder-Talbott
Vess Beverage Co.	Soft Drink	.. .. 1 1 1 1 1	French & Assoc.
Victory Packing Co.	Dog Food	2 3 3 4 6 7 5 2 5 6 4 5	J. G. Stevens
Visking Corp.	Frankfurters	.. .. 1 1 1 1 1 1	Weiss & Geller
Voit, W. J., Rubber Co.	Dolls	 5	Hixson & Jorgensen

(Continued on Telecasting 46)

WPAT at 93

NOW

5000 watts
24 hours a day

dials are swinging to

WPAT at 93

PATERSON, NEW JERSEY

Owned and operated by the Herald News
Passaic Clifton, N. J.

Spot Advertisers

(Continued from Telecasting 45)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Volker, Wm., Inc.	Window Brush	 1	Brice B. Brewer
Von Schrader Mfg. Co.	Cleaner	.. .. 3 3	Reincke, Meyer & Finn
Waegeman, E., Sons	Cigars	.. .. 1 1	Whittaker
Wagner, August, Breweries	Beer	.. .. 1 1 1 1 3 4 2	Kircher, Helton & Collett
Walker's Austex Chili Co.	Tamales	.. .. 1 1 1	Wilson Crook
Waltham Watch Co.	Watches	1	Kastner, Farrell, Chesley & Clifford
Wander Co.	Ovaltine	.. .. 6 8 9	Hill Blackett
Ward Baking Co.	Bread	2 2 2 2 2 1 1 1 2 8 12 13	J. Walter Thompson
Washburn, F. B., Candy Corp.	Candy	.. .. 1 1 2 3	Jerome O'Leary
Waples-Platter Co.	Coffee	1	Glenn
Warner Co.	Wall Paper	.. .. 2 2 2	Jackson & Co.
Washington Breweries	XX Beer	.. .. 1 1 1	Direct
Washington State Apple Commission	Apples	.. .. 2 2 2	J. Walter Thompson
Waukesha Roxo Co.	Soft Drinks	1 1 1 1	Stone-O'Halloran
Wayne Brewing Co.	Beer	.. .. 1 1	Mitchell-Knepper
Webb, Thomas J., Co.	Coffee	.. .. 1 1 1	Ivan Hill
Werk, M., Co.	Soaps	.. .. 1 1 1	Ralph H. Jones
West Bend Aluminum Co.		 1	Hoffman & York
West Coast Packing Co.	Tuna	.. .. 1 2 2 2 2 2 1 1	Coleman-Jones
West Coast Soap Co.	Soap	.. .. 1 1 1 1 1	Ad Fried
Western Auto Supply Co.	Electric Washers	.. .. 1 1 1 .. 1	Bruce B. Brewer
Western Stove Co.	Gas Ranges	 1	Agency Assoc.
West Gate Sea Products	Tuna	.. .. 1 1 1 1 1 1 1 1	Barnes-Chase
Westinghouse Electric Corp.	Electric Products	.. .. 1 1 1	McCann-Erickson
Weston Biscuit Co.	Cookies	.. .. 2 2 2 4 15 15 15	Calkins & Holden
Wettlaufer Mfg. Co.	Automobile Designer	1 1 1 1 1 1	Marion Hahn
White Eagle Brewery	Beer	.. .. 1 1 ..	Gerald N. Shields
Whitman, Stephen F., & Sons	Candy	9 7 7 7 7	Ward-Wheelock
Wiedemann, Geo., Brewing	Beer	2 2 1 2 3 4 4 6 6 7 9 6	Strauchen & McKim
Wilbur-Suchard Chocolate	Candy	.. .. 2	Foltz-Weisinger
Wildroot Co.	Hair Preparations	.. 1 1 1 1 7 7 .. 1 1 1 2	B B D O
Willard Storage Battery Co.	Auto Batteries	.. .. 1 1	Meldrum & Fewsmith
Williams & Dickie Mfg.	Wash Clothes	.. 1	Albert Evans
Williams, J. B., Co.	Shave Cream	.. .. 1 1 2 2 1 1 1 1 1 1	J. Walter Thompson
Wilpet Eng. Mfg. Co.	Toys	1	Direct
Wilson & Co.	Food Products	.. .. .. 1 1 2 2 2 2 2 2 2	Davis & Co.
Wilson Products Co.	Foods	1 1	Cooper
Wine Advisory Board		.. ..	
Wine Growers Guild	Wine	4 2 .. .. 2 .. .. 3 5 5	Honig-Cooper
Wisconsin Telephone Co.	Phone Survey	1	Direct
Wise, Wm. H., & Co.	Books	.. .. 1 .. .. 1	Thwing & Altman
Wooden Shoe Brewing Co.	Beer	.. .. .. 1 1 1 1 1 1	Don Kemper Co.
Woodettes, Inc.	Dolls	.. .. 1 ..	Robt. Kahn
Wool Novelty Co.	Woolfoam	.. 1 1 1	Redfield-Johnstone
Wrigley, Wm. Jr., Co.	Gum	1	Ruthrauff & Ryan
Wynne Oil Co.	Lubricate	.. .. 2 3	J. T. Crossley
Yankee Maid Inc.	Frankfurter	1 1	Feigenbaum
Yocum Bros.	Cigars	.. .. 1 1 1 1 1 ..	Direct
Zausner Foods	Cheese Products	.. .. .. 2 3 1 .. .. 1 ..	Brisacher, Wheeler & Staff
Zenith Radio Corp.	Radio & TV Sets	1 1 1 2 1	Direct
Zippy Products Co.	Starch	.. .. 4 4 4 3 3 4 4 5	George C. Martin
Zip Whip Co.	Beater	1 2 1 1 2 2 1	Smith, Bull & McCreery

SHOW WINDOW OF THE WORLD!

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami--WTVJ

16,000 Television sets now in use in South Florida*



WTVJ channel 4 MIAMI

SEE THE FREE & PETERS MAN TODAY

17 N. W. 3rd ST., MIAMI, FLA.

*estimated from NBC research and dealer survey

COLOR PHASING

FCC Gets RCA Description

TECHNICAL description of RCA's new method of automatic color phasing, as demonstrated in mid-January in Washington [BROADCASTING, Jan. 23], was submitted to the FCC last week by E. W. Engstrom, vice president in charge of research.

The technique replaces the manually operated TV color system demonstrated last autumn and is believed to eliminate the lack of uniformity that marred pictures shown at that time.

In his letter Mr. Engstrom said that January tests of automatic phasing showed "satisfactory results even under conditions of very high noise." Accompanying the letter is a 12-page description of the process, based on transmission of a burst. It is described as solving problems of noise immunity and automatic color phasing simultaneously.

Mr. Engstrom emphasized that the RCA system is "fully compatible, all-electronic and provides the same picture definition in color as in standard black-and-white television."

New Hopalong Sponsor

GORDON BAKING Co., New York (Silver Cup bread), Sunday, Jan. 29, began sponsoring the *Hopalong Cassidy* film telecasts on three NBC-TV stations for 52 weeks. The stations are WNBT (TV) New York, WSPD-TV Toledo, WWJ-TV Detroit. N. W. Ayer & Son, New York, is the agency.

WNBQ (TV) IN BLACK

Station Reports New Clients

WITH the signing in 10 days of 5½ hours weekly involving seven new clients, two renewals and an order for 260 one-minute spots, WNBQ (TV) Chicago (NBC) reportedly is in black. Station has only 2¾ hours of unsponsored time, according to John McPartlin, sales manager.

New clients include Shonberger & Sons (Gold Spun noodles), through Robert Kahn & Assoc.; John T. Shane, direct; Better Brands of Illinois (Miller beer), direct; Electric Assn. of Chicago, through J. R. Pershall Co.; Jewel Food stores, direct; Hauser-Nash Sales, through Guenther-Bradford Agency; Chicagoland Studebaker Dealers, through Roche, Williams & Cleary. Renewals: Edward Hines Lumber Co. and Evanger's Kennel Foods. Order for 260 one-minute spots, 52 weeks, is from Sears, Roebuck Chicagoland Stores, through Mayers Co.

TV Writing Contest

CBS and World Video Inc. last week announced a television drama writing competition for college students. Under joint sponsorship of the network and the production company, which produces *Actors' Studio* on CBS-TV, the competition will involve four awards at monthly intervals, the first to be given March 31. Students at any qualified college may compete for the prizes which will amount to $500 if the winning script is a one-hour program and $250 if it is a half-hour.

UHF Success

(Continued from Telecasting 7)

will mean more regional interchanging of programs. Each station will be able to pick up programs telecast by neighboring stations on an exchange basis, eventually bringing into being a series of area networks, much on the order of the rural FM broadcasting networks. The ease of these relays will also mean that each community will be able to carry top network shows without the cost of expensive coaxial cables or microwave relays. This will result in high quality television for areas all over the country now without TV and without hope of getting it under the present VHF channel allocations.

As for stations within the market area of a present VHF station the outlook is equally good. Converters will be inexpensive and efficient, antennas small and simple and reception will be better. There is in operation in New Haven a VHF station and the city is TV-conscious. In the past few months we have been broadcasting news stories and reports on the progress of UHF and have sent out releases in the area as a part of an educational program. We have also publicly announced that we will install converters at cost in present TV homes when UHF comes to our city. Consequently, interest in UHF in our area is high—among advertisers, too.

UHF is the answer for the small broadcaster who looks to the future with optimism, and it has already provided the answer to the pessimists. The UHF television station on Success Hill in Bridgeport is the forerunner of nationwide TV. UHF is here and it won't be long before every hill on which there is a UHF antenna will also be a Success Hill.

CTI To Use WMAL-TV

COLOR TELEVISION Inc., of San Francisco, sponsor of one of the three rival color TV systems in FCC's video hearings, will employ the transmitting facilities of WMAL-TV Washington in the demonstrations slated before the Commission Feb. 20 and 23, it was announced last week. It will be the first CTI showing.

'Command' Showings

CBS SAID last week it would resume its schedule of public demonstrations of color television in Washington Feb. 13-21, "by public demand." Network spokesmen estimated more than 13,000 persons saw color telecasts at the downtown viewing center between Jan. 12 and Feb. 1. The showings were halted Feb. 1 so the equipment could be shipped to Atlanta, where medical demonstrations are scheduled Feb. 6-8.



WHEN WNBW (TV) Washington wanted to come up with a real honest-to-gosh branding iron to lend realism to its popular *Circle Four Roundup Rangers*, it contacted Bill Day of KOA-NBC Denver for the real article. Mr. Day air-expressed it by way of Sen. Ed Johnson (D-Col.) for use on the children's TV show, which includes a feature film and a Ranger club meeting, Mon.-Fri., 4-5:15 p.m. [BROADCASTING, Jan. 23]. Taking part in the official presentation are (l to r): Raymond Michael, who conducts Ranger's meeting after the movie; William R. McAndrew, WRC-WNBW general manager; Sen. Johnson; Charles de Lozier, WNBW sales manager.

Closed Circuit TV

DuMONT Television Network last week announced a new plan to provide closed circuit telecasts of business and industry conventions. Convention proceedings in New York, under the plan, may be telecast by special closed circuit hookups to various cities among the 21 connected to the television network.

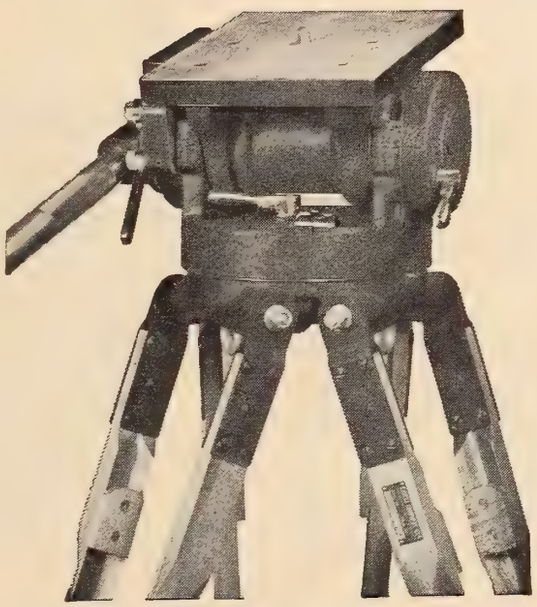
Esso Video Show Set

ESSO STANDARD Oil Co., New York, will sponsor the *Alan Young Show* on the CBS-TV network beginning in mid-March [CLOSED CIRCUIT, Jan. 16]. The show, originating in Hollywood, will feature Alan Young in a weekly half-hour comedy series. Agency for Esso is Marschalk & Pratt.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Telefile

(Continued from Telecasting 11)

in the world of sports, which Richmondites saw, include:

Boxing direct from Madison Square Garden in New York two months after the station took to the air. A few days later, tennis matches from Jackson Heights in New York were presented. Shortly afterward, a baseball game between the N. Y. Police Dept. Athletic Assn. and its counterpart N. Y. Fire Dept. club was seen. On June 25, sports fans watched the heavyweight championship bout between Joe Louis and Jersey Joe Walcott. On Aug. 9, still in 1948, Virginia televiewers saw Olympic Games which were filmed in London and rushed to this country for TV screens. The variety in sports ranged from football classics, boxing and wrestling to the World Series and The Hole in One Golf Tournament.

* * *

IN back of the programming are the Havens & Martin staff numbering 55. The television staff includes those who devote their entire time to WTVR as well as personnel who work also for WMBG and WCOD. Exclusive TV staff consists of Conrad G. Rianhard, program manager, four production managers, and their three assistants, a TV special events director, an artist, film clerk and four salesmen. Technical staff of nine engineers is headed by James W. Kyle. Continuity writers, promotion and publicity directors, announcers and secretaries work for all three facilities.

Mr. Havens, president and general manager, finds his first love in engineering. Although his actual work in this field has been limited because of other pressing duties, he can be seen delving into a complicated circuit when a serious engineering problem presents itself. He maintains a modern machine shop and experimental laboratory at home.

Key station personnel include William J. Filer, director of local sales; J. Albert Tillery, engineer in charge of control room operations; J. Reginald Reith, chief accountant; Allan J. Phaup, director of news and special events, and Gwendolyn Dalton, traffic director.

Other executives were hand-picked for experience. Walter A. Bowry Jr., treasurer, is entering his 10th year with H&M. Now in his thirties, Mr. Bowry served aboard a minesweeper during World War II and as a communications officer with the Pacific Fleet. He was promoted to his present position last year. Mrs. Katherine Germain, secretary, has a 14 year service with H&M. During her radio career she has acquired a working knowledge in about every phase of radio. Mr. Kyle, chief engineer, has made technical study a life's career. He joined H&M about 15 years ago as staff engineer.

WTVR transmits on Channel 6 (82-88 mc) with 6.3 kw aural and 12.16 kw visual power.

H&M's modern AM-FM-TV studio building is located at 3301 West Broad St. The transmitter building, also housing three facilities, is on Staples Mill Road.

WTVR's equipment includes: An RCA aural transmitter; DuMont video transmitter; an RCA superturnstile antenna, installed on a 317-foot self-supporting insulated Lehigh tower with an overall height of 417-feet (located 225-feet above sea level, its effective radiation height is 642-feet); two image orthicon studio camera chains; two 16mm projectors; two 35mm projectors yet to be installed; a 2 x 2 slide projector; Baloptican; RCA lateral recording equipment and turntables; photographic and film processing laboratory; 35mm and 16mm film cameras, and Speedgraphics.

At present, WTVR has one studio (29 x 17½ feet). An extra-large second studio is planned for 1950, and will include dressing rooms, property rooms and carpenter shops.

Basic Class A rates for studio one hour are $300; basic Class B rates $225, and basic Class C rates $150. Film one hour rates are $240 for Class A; $165 for Class B, and $90 for Class C.

Plans for the future are to retain full TV service for the public; subject to instant readjustment with a change in the direction of video's path. The station expects to turn a profit this year depending on "how much spot and local business can be secured during 1950, because it will be from these sources that the principal operating revenues will come. . . . If there is enough spot business and there are not too many network intervals this summer, as there were last (summer), then it is possible to come out of the red during 1950 and go into the black."

DuMont Pat

(Continued from Telecasting 6)

plan required acceptance by at least 15 affiliates.

Identity of advertisers will be made known "prior to their inclusion in program," according to the telegram. The series is slated to start Feb. 25. It will be variety type, the first hour originating in Chicago and produced by Ted Mills, the last 1½ hours originating in New York and produced by Max Liebman.

Payment Plan

"You will be paid regular network compensation computed as if each half hour were sold to sponsors at your network half-hour rate," the telegram declared.

Mortimer W. Loewi, executive director of the DuMont TV Network, to whom the telegram was sent as an offer for DuMont's WDTV (TV) Pittsburgh, replied that the new plan "does not affect the basic objection of our original complaint."

IT'S NEW!

...Even Newer Than Television



T-V CHECK INC.

Provides a television checking service and permanent picture record of T-V shows and commercials exactly as the audience receives them . . . black and white still photos . . . or sound-on film-motion pictures . . . taken directly from video receivers.

Orders are acceptd from Sponsors, their Advertising Agencies, Owners of Package Shows or Television Stations on their programs for checking and audition purposes only.

Twenty-four hour delivery on films or photos, accompanied by certified statement of time, station, and conditions of telecast and reception.

Available on local and network programs with Chicago outlets.

Studios are equipped with newest 16-inch T-V receivers, sound-on-film cameras, and still cameras exclusively constructed for T-V checking.

T-V CHECK INC. all services originated by and under the supervision of the Jos. W. Hicks organization, Public Relations Counsel.

For further information, write or call . . .

T-V CHECK INC.

Suite 3213, 141 W. Jackson Blvd.

Chicago 4, Ill.

Phone WEbster 9-5050

Index Finger to Nose

A SIGNAL system of red and green lights will keep speakers on schedule at Wednesday's TBA Television Clinic. When each speaker begins, a green light visible only to him will be turned on. When his time is up, a red light, also visible only to the speaker, will warn him to conclude. A minute later, if he is still speaking, a large red light will begin flashing in full view of the audience. Developed by J. R. Poppele, TBA president, and his engineering staff at WOR New York, the speaker-traffic light system was successfully introduced at the last TBA clinic in December 1948.

Film Report

DICK STROME TELEVISION, with studios at 2403 Spruce St., Philadelphia, according to **Edward Davies** who handles administrative end of business, has just completed most successful year of creating and producing TV film commercials. Some local and national advertisers include **Gretz Brewing,** one-minute full animation film, and near completion on five-minute color animation; **Cities Service,** one-minute semi-animation; **Clearview Television Service,** 20 seconds with sound. **Dick Strome,** head of firm, is nationally known cartoonist whose work appears in *Saturday Evening Post, New Yorker* and other magazines.

Coronet Films, Chicago, releasing series of five motion pictures to TV stations for first time. One-reel films have running time of 10 minutes, those available include "King Midas and the Golden Touch." Others are "The Cow and the Sprite," "Rumpelstiltskin," "The Legend of Pied Piper" and "The Honest Woodsman." Called *Coronet Fantasies,* series is composed of puppets enacting popular folk tales. **WSB-TV** Atlanta and **WCPO-TV** Cincinnati have booked all five. Program directors can preview series by paying transportation charges.

Films of the Nations Inc. announces new office at 62 West 45th St., New York 19; telephone Murray Hill 2-0040. . . . **Five Star Productions,** Hollywood, producing six one-minute and six 20-second TV film commercials for **Goetz Brewing Co.,** St. Joseph, Mo. Agency: **Potts-Turnbull Co.,** Kansas City. Same firm doing 14 one-minute spots for 7 **Eleven Stores,** Dallas (drive-in grocery chain with 78 stores in Texas), through **Stanley Campbell Inc.** that city. Firm currently has 91 TV commercial spots in production for 11 sponsors.

Young & Rubicam, New York, has signed for services of **Screen Gems Inc.,** New York producer of video commercial films, to do five spot announcement films for **Borden Dairy Products. Screen Gems** produced now-famous **B. V. D.** spots and short films for **Hamilton** watches, based on Hamilton's "Peggy and Jim" magazine ads . . . **TV Ads Inc.,** Los Angeles, has completed half-hour video film "Dixie Dugan" . . . **Television Picture Distributing Corp.,** Los Angeles, will cut approximately 400 feature-length western films into 27-minute segments for serial use. **Toby Anguish** is head of firm.

1950 **February 6** 1950

Call Frazier & Peter re: Our TV Planning

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

TALENT UNIONS

TVA Urges Partnership

RESOLUTION calling for true 50-50 partnership between Television Authority and Screen Actors Guild, provided some plan be made for resolving deadlocks, was passed at a meeting Jan. 31 of the Hollywood membership of five live unions of Associated Actors and Artistes of America that make up the TVA. Motion followed an earlier resolution, voted down, that the only partnership acceptable to TVA must include a provision for joint membership and joint action.

Basic problem in such a partnership, without which solution no such arrangement could last, is the determination of what such a plan would be. TVA maintains that joint membership meetings should be called to resolve deadlock issues; SAG and Screen Extras Guild remain firm in clinging to their basic guild contracts calling for 75% vote from total membership by mail referendum in determining any important action, such as a strike vote.

Discussing the latest SAG proposals sent TVA Jan. 18 [TELECASTING, Jan. 23], George Heller, TVA national executive secretary, stated they "differ in many respects" from ideas originally set forth by both groups and resulted in widening the area of disagreement. Among points disputed are the question of closed kinescopes and filmed spot announcement over which both groups claim jurisdiction.

Also presented to membership was a tentative proposal on wages and working conditions prepared by the TVA board wages committee. Proposal calls for $95 for a 60-minute show, plus $6 for rehearsals, with wage scales varying down according to length of show.

In the meantime, SAG is continuing its wages and working conditions negotiations with Television Film Producers Assn. Next meeting is scheduled for tomorrow night (Feb. 7).

BIG 10 TELECASTS

Group Okays Post Game Shows

CONTINUED telecasting of post Big 10 football game highlights was approved by the conference television committee Tuesday in Chicago, but rigid pricing and restriction policies were established for future contracts with TV stations. Recommendations made by the three-man committee will be referred to Big 10 conference athletic directors at a meeting in Chicago next month.

The six-hour session Tuesday afternoon was attended by Big 10 Commissioner K. L. Wilson, chairman of the video committee; Douglas R. Mills, athletic director, U. of Illinois, and Ted B. Payseur, athletic director, Northwestern U. Non-committee members present were Charles E. Flynn, athletic publicity director, U. of Illinois, and Walter Byers, Comr. Wilson's assistant. Discussion was limited to showing of post-game highlights, but the ever-growing question of the effect of telecasts on gate receipts is expected to command most of the attention at the March meeting.

Surgery on TV

SERIES of five operations at Sinai Hospital, Baltimore, were picked up by WMAR-TV there Friday and relayed by microwave closed circuit to the local Southern Hotel for observation by some 100 doctors who were attending a sectional educational meeting of the American Urological Assn. Done in monochrome, the program lasted about five hours. Operations were not telecast for the public by WMAR-TV which operates on Channel 2 (54-60 mc).

Program Displays

PHOTOGRAPHIC blow-ups of leading TV shows will be displayed by the four video networks at the TBA Television Clinic on Wednesday at New York's Waldorf-Astoria Hotel. Each network is creating a display of its outstanding programs specially for the clinic attendees, to include advertiser, agency and program firm executives as well as TV broadcasters.

Griffin on ABC-TV

GRIFFIN CO. (shoe polish) will begin sponsorship of a half-hour of the hour-long Paul Whiteman's TV Teen Club over 11 ABC-TV stations March 4. The contract, for the 8:30-9 p.m. half is for 26 weeks through Bermingham, Castleman & Pierce, New York.

WENR-TV SALES

Are $150,000 in Jan.

JANUARY sales at WENR-TV Chicago totaled more than $150,000. A compilation last week showed:

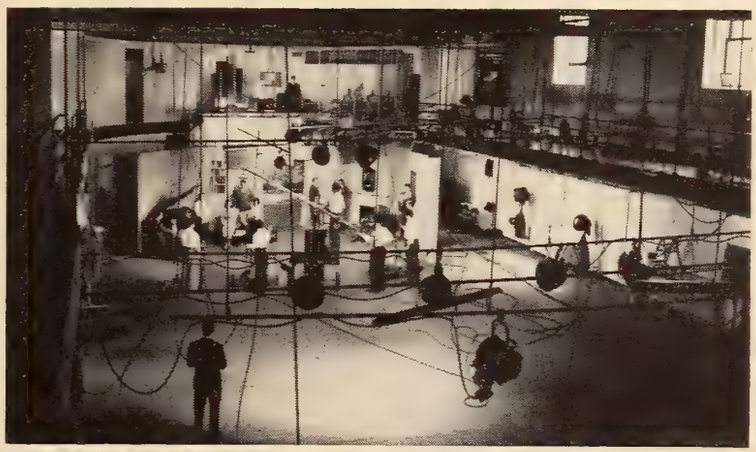
Projected contracts were for French Sardine Co., quarter-hour film, Sunday, starting Feb. 12, through Rhoades & Davis; Tauber on Broadway (Ford dealers), 18-week renewal of *Parade*, Monday, half-hour, American National Video Productions; Courtesy Motor Sales (Hudson), renewal of Wednesday wrestling matches from 9 p.m. to conclusion through Malcolm - Howard; Hunding Dairy, 10-minute Sunday film from Feb. 5 through Guenther-Bradford; Slavin Motors, Monday night *Masterpiece* film feature from 8 p.m. to conclusion from Mar. 6 through Ray Freedman Inc.; Kralee Insurance Service, *Our Gal Toni*, half-hour, Friday nights from Jan 13, Turean & Umbs Agency, all Chicago.

Spot business—National Carbon Co., William Esty Agency; Chrysler (Plymouth), N. W. Ayer; DeSoto, BBDO; General Motors (Buick), Kudner; Duffy-Mott (Juices), Young & Rubicam; Petry Wine, Young & Rubicam; U. S. Envelope, S. R. Leon; Simmons Mattress, Young & Rubicam; American Cigar & Cigarette (Pall Mall), SSC&B; E. J. Brach & Sons, J. Walter Thompson.

Professional Courses in

TELEVISION BROADCASTING

in all phases of live and film program production



Partial view of the huge main studio—105 ft. long, 50 ft. wide, and 35 ft. high. Control room visible in upper background.

Outstanding Faculty of TV Professionals including Thomas H. Hutchinson, Gilbert Seldes, Noran E. Kersta, et al.

Complete TV Station Equipment

Training under actual broadcast conditions

America's Oldest Broadcasting School

All Courses Approved for Veterans

Visit our Studios or write for Prospectus CTB



A performance by the ballet department of the Chalif Dancing School.



A close-up of food preparation for a women's program.

SRT

TELEVISION STUDIOS

DIVISION OF THE SCHOOL OF RADIO TECHNIQUE, INC.

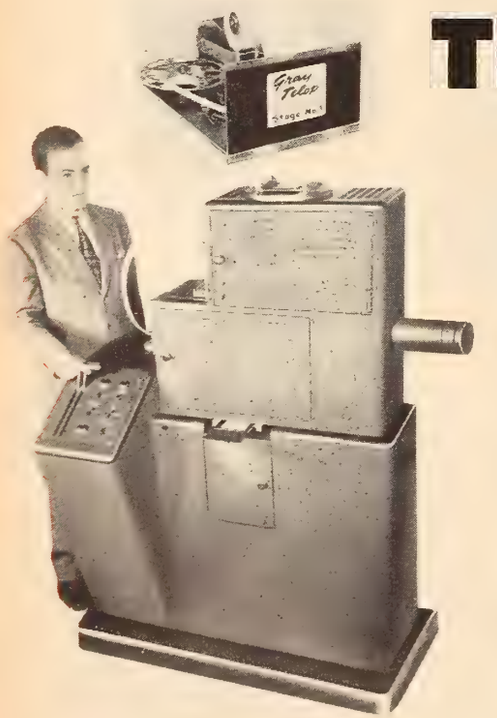
316 West 57th Street • New York 19, N. Y. Plaza 7-3212

NETWORK ADVERTISERS

(Continued from Telecasting 43)

Advertisers & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Cheseborough Mfg. Vaseline Products	Roller Derby (0:30)	ABC-10 (10-13—...)	McCann-Erickson
Vaseline Products	Greatest Fights of the Century (0:05)	NBC-15 (4-1—7-1) (R 9-9—...)	Cayton
Cities Service Gas & Oil	Cities Service Band of America (0:30)	NBC-17 (10-17—...)	Ellington & Co.
Cluett, Peabody Neckwear, Shirts	Phil Silvers Arrow Show (0:30)	NBC-16 (1-1—5-19)	Y&R
Colg.-Palm.-Peet Vel & Lustre Cream	Colgate Theatre (0:30)	NBC-21 (1-1—...)	W. Esty
Dental Cream	Howdy Doody (0:30)	NBC-21 (4-5—...)	Ted Bates
E. L. Cournand Walco Tele-Vue Lens	Greatest Fights of the Century (0:05)	NBC-7 (1-1—1-28)	Cayton
Crosley Div.—Avco Radios, TV Sets Home Appliances	Who Said That (0:30)	NBC-47 (4-9—8-13) (R 10-8—...)	B&B
	This is Show Business (0:30#)	CBS-46 (10-2—...)	B&B
Delta Mfg. Co. Homecraft Power Tools	That's O'Toole (0:15)	ABC-7 (3-13—6-5)	Hoffman & York
Derby Foods Peter Pan Peanut Butter	Super Circus (0:30)	ABC-10 (5-1—10-23)	NL&B
Disney Hats	NBC News Review of the Week (0:10)	NBC-21 (1-1—4-17)	Grey Adv.
Drug Store TV Prod. Drug Products	Cavalcade of Stars (1:00)	DuM-19 (6-4—...)	Stanton B. Fisher
DuMont, Allen B., Labs TV Sets	School House (0:30)	DuM-18 (1-18—4-19)	Buchanan
	Ted Steele Show (0:30)	DuM-18 (4-19—7-19)	Buchanan
	Talent Jackpot (0:30)	DuM-18 (7-19—8-16)	Buchanan
	The O'Neills (0:30)	DuM-18 (9-6—...)	Buchanan
	Window on the World (0:30)	DuM-30 (1-20—4-21)	Buchanan
	Morey Amsterdam Show (0:30)	DuM-30 (4-21—...)	Buchanan
	The DuMont Story (1:30)	DuM-11 (9-26 only)	Buchanan

Your Solution for Better TV Broadcasting at LOWEST COST—The New Stage No. 1 and the GRAY TELOP



This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

Advertisers & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Electric Auto-Lite Batteries & Spark Plugs	Suspense (0:30)	CBS-16 (3-1—7-5) R 8-30—...)	Newell-Emmett
Emerson Radios & TV Sets	Toast of the Town (1:00)	CBS-12 (1-1—3-13)	Biow
Elgin American Div. Illinois Watch Co. Lighters, Etc.	Elgin-American All Star Thanksgiving Show (1:30)	NBC-20 (11-24 only)	Weiss & Geller
Esso Standard Oil Gas & Oil	Tonight on Broadway (0:30)	CBS-14 (10-2—...)	Marschalk & Pratt
Firestone Tire & Rubber Tires & Tubes	Americana (0:30)	NBC-18 (1-1—7-11)	Sweeney & James
	Voice of Firestone (0:30)	NBC-16 (9-5—___)	Sweeney & James
Ford Dealers Ford Cars	Kay Kyser's College (1:00)	NBC-31 (12-1—...)	JWT
Ford Motor Co. Cars & Trucks	Ford Theatre (1:00#)	CBS-11 (1-1—6-16) (R 10-7—...)	K&E
Lincoln-Mercury	Toast of the Town (1:00)	CBS-20 (3-27—6-26) (R 9-25—...)	K&E
Ford Dealers Association Cars & Service	Through the Crystal Ball (0:30)	CBS-22 (4-18—7-4)	JWT
Ford Motor Co. Cars	United Nations (10:00)	CBS-12 (11-7—...)	K&E
General Electric Co. GE Lamps	Riddle Me This (0:30)	CBS-5 (1-16—3-27)	BBDO
GE Products	The Fred Waring Show (1:00)	CBS-30 (4-17—6-26) (R 9-18—...)	Y&R
General Foods Maxwell House Coffee	Mama (0:30)	CBS-15 (8-5—...)	B&B
General Foods Sanka Coffee	The Goldbergs (0:30)	CBS-15 (3-28—7-4) (R 8-29—...)	Y&R
Post Cereals	Small Fry Club (0:45)	DuM-9 (1-1—9-29)	B&B
Jello	Author Meets the Critic (0:30)	NBC-17 (1-1—8-21)	Y&R
	The Aldrich Family (0:30)	NBC-17 (10-2—...)	Y&R
Maxwell House Coffee	Meet the Press (0:30)	NBC-15 (1-1—8-21)	B&B
General Mills Cheerios & Bisquick	Lone Ranger (0:30)	ABC-24 (9-15—...)	D-F-S
Gilbert, A. C. Model Trains	Roar of Rails (0:15)	CBS-17 (10-24—...)	Chas. W. Hoyt
Gillette Safety Razor Co. Safety Razors	Highlights of Rose, Orange & Sugar Bowl Games (12:00)	CBS-14 (1-2 & 1-3 only)	Maxon
Safety Razors	Kentucky Derby (0:15)	CBS-20 (5-18 only)	Maxon
	Preakness (0:15)	CBS-20 (5-14 only)	Maxon
	Belmont Stakes (0:15)	CBS-20 (6-11 only)	Maxon
Safety Razors	All Star Baseball Games (4:00)	CBS-19 (7-12 only)	Maxon
Safety Razors	Boxing Bouts (2:00)	NBC-8 (1-1—5-2)	Maxon
Safety Razors Blades, Shave Cream	Boxing Bouts (2:00)	NBC-24 (1-1—5-20) (R 9-9—...)	Maxon
Safety Razors	Walcott-Charles Fight (1:15)	NBC-31 (6-22 only)	Maxon
Safety Razors	Rodeo from Mad. Sq. Garden (0:30)	NBC-24 (10-7 only)	Maxon
Safety Razors	World Series (20:00)	NBC-52 (10-5—10-9)	Maxon
Safety Razors	Army-Navy Game (3:00)	NBC-17 (11-26 only)	Maxon
Goodrich, B. F. Tires & Tubes	Celebrity Time (0:30)	ABC-22 (4-3—...)	BBDO
Goodyear Tire & Rubber Tires & Tubes	Paul Whiteman Goodyear Review (0:30)	ABC-40 (11-6—...)	Y&R
Gulf Oil Co. Gulf Gas & Oil	We, the People (0:30)	CBS-12 (1-1—10-25)	Y&R
Gulf Oil Co. Gulf Gas & Oil	Gulf Road Show (0:30)	NBC-20 (1-1—6-30)	Y&R
Gulf Gas & Oil	We, the People (0:30)	NBC-27 (11-4—...)	Y&R
General Motors Buick Cars	Fireball Fun for All (1:00)	NBC-40 (6-28—10-27)	Kudner
General Motors (Chevrolet Dealers) Chevrolet Cars & Trucks	Roller Derby (2:00)	ABC-2 (9-24—7-8)	Campbell-Ewald
General Motors Oldsmobile	CBS-News (0:30)	CBS-11 (2-24—...)	D. P. Brother
Chevrolet Cars	Inside U.S.A.	CBS-29 (9-29—...)	Campbell-Ewald
Chevrolet Cars	Notre Dame Football Games (3:00)	DuM-23 (9-24—...)	Campbell-Ewald
Oldsmobile	NBC Newsreel (0:15)	NBC-7 (1-1—2-23)	D. P. Brother

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Chevrolet Cars	Chevrolet Tele-Theatre (0:30)	NBC-36 (1-1—...)	Campbell-Ewald
Hotpoint Inc. Hotpoint Appliances	Hotpoint Holiday (1:00)	CBS-28 (11-24 only)	Maxon
Household Finance Loan Service	Backstage with Barry (0:15)	CBS-10 (3-1—5-24)	La Valle
Household Finance Institutional	People's Platform (0:30)	CBS-11 (10-7—...)	La Valle
Int'l Cellucotton Prod. Kleenex	Fun for the Money (0:30)	ABC-10 (6-17—...)	FC&B
Int'l Shoe Co. Shoes	Howdy Doody (0:15)	NBC-24 (8-17—...)	Henri, Hurst & McDonald
Int'l Silver Co. Silverware	Silver Theatre (0:30)	CBS-32 (10-3—...)	Y&R
Kellogg Co. Shredded Wheat & Corn Soya	Ireene Wicker—The Singing Lady (0:30)	ABC-12 (2-13—...)	N. W. Ayer
Kraft Foods Co. Mayonnaise	Kraft Television Theatre (1:00)	NBC-22 (1-1—...)	JWT
Larus & Bros. Co. Edgeworth Tobacco	Sportsmen's Quiz (0:05)	CBS-4 (1-1—4-25)	Warwick & Legler
Lever Bros. All Products	The Clock (0:30)	NBC-41 (10-5—...)	JWT
Libby, McNeil & Libby Canned & Frozen Fruit Juices	Auction-airre (0:30)	ABC-5 (9-30—...)	JWT
Liggett & Myers Chesterfields	Arthur Godfrey & Friends (1:00)	CBS-45 (1-12—...)	Newell-Emmett
Liggett & Myers Chesterfields	Chesterfield Supper Club (0:15-0:30)	NBC-39 (1-1—6-10) (R 9-25—...)	K&E
Lionel Corp. Electric Trains	Tales of the Red Caboose (0:15)	ABC-5 (1-1—1-14)	Reiss
Lipton, Thomas J. Lipton Tea	Arthur Godfrey Talent Scouts (0:30)	CBS-8 (1-1—6-6) (R 9-26—...)	Y&R
Longines-Wittnauer Watches	L-W Thanksgiving Festival (1:00)	CBS-22 (11-24 only)	V. A. Bennett
Lorillard, P. Co. Old Golds	Stop the Music (0:30)	ABC-21 (5-5—...)	Lennen & Mitchell
Lorillard, P. Co. Old Golds	Original Amateur Hour (1:00)	DuM-21 (1-1—9-25)	Lennen & Mitchell
	Original Amateur Hour (1:00)	NBC-26 (10-4—...)	Lennen & Mitchell
Lowe, Joe, Co. Popsicles	Lucky Pup (0:15)	CBS-25 (5-2—7-25)	Blaine-Thompson
Maiden Form Brassiere Co. Brassieres	Vanity Fair (participation) (1:30)	CBS-3 (10-17—...)	Weintraub
Mail Pouch Tobacco Cigars & Tobacco	Fishing & Hunting Club of the Air (0:30)	DuM-6 (9-30—...)	Walker & Downing
Mars Inc. Candy	Howdy Doody (0:15)	NBC-22 (9-5—...)	Grant Adv.
Masland, C. S. & Sons Rugs & Carpets	Masland At Home Party (0:15)	CBS-17 (9-14—...)	Anderson, Davis & Platt
Mason, Au & Magenheimer Conf. Mfg. Co. Candy	Howdy Doody (0:15)	NBC-14 (1-12—7-4)	Moore & Hamm
May, George S. Co. Business Engineering Services	Tam O'Shanter Golf Tournament (1:00)	DuM-15 (8-14 only)	M. M. Fischer
Miles Labs Inc. Alka Seltzer & Vitamins	Quiz Kids (0:30)	NBC-18 (3-1—5-24) (R 9-12—...)	Wade Agency
Mohawk Carpet Mills Rugs & Carpets	Mohawk Showroom (0:15)	NBC-22 (5-2—7-30) (R 9-12—...)	George R. Nelson
Morris, Philip, & Co. Philip Morris	Preview (change title to Candid Camera 9-12) (0:30)	CBS-11 (3-7—...)	Biow
	Ruthie on the Telephone (0:05)	CBS-9 (8-7—11-1)	Biow
	Herb Shriner Show (0:05)	CBS-9 (11-7—...)	Biow
Motorola Inc. Radio & TV Sets	The Nature of Things (0:15)	NBC-7 (1-1—2-24)	Gourfain-Cobb
	Ripley's Believe It or Not (0:30)	NBC-27 (3-1—4-5)	Gourfain-Cobb
Nash Kelvinator Refrigerators & Electric Ranges	Homemaker's Exchange (Participating) (0:30)	CBS-15 (10-10—...)	Geyer, Newell & Ganger
Nat'l Biscuit Co. Milk Bone Dog Biscuit	Dog Show (1:30)	CBS-10 (2-15 only)	McCann-Erickson
Nat'l Dairy Prod. Dairy Products	Kukla, Fran & Ollie (1:00)	NBC-34 (9-27—...)	N. W. Ayer
Pabst Sales Co. Pabst Beer	The Life of Riley (0:30)	NBC-38 (5-5—...)	Warwick & Legler
Pabst Sales Co. Pabst Beer	Bowling Matches (1:30)	DuM-20 (12-8—12-11)	Warwick & Legler
Pal Blade Co. Pal Razor Blades	Pal Headliner (0:05)	ABC-25 (10-4—10-27)	Al Paul Lefton
Philco Corp. Radio & TV Sets	Philco Television Playhouse (1:00)	NBC-48 (1-1—4-17) (R 7-17—...)	Hutchins
Phillips Packing Co. Canned Foods, Soups	Lucky Pup (0:15)	NBC-48 (5-11—11-9)	Aitkin-Kynett
	Easy Aces (0:15)	DuM-15 (12-1—...)	Aitkin-Kynett
Pioneer Scientific Corp. Polaroid TV Lens	Pioneer Polaroid Magic Show (0:15)	CBS-7 (2-16—5-11)	Cayton
Procter & Gamble Ivory, Crisco, Duz	I'd Like to See (0:30)	NBC-22 (1-1—3-29)	Compton
	Fireside Theatre (0:30)	NBC-22 (4-5—7-12) (R 9-6—...)	Compton
Quaker Oats Co. Ken-L-Ration	Chicago Kennel Club (1:00)	NBC-12 (4-27 only)	R&R
RCA Victor Radio & TV Sets	Kukla, Fran & Ollie (2:30)	NBC-46 (1-1—...)	JWT
Reynolds, R. J. Camel Cigarettes	Sports Events (Seasonal) 1/4, 6, 8 Basketball 2/12 Track Meet 3-1 Madison Sq. Gdn. events	CBS-4 (Jan.-Mar.)	Wm. Esty
Camel Cigarettes	Golden Gloves (1:30)	CBS-10 (3-4—3-18)	Wm. Esty
Camel Cigarettes	Camel Caravan of Sports (1:00)	DuM-10 (2-28—5-16)	Wm. Esty
Camel Cigarettes	Camel Newsreel (0:50) (change title to Camel News Caravan 2-10)	NBC-19 (1-1—...)	Wm. Esty
Camel Cigarettes	Man Against Crime (0:30)	CBS-12 (10-7—...)	Wm. Esty
Ronson Art Metal Works Lighters, Metal Giftwares	Twenty Questions (0:30)	NBC-12 (11-26—...)	Grey Adv.
Sagner's, A., Son, Inc. Northcool Suits	Northcool Pimlico Races (1:30)	ABC-6 (5-6—5-15)	I. A. Goldman
Scott Paper Co. Paper Towels	Dione Lucas Cooking Prog. (0:15)	CBS-5 (2-10—11-13)	JWT
Seeman Bros. Air-Wick	Vanity Fair (Participating) (1:30)	CBS-3 (10-17—...)	Wm. Weintraub
Sheaffer Pen Co. Pens & Pencils	This Week in Sports (0:15)	CBS-6 (9-20—...)	Russel Seeds

(Continued on Telecasting 53)

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DuMONT HITS FREEZE Asks Congress Action

DECLARING that a continuation of the FCC television freeze presents a threat to the jobs of thousands of New Jersey men and women, Dr. Allen B. DuMont will meet with New Jersey Senators and Representatives tomorrow (Feb. 7) morning in Washington to request Congressional action to terminate the freeze.

Dr. DuMont, president of Allen B. DuMont Labs which employs several thousand persons in its New Jersey manufacturing plants in Passaic, Clifton and East Paterson, pointed out in a statement released for publication today that the manufacture of TV broadcasting equipment, including cameras and transmitters, is already at a standstill. He added that it is only a question of time until the manufacture of receivers and viewing tubes also will be affected.



Dr. DuMont

"The delay of the Commission is directly responsible," Dr. DuMont said, "and if the freeze drags on as it now threatens to do, its adverse economic effects can be tremendous. The big fellows can probably survive but the hundreds of little companies now in television are going to experience some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly."

When the freeze was put into effect 18 months ago, the DuMont statement noted, it was designed to permit a study of the possible utilization of UHF channels for TV broadcasting in addition to the 12 VHF channels now in use. At that time it was anticipated that the technical studies and hearings could be completed within four or five months and the freeze lifted immediately thereafter.

"That was a year and a half ago," Dr. DuMont said today, "and what has happened? Little or nothing to decide the original problems. Instead the Commission spends its time investigating the possibility of color television now, and the industry stands by doing all it can with a limited market. How soon the freeze will end or how soon the available market will be exhausted except for replacement sets, is the big problem now. Already the broadcast equipment part of the television business has been forced to close shop for lack of customers, and that part of the industry is almost entirely in New Jersey enterprise, located in Clifton and Camden. These plants should be employing thousands of skilled workers today, but they only have skeleton forces of a few key engineers."

New Jersey is one of the two leading states in the manufacture of TV equipment and component parts, Dr. DuMont said, employing at least 25,000 persons directly for the production of transmitters, cameras, receivers and cathode ray tubes and with at least another 25,000 indirectly employed by component manufacturers, retail sales outlets and TV servicing and installation companies.

Questions Raised

Noting that many of TV's technical experts, including officers of Radio Mfrs. Assn., feel that color television is much farther away than just around the corner, Dr. DuMont asked:

"Why then do we avoid the real issue of utilizing the ultra high frequencies to increase the number of television stations the country can operate; create a road block in the path of normal expansion of a great new industry, and threaten the economic stability of thousands of skilled workers in this and other states? We in DuMont will be ready for color television when color television is ready for the public but we see no reason except personal opinions of a very small minority in and outside of the Commission to hold back the further progress of black-and-white television which is ready, is accepted by the general public where it has been permitted to start operations, and is offering employment to thousands and adding greatly to the country's economic welfare."

TELEPULSE

Berle Leads Top 10 Shows

MILTON BERLE's *Texaco Star Theatre* led the top 10 network programs in the multi-market Telepulse survey made Jan. 3-10, it was announced last week by The Pulse Inc., New York. The figures:

TOP 10 NETWORK PROGRAMS

	Prog. Average Rating	
	Jan.	Dec.
Texaco Star Theatre (NBC)	58.4	62.2
Toast of Town (CBS)	39.8	40.6
Talent Scouts (CBS)	39.3	43.5
Godfrey & Friends (CBS)	37.6	40.3
Fireside Theatre (NBC)	33.8	34.7
The Goldbergs (CBS)	33.7	37.6
Stop The Music (ABC)	31.6	36.6
Studio One (CBS)	30.8	29.7
Suspense (CBS)	28.2	29.3
Kraft TV Theatre (NBC)	27.2	27.4

AVERAGE ¼ HOUR TV SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

	Jan. 1950	Dec. 1949
Boston	20.5	
Chicago	24.1	23.9
Cincinnati	30.3	29.5
Los Angeles	24.1	22.7
New York	28.1	27.6
Philadelphia	29.4	26.7
Washington	21.5	22.3
All Markets Combined	26.2	26.0



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Barometer Reading

(Continued from Telecasting 5)

vailable to the Commission's staff acilities for interference tests, or observance of ghost phenomna, and for the operation of color elevision receiving equipment in eak signal areas." In making his announcement last week the Commission also pointed out that he laboratories offer more space han was available for the first emonstration, and that an adeuate power supply also is availble there.

Last week's announcement also leared up a point of procedure. Upon conclusion of the color phase of the hearings FCC "will proceed o consider evidence relating to the eneral issues" of the proceeding. At one point authorities had been nclined toward a recess and decision on the color question before aking up other phases.

The "general" subjects, or Part I, include changes in television rules and standards, the question of opening some 42 UHF channels, use of carrier offset, synchronization and directional antennas, Stratovision, Polycasting, channels for noncommercial educational TV stations, and a proposal that the 470-500 mc segment at the bottom of the UHF region be allocated to common carrier service.

More Delay Forseen

Although some of these subjects have been touched in color television testimony, observers see little chance of this phase being completed in less than four or six weeks.

Then comes the final phase—FCC's proposed city-by-city UHF-VHF allocation plan, providing for 2,245 stations in some 1,400 communities. This is the time when applicants and would-be applicants will come in and tell FCC what is wrong with the allocations proposed for particular communities. The enormity of the task is suggested by the fact that some 200 participants are slated to appear.

This, authorities feel, will take care of another four weeks, at least.

Then the decisions.

Nobody can hazard a guess as to how long it will take the Commission to formulate them, but it is conceded that the questions are among the most vital and difficult to face FCC in recent years. The difficulty is multiplied by the obvious fact that each day's delay means another day's delay in getting television moving.

If a proposed rather than final decision is issued, as seems necessary in the color phase at least, lifting the freeze will be delayed by the time needed to prepare for and hold oral argument and then to reach and issue the final decision.

Authorities agree that FCC cannot lift the freeze without first having decided certain aspects of the color question—except at the risk of precluding color completely or being forced to go through another reallocation to accommodate color.

Network Advertisers

(Continued from Telecasting 51)

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Socony-Vacuum Oil Socony Gas & Oil	Amherst Players (1:45)	NBC-14 (4-3 only)	Compton
Speidel Corp. Watchbands	Ed Wynn Show (0:30)	CBS-23 (10-6—...)	Cecil & Presbrey
Standard Oil of Indiana Gas & Oil	Wayne King Show (0:30)	NBC-8 (9-29—...)	McCann-Erickson
Stein, A., & Co. Paris Garters, Belts	Identify (0:15)	ABC-12 (2-14—5-9)	Lewis Smith
Sun Oil Co. Sunoco Gas & Oil	Nat'l League Football (Various)	ABC-17 (9-25—...)	Hewitt, Ogilvy, Benson & Mather
Sterling Drug Drug Products	Okay Mother (2:30)	DuM-4 (12-12—...)	D-F-S
Swift & Co. Meats, Cheese, Etc.	The Swift Show (0:30)	NBC-18 (1-1—8-4)	McCann-Erickson
Texas Co. Texaco Gas, Oil	Texaco Star Theatre (1:00)	NBC-32 (1-1—6-14) (R 9-20—...)	Kudner
Textron Inc. Wearing Apparel	The Martmans (0:30)	NBC-7 (2-27—5-22)	JWT
Time Inc. Life, Time & Fortune Mag.	Crusade in Europe (0:25)	ABC-33 (5-5—10-27)	Y&R
Trimount Clothing Clipper Craft Clothes	The Amazing Dr. Polger (0:10)	CBS-32 (9-16—10-21)	Wm. Weintraub
Unique Art Mfg. Co. Mechanical Toys	Howdy Doody (0:15)	NBC-21 (1-1—7-11) (R 9-2—...)	Grant
U. S. Rubber Keds	Lucky Pup (0:15)	CBS-8 (3-25—6-24) (R 8-12—11-4)	Richards
U. S. Tobacco Various Tobaccos	Martin Kane-Private Eye (0:30)	NBC-26 (9-1—...)	Kudner
Vick Chemical Co. Vicks Va-Tro-Nol & Vaporub	Picture This (0:10)	NBC-7 (1-1—2-2)	Morse Int.
Westinghouse Appliances	Studio One (1:00)	CBS-22 (5-11—7-6) (R 9-12—...)	McCann-Erickson
Whelan Drug Stores Drug Products	Charade Quiz (0:30)	DuM-3 (1-1—1-13)	Direct
	Hotel Broadway (Front Row Center) (0:30)	DuM-3 (1-20—4-28)	Direct
Whitehall Pharmacal Kolynos & Anacin	Mary Kay & Johnny (0:20)	NBC-1 (1-1—2-13)	D-F-S
Whitehall Pharmacal Kolynos & Anacin	Mary Kay & Johnny (0:30)	CBS-5 (2-23—9-28)	D-F-S
Kolynos & Anacin	Small Fry Club (1:00)	DuM-1 (1-1—9-30)	D-F-S
Wine Advisory Board California Wines	Dione Lucas Cooking Prog. (0:15)	CBS-5 (3-3—12-29	JWT
Young People's Church of the Air Institutional	Youth on the March (0:30)	ABC-12 (10-9—...)	J. M. Camp

The minimum decision in this respect, it is felt, would be a conclusion that bandwidth and the interference and propagation characteristics for color will be the same as for black-and-white.

In this connection, FCC's assumption throughout the color hearing has been that color, like black-and-white, will employ 6-mc channels, and all three of the demonstrated color systems operate on that basis. As to interference and propagation, RCA has submitted results of co- and adjacent-channel tests indicating a substantial similarity in color and monochrome.

Need General Standards

What FCC may finally do with respect to color is anybody's guess. Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate and Foreign Commerce Committee, has reiterated his advocacy of "broad and sufficiently general standards." Though opposed in many quarters, he seems to be winning adherents in others.

Some FCC staff authorities reportedly are among those who feel this course would offer the most satisfactory compromise of the bitter fight. The industry generally favors a cautious approach to color, CBS advocates prompt color, and Comrs. Robert F. Jones and Frieda B. Hennock in particular, along with Sen. Johnson, favor color and are outspoken in criticism of what they regard as industry "stalling."

Whatever the answer on color, the pattern of TV development will be vitally and perhaps permanently affected by other decisions which must be reached.

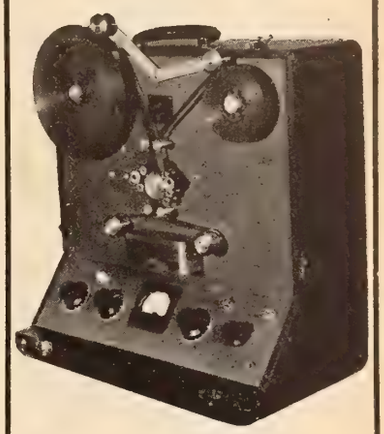
Unless the UHF is found capable of being used without too great delay, for example, the development of a competitive, nation-wide television system will be retarded by that much. In any event it seems likely that a surplusage of applicants will make hearings necessary before further grants can be made in the nation's major markets.

One of the prime questions to be settled is one which contributed largely to the freeze in the first place—the effects of tropospheric interference, not taken into consideration in existing standards. The decision on this point will affect the separations to be provided between co-channel and adjacent-channel stations, and, there-

(Continued on Telecasting 54)

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Barometer Reading

(Continued from Telecasting 53)

fore, the number of stations that can be accommodated.

The tropospheric problem was recognized after FCC had solved another interference problem by eliminating the sharing of television channels by non-broadcast services. To accommodate the non-broadcast services thus displaced, FCC deleted TV Channel 1.

This plan was made final on May 6, 1948. At the same time FCC came out with a proposed new allocations plan based on 12 instead of the former 13 channels and yet providing for twice as many stations in three times as many cities as the old plan.

Hearings on this new allocation were started in late June 1948. These sessions, continuing over some four weeks, raised serious questions as to tropospheric effects and such related subjects as directional antennas, antenna heights and powers. FCC therefore called an FCC-industry engineering conference to start Sept. 13, 1948, to consider:

1. Whether FCC should initiate proceedings to revise the television allocation rules and standards prior to a final decision on the reallocation plan then under consideration;

2. If standards were to be revised, what policy should be adopted with respect to pending applications;

3. What procedures should be adopted in order that revised standards might be based on the best available engineering information.

This conference, held Sept. 13-14, led to a series of highly technical sessions Nov. 30 and Dec. 1-2, 1948. These resulted in formation of the so-called ad hoc committee whose compilation and evaluation of pertinent data were used largely by FCC in its now-pending proposal for revised standards.

Meanwhile, the freeze was ordered into effect on Sept. 30, 1948.

Ten days earlier, the question of opening the UHF had been canvassed in a four-day hearing which produced (1) broad agreement that the 470-890 mc area should be opened, and (2) divergent views on how this expansion should be accomplished. The questions involved in this hearing, although it was a separate proceeding, inevitably became entwined with those involved in the VHF freeze.

Plan Withdrawn

In setting up the current overall proceeding, FCC resolved to make a fresh start. The May 1948 allocation plan, which had been the subject of weeks of hearings, was withdrawn and the industry was required to file new notices to be eligible to participate.

The color question was here injected for the first time since the 1946-47 hearings on the CBS color proposal ended in a decision that color was not yet ripe.

The allocation currently in effect is premised on 150 miles separation between stations on the same channel and 75 between those on adjacent channels, but in many cases it falls far short of these goals. Based on the ad hoc committee's data, the proposal now awaiting hearings would extend these spacings to 220 and 110 miles, respectively.

This proposal, however, does not require the use of either synchronous or offset-carrier operations, which proponents contend will curtail the venetian-blind effects of co-channel interference to a point where the old 150-mile separation standard could be followed. The desirability of requiring such operations, which FCC's present proposal would only "encourage," is among the subjects due for airing before the proceeding is over.

Spectrum Allocation

Meanwhile, there remains a widespread feeling that television's prime problem—inadequate spectrum space—could be largely overcome by assigning to video some of the unused or little used frequencies allotted to government services.

Efforts have been made intermittently to secure such space, preferably adjacent to the VHF television bands. The military and other government agencies thus far have resisted successfully, not yielding to industry argument that government's right to reclaim use of frequencies in time of national emergency is established by law.

The subject of government use of frequencies is currently under study in both houses of Congress. A Senate Interstate and Foreign Commerce Subcommittee, headed by Sen. E. W. McFarland (D-Ariz.), is looking into the question as part of a broad communications probe. In the House, the Sadowski Bill (HR-6949) focuses attention on the subject via its proposal to establish a Frequency Control Board which would allocate between government and nongovernment agencies and also make nongovernment assignments.



COLOR READY?

RMA, 'Coronet' Say No

IF COLOR television standards were adopted now and proved unsatisfactory, it would be impossible to change them "without involving obsolescence of every piece of transmitting equipment and every set then in existence," RMA asserts in a brochure, "Is Color Television Ready for the Home?", published last week.

"When standards are set all future improvements must be within the framework of those standards," says RMA, which opposes immediate approval of color and has set up a National Television System Committee to work out and recommend color standards.

The booklet discusses the rival RCA, CBS, and CTI color television systems and FCC's current color proceeding. It contends that not all telecasts will be in color even when color TV is approved, and that not all new receivers will be equipped to receive in color, because of the cost factor.

Meanwhile, an article in the February *Coronet* entitled "How Much Bunk in Color Television?" contends color TV is not ready and should not be offered commercially until "actually perfected." The article, by John L. Springer, quotes "the experts" as saying color TV is not just around the corner and warns that "a debacle" would result from premature approval.



MOCK TV set, on which spots and shows can be previewed by the Edward Petry Co., national station representative, was introduced to Chicago agency people at the firm's television room preview [TELECASTING, Jan. 30]. In this group are (l to r): J. Ralston Fishburn, Petry Television staff, explaining the device's operation; Howard Ketting, vice president, Ruthrauff & Ryan; William Weddell, radio manager, Leo Burnett; Don Calvin, account executive, Leo Burnett.



THESE Radio Rowers were among those attending the Petry preview. They included (l to r): Norman Hayne, radio director, Ruthrauff & Ryan; Milton Blink, vice president, Standard Radio Transcription Service; Paul Schlesinger, timebuyer, Tatham-Laird; C. C. Tucker, vice president, R. J. Potts-Calkins & Holden, Kansas City, Mo.



OTHER Petry partygoers included (l to r): Keith Kiggins, Petry-TV; Ed Fitzgerald, timebuyer, J. Walter Thompson; Bill Condon, timebuyer, Wade Advertising; Richard Montgomery, account executive, Compton Advertising; Edward Voynow, Petry Chicago vice president.

When Mickey and Felix were our leading "TV" stars...

Those celebrated "movie actors"—Mickey Mouse and Felix the Cat—were pioneer helpers in television research

No. 1 in a Series Tracing the High Points in Television History

Photos from the historical collection of RCA

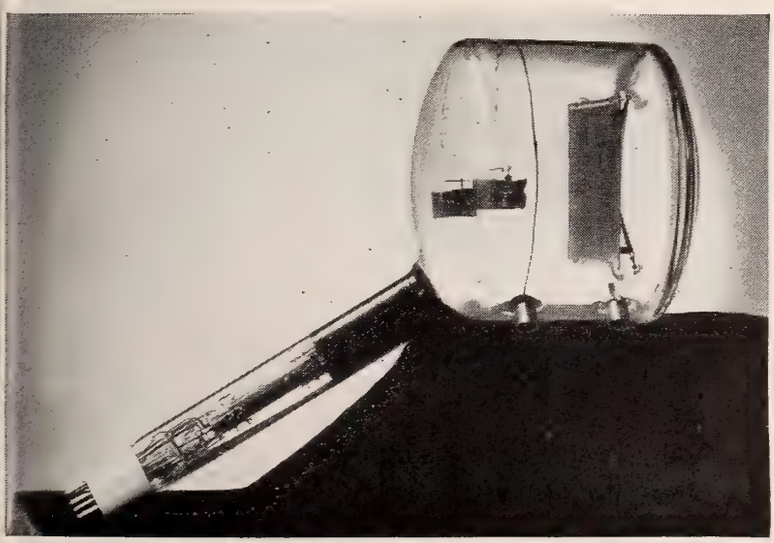


Felix the Cat and Mickey Mouse *were, during television's experimental period in the 'Twenties and 'Thirties, the most frequently televised actors on the air. Using them as "stand-ins," RCA engineers and scientists gathered basic data on instruments and techniques.*

● Strange though it may seem, a pair of toy figures had a lot to do with television as you now enjoy it! As "stand-ins" during television's early days, Mickey and Felix helped RCA scientists and engineers gather priceless information.

Choice of this pair was no accident. Their crisply modelled black-and-white bodies were an ideal target for primitive television cameras. The sharp contrast they provided was easy to observe on experimental kinescope "picture tubes."

Would living actors have done as well? No, for what RCA scientists were studying was the effect of changes in instruments and telecasting techniques. With living actors it could never have been absolutely certain that an improvement in the televised image came from an improvement in equipment and techniques—or from some unnoticed change in an actor's appearance, clothing, make-up. Mickey and Felix provided a "constant," an unchanging target which led to more exact information about television.



The iconoscope, *electronic "eye" of television, invented by Dr. V. K. Zworykin, of RCA Laboratories.*

Problem after problem was met by RCA scientists, with the results you now enjoy daily. For example: In the "Twenties" and early "Thirties," there were still people who argued for *mechanical* methods of producing a television image, despite the obvious drawbacks of moving parts in cameras and receivers. Then Dr. V. K. Zworykin, now of RCA Laboratories, perfected the iconoscope, to give television cameras an all-electronic "eye"—without a single moving part to go wrong. Today, this same all-electronic principle is used in the RCA Image Orthicon camera, the supersensitive instrument which televises action in the dimmest light!

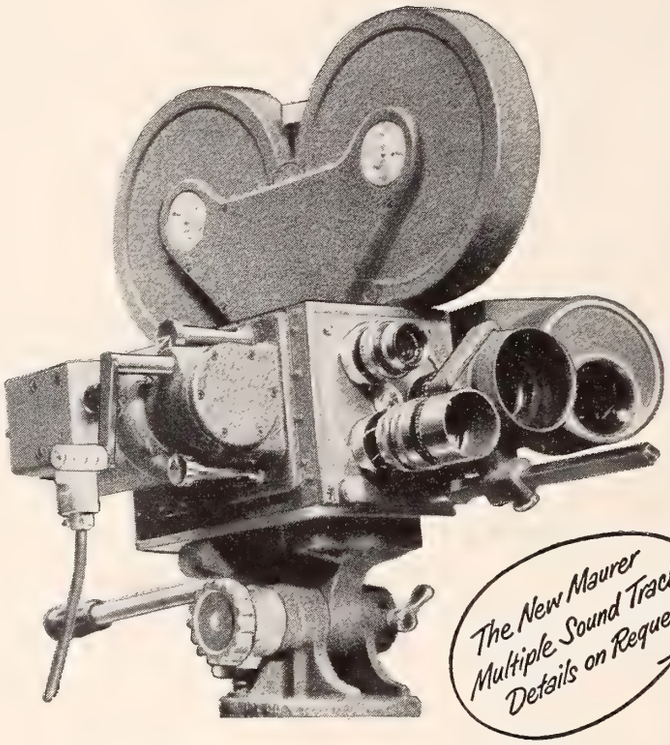
Also developed at about this time, and again by Dr. Zworykin, was the *kinescope* tube whose face is the "screen" of home television receivers. On its fluorescent coating an electron "gun"—shooting out thousands of impulses a second—creates sharp, clear pictures in motion. Those who may have seen NBC's first experimental telecasts will remember the coarseness of the image produced. Contrast that with the brilliant, "live" image produced by the 525-line "screen" on present RCA Victor television receivers!

Credit RCA scientists and engineers for the many basic developments and improvements which have made television an important part of your daily life. But don't forget Mickey Mouse and Felix. They helped, too!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

TV FEATURES
OF THE
MAURER
16 MM. CAMERA

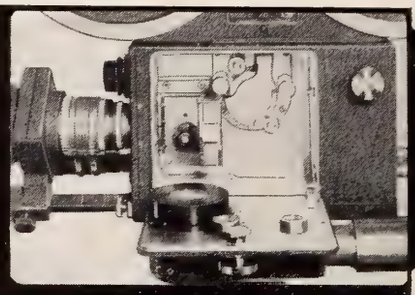


The New Maurer Multiple Sound Track Details on Request

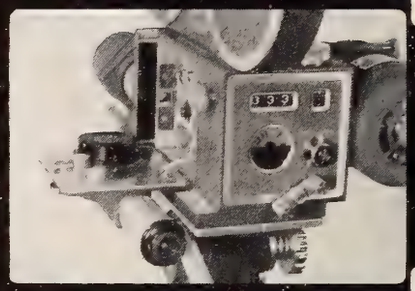
The Maurer 16 mm. camera is the answer to your exacting TV production requirements. Designed *specifically* for professional use, it produces steadier, sharper and more accurately composed pictures under all conditions. Ease of operation, combined with many other unique features make the Maurer Professional tops in performance and dependability.

The 16 mm. Camera Designed Specifically for Professional Use!

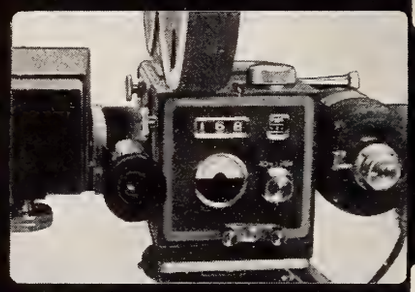
For details on these and other exclusive Maurer features, Write:



In the exclusive Maurer intermittent movement the functions of the pull-down claw and registration pin are combined, giving accurate registration in old or new film. Because it depends to a minimum extent upon the accuracy of 16 mm. perforations, this movement provides the most accurate registration obtainable.



The unique Maurer focusing system provides full field composition through the taking lens. The image seen through the clear glass reticle permits the greatest magnification ever obtained in a motion picture camera for critical focusing, therefore obtaining the greatest accuracy.



The Maurer variable shutter has a 235° open segment . . . allowing use of a smaller aperture with the same lighting . . . giving greater depth of field. Calibrated in ½ lens stops, it permits quick and accurate change of exposure while shooting. The additional light transmission permits you to shoot your originals in color easily, a factor which is valuable now and may become much more important.

J. A. Maurer, INC.

37-01 31st Street, Long Island City 1, N.Y.

16mm maurer

Commercial

WILTON GUNZENDORFER, formerly general manager of KROW Oakland [BROADCASTING, Jan. 16], joins KYA San Francisco as sales manager.

CHARLES F. MILICI, DANIEL J. BERNSTEIN and JOHN S. PALMER join sales staff of WMGM New York. Mr. Milici formerly was on ad staff of former *New York Sun;* Mr. Bernstein attended Harvard Business School, and Mr. Palmer was in television packaging business.

WM. G. RAMBEAU Co. appointed national representative for WLIO East Liverpool, Ohio, effective immediately.

ROBERT M. DOOLEY, formerly with KFAB and KOIL Omaha and KFOR Lincoln, Neb., named national sales manager for WOW Inc. He will represent WOW-AM-TV Omaha and KODY North Platte, Neb., all owned by WOW Inc.

JOHN SCHENK joins WMLL(FM) Evansville, Ind., as account executive.

WELLS ARMER, formerly with KTAR Phoenix, Ariz., joins sales staff of KSMO San Mateo, Calif.

ED FILION, formerly with Pan American Airways, joins New York sales staff of Robert Meeker Assoc., station representative.

JERRY GLYNN, former sales service manager of WLS Chicago, will join Walker Co., station representative, as Chicago manager, Feb. 13, replacing WILLIAM LEE, who will join Katz Agency, representative firm, as radio salesman. Mr. Lee will be assigned to Chicago office of Katz.

ARTHUR DURAM, sales promotion manager for CBS-TV since Jan. 1949, named network's television market research counsel. He will be responsible for delivering major presentations and for liaison between research department and CBS-TV salesmen. He went to CBS television in 1949 from WBBM (CBS) Chicago, where he was sales promotion manager. Previously he was with O'Brien & Dorrance, New York, as copywriter and contact and with Hillman Publications as promotion manager.

FRED ELLIOTT, formerly of continuity department of WKRT Cortland, N. Y., transfers to station's sales staff.

JACK COSGROVE, formerly with sales staffs of WOC Davenport, Iowa, WJMS Ironwood, Mich., WATW Ashland, Wis., and most recently with WEBC Duluth, Minn., appointed sales manager of WEBC.

HARRY T. GOERGER has been appointed executive assistant to Rowland Guilford, sales manager for New York sales office of Allen B. DuMont Labs. Inc. Mr. Goerger was formerly assistant district manager for the New York area of Ford Motor Co., having been with that organization 17 years.

FRANK S. BLAIR, former general manager of WSCR Scranton, Pa., joins WQAN-AM-FM same city, as commercial manager. He was most recently with WARL Arlington, Va., and previously had been with WOL Washington.

JOE BOLLES, program director for WKRC-TV Cincinnati, named sales executive for station.

RICHARD HASBROOK, manager of Los Angeles office of Avery-Knodel Inc., elected chairman of Los Angeles Chapter, National Assn. of Radio Representatives.

THOMAS F. FLANAGAN, managing director of National Assn. of Radio Station Representatives, elected life trustee of Trinity College, Hartford, Conn.

JACK TIPTON and JOHN McENIRY, salesmen for KLZ Denver, join nighttime faculty of U. of Denver radio school.

ZELON H. WHITE, commercial manager of KSUE Susanville, Calif., appointed chairman of National Foundation for Infantile Paralysis for Lassen County, Calif.

ADAM J. YOUNG Jr. Inc. appointed national advertising representative for Midnight Sun Broadcasting Co. stations, KFAR Fairbanks and KENI Anchorage, both Alaska. Firm will represent stations throughout U. S. excepting Pacific Coast states where stations continue to operate their own office in Seattle, headed by GIL WELLINGTON, national advertising manager.

'KORN KOBBLERS'

Old Judge Buys Ziv Show

SALE of *Korn Kobblers Show* to Old Judge Coffee Co. (product of David Evans Coffee Co., St. Louis) was announced last week by the Frederic W. Ziv Co., producer of transcribed programs. *Korn Kobblers,* featuring novelty and dance music on washboard, tin can, washtub, etc., was purchased by Old Judge Coffee for 12 markets in Illinois, Indiana and Kentucky.

Also announced is the leasing of Ziv-produced *Guy Lombardo Show* by Andrea Television in cooperation with its Cincinnati distributor, Johnson Electric Supply Co., to sell television sets via radio. Program was initiated on WCPO Cincinnati Jan. 29. Some 81 store owners attended a "kick-off" sales meeting at the Hotel Terrace Plaza sponsored by Haehnle Advertising Agency for Andrea retailers in cooperation with Joseph Kotler, Ziv account executive.

ABC *Bride and Groom* show moves to new 3:00-3:20 p.m. (PST) time slot, Monday through Friday. Program has taken new quarters at Lido Room of Hollywood Knickerbocker Hotel.

Telecasting
← Insert
Pull Out for Filing



Advertisement

From where I sit
by Joe Marsh

Give Us Back Our Sidewalks, Slim!

I wrote that over an article in our newspaper last week, but I didn't like doing it. After all, the man it was aimed at—Slim Henderson—is a good friend of mine.

Slim came into quite a windfall last month, and bought the old Clarke place. The deed gave him title to *all* the land—right down to the street. Then Slim started to take up the sidewalk to make his lawn look better.

I felt it wasn't fair to the town and said so in my article. Next morning Slim comes around and wants to know what I mean—getting folks riled against him. I felt ornery myself, and we had quite a set-to over the whole business.

From where I sit, that was foolish. Once we'd cooled off (over lunch and a bottle of beer at Andy's Tavern), Slim decided the sidewalks should stay —for the common good and I promised next time I'd take a good look at the other fellow's point of view before writing any articles about him!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

how big can a 5,000 watter be?

Plenty big...if the station has one of the half-dozen best frequencies in U. S. radio.

that's WMT -- 600 k.c.

Plenty big...when ground conductivity and freq. combine to push the 2.5 mv. line way out

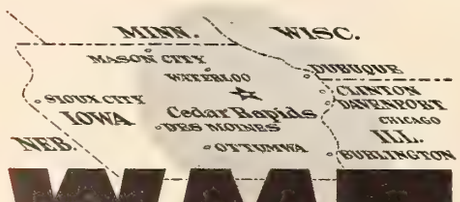
that's WMT -- with a 2.5 mv. contour of 19,100 sq. mi.

Plenty big...when there are people living in all those square miles

that's WMTland -- a "city" the size of Washington, D. C., spread out over the richest land in the world

WMT adds up to the kind of a station an advertiser needs to cover Eastern Iowa economically!

• *The Katz man will provide full details.* •



Now in our 27th year

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

News

BILL TOMPKINS, former head of news department of WROW Albany, N. Y., appointed head of news bureau of KXYZ Houston, Tex.

REUBEN A. HALL, new to radio, appointed farm director of KSMN Mason City, Iowa. He was 1st Army staff officer for food and agriculture in Europe during the war and was attached to supreme headquarters, working in food and agriculture department of military government in Germany until 1946.



Mr. Hall

DALTON HILLE, one-time program director of WLOK Lima, Ohio, joins WKBZ Muskegon, Mich., as news editor.

A. R. KEMP appointed supervisor of national farm broadcast service of Canadian Broadcasting Corp., Toronto. **A. K. MORROW,** formerly of CFCY Charlottetown, P. E. I., named assistant supervisor. **J. W. R. GRAHAM** succeeds Mr. Morrow as farm broadcast commentator for the CBC Maritimes region at CBH Halifax. Mr. Kemp joined CBC in 1943 as commentator and has been assistant supervisor of department since 1945.

LANDON YOUNG, former commentator and public relations field man for KPRO-AM-FM Riverside, KROP Brawley, KREO Indio and KUCB Blythe, all California, joins WILS Lansing, Mich., as local commentator.

LARRY RAY, former sports broadcaster for KCKN Kansas City, Kan., joins WHB Kansas City, Mo., as sports director.

MARION DEL VECCHIO, former news editor at WTRF Bellaire, Ohio, joins news staff of WCUE Akron, Ohio. **GENE DAVIS,** former sportscaster for WOSU Columbus, appointed head of sports department of WCUE.

LOWELL THOMAS, CBS newscaster, and his son, **LOWELL THOMAS Jr.,** have written series, "Out of This World: A Journey to Lhasa," for *Collier's* magazine. Series is based on their recent trip to Tibet.

JACK TIMMONS, former farm director for KLEE Houston, named farm director for KTBS Shreveport, La.

STAN CRAFT, news editor for KXRO Aberdeen, Wash., chosen man of the year by Aberdeen Chamber of Commerce.

NED CALMER, member of staff of CBS *World News Roundup,* is the author of a novel, *The Strange Land,* to be published by Scribners today (Feb. 6).

JOHN THOMPSON, manager of news and public affairs at KNBC San Francisco, reappointed instructor for Institute of Journalistic Studies at Stanford U. for third year. He will conduct courses in radio news writing and editing. He also is on journalism faculty of U. of California.

FRANK ALLAN, news editor and disc jockey for KECK Odessa, Tex., is the father of a girl.

On All Accounts

(Continued from page 30)

Angeles with plans to expand into regional television within the next few months.

In addition, 10 other agency clients are planning to go into radio and television soon.

Don Lauritzen has been faithful to Los Angeles ever since he was born there in 1914. Following in the footsteps of an older brother, he took up art work at Wiggins Trade School for two years following high school graduation. For the next few years he worked with Pico Sign Co., did free-lance art work and photography. In 1937 he joined Pacific Outdoor Adv. Co. first doing photographic work and later becoming merchandising manager.

Two weeks after entrance of the United States into the war in 1941 he joined civilian ranks at Todd Shipyards, San Pedro, Calif., as supervisor in Navy materials, where he remained the next four years.

Present Firm Organized

His next step upon leaving there was to form his present partnership.

Rockett-Lauritzen recently opened a Pasadena office and has further plans to expand its operation. Future plans also include going into packaging of television shows.

Don formed another, but less-hasty partnership in 1939 when he married Margaret Cooper, whom he had known for 11 years. Additions to their West Los Angeles staff include Donald Ross, 9; Robert Dillon, 7; Christina, 5.

Don's spare time is taken up with building and sailing small sailboats. He and Bob Rockett claim the building of the first plastic sailboat in that area.

In the realm of clubs, Don is a member of Academy of Television Arts & Sciences.

DISABLED VETS

Urged To Buy Radio Time

SUGGESTION that Disabled American Veterans Service Foundation, New York, buy radio time just as it is buying full-page newspaper and magazine space, has been made to the foundation in connection with its request for free facilities.

Promoting its third annual $100,000 prize contest, the foundation sent a form letter to disc jockeys asking them to carry announcements "as a public service." Two announcements were enclosed with suggestion that they be used "as frequently as possible."

Maj. Gen. Irving J. Phillipson, Ret., chairman of the foundation's finance and budget committee, concludes his letter as follows: "We earnestly hope we may have your continued, wholehearted cooperation in this vital work on behalf of America's war-disabled veterans."

FCC POLICY

Hearings Are Postponed

ACTING on requests of industry for sufficient time to prepare for FCC's "uniform policy" hearing—at which licensee-eligibility of violators of U. S. laws other than the Communications Act will be considered and reviewed—the Commission last week postponed the proceeding until April 24. Hearing was to commence Feb. 13 [BROADCASTING, Jan. 30].

The Commission also postponed its deadline for filing of briefs and appearances from Feb. 6 to April 10. The proceeding was announced by FCC only a fortnight ago and, as was pointed out by petitioners for extension, less than two weeks was allowed to prospective participants to prepare for the case, which has wide implications. Some noted FCC apparently had been preparing for at least a year.

FCC's effort to secure uniform procedure for handling applications of those involved in civil and criminal proceedings outside the jurisdiction of the Communications Act stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of anti-trust laws. Action on about a dozen broadcast applications has been held up because applicants or licensees were found by a federal court to have violated U. S. laws on monopoly, restraint of trade, unfair competition and the like.

In substance, FCC wishes to determine what violations or charges it might or is authorized to consider in its license procedures, and, how far such consideration should extend.

NAB told the Commission that its general counsel, Don Petty, would participate. In requesting postponement of the hearing, NAB noted the "difficult and important legal issues raised." Among others filing requests and comments were Loew's Inc.; 20th Century-Fox Film Corp.; Welch, Mott & Morgan, Washington radio law firm; and Ralph Walker, Washington radio attorney, individually, and on behalf of WKY Oklahoma City, WNAO Raleigh, N. C., and Yankee Network.

A Touch of Disney

IT starts about 7 p.m., and sometimes sings until midnight. A crooner? A bird? No, a mouse. KAYL Storm Lake, Iowa, reports that this unique songster was captured in a Cherokee, Iowa, home after some folks heard what they thought was a bird singing in the house. KAYL further reports that it sounds exactly like a thrush or canary and the public has been flocking in to see it at the studio. The station made a tape recording of one of "Midnight's" song fests and played it on the Jan. 19 noon hour newscast.

PULSE RATINGS

Top 10 N. Y. Shows Listed

TOP TEN evening and daytime radio shows in New York during the week of Jan. 3-9 as measured by The Pulse Inc. were:

EVENING

Program	Average Rating Jan.	Dec.
Lux Radio Theatre	18.2	19.2
Jack Benny	17.9	21.2
Walter Winchell	17.7	18.7
Talent Scouts	13.7	14.2
Amos 'n' Andy	13.5	16.0
Suspense	12.9	15.0
Fibber McGee & Molly	12.7	....
Crime Photographer	12.7	11.9
You Bet Your Life	12.0	....
Stop the Music	11.7	12.7

DAYTIME—5-A-WEEK

Program	Average Rating Jan.	Dec.
Arthur Godfrey	9.9	10.2
Grand Slam	8.5	9.1
Rosemary	8.3	9.1
Aunt Jenny	8.3	7.5
Our Gal Sunday	8.3	7.3
Big Sister	8.2	7.5
Wendy Warren	8.0	7.5
Helen Trent	8.0	7.4
Ma Perkins	7.9	7.3
Young Dr. Malone	7.3	6.8

SATURDAY & SUNDAY DAYTIME

Program	Average Rating Jan.	Dec.
The Shadow	9.5	10.4
True Detective Mysteries	7.3	8.0
Junior Miss	7.0	6.5
NBC Theatre	6.5	....
Grand Central Station	6.3	....
Metropolitan Opera	6.2	....
Children's Hour	5.7	....
Theatre of Today	5.7	....
Make Believe Ballroom (Sat., a.m.)	5.6	....
Stars Over Hollywood	5.5	....

BENJAMIN DARROW

'School of Air' Founder Dies

BENJAMIN DARROW, 60, founder of the country's first *School of the Air* on WLS Chicago in 1924, died in Columbus, Ohio, Jan. 28. Public relations director of The Ohio Public Expenditure Council at the time of his death, Mr. Darrow also at one time organized a school of the air program at WLW Cincinnati.

Surviving are his widow, four children and a sister. The eldest son, Richard W., is a director of public relations for the Glenn L. Martin Co. in Baltimore.

Sealy Plans Radio-TV

SEALY Mattresses, Chicago, will introduce its new orthopedic mattress, claimed to be the only one on the market approved by the American Medical Assn., in a heavy national radio and TV spot campaign starting April 10. Bulk of advertising (other media will be used) will be used that month. Spot announcements and station breaks for AM will be released to 29 factories for sponsorship locally. Some of the national business will be paid for by the parent company. Agency is Olian Advertising, Chicago, and Jerry Joss is account executive.



He Fences In All Types of Homes

His audience is as wide as the country; he appeals to housewives in Oregon, farmers in Texas, laboring men in Michigan. Says Mr. D. W. Thompson, Secy-Treas. of the Angelina County Lumber Co., Lufkin, Texas, to Station KTRE:

"Mr. Lewis' stand on old-time Americanism is just what this company likes to keep before the public. We are pleased to tell you that his program has a very wide listening audience in all types of homes: that is, among the laboring class, as well as among the business-men and management, and farmers. Our company owns forestlands in other counties . . . and the wide coverage afforded by KTRE facilitates our taking to the people a very fine daily news commentary."

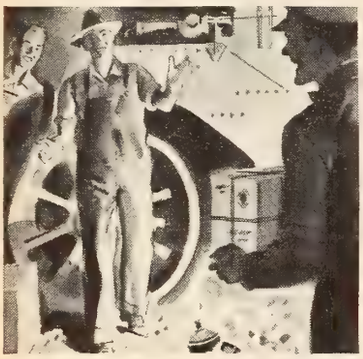
Lively, stimulating, widely followed, the Fulton Lewis, Jr. broadcast is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Contractor saves penalty of $500 — by investing $3.84 in Air Express



Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84—and contractor completed job on time.



$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the *world's fastest* shipping service the most convenient to use.



Air Express always goes by Scheduled Airlines; this means extra dependability, *experienced* handling. And shipments keep moving 'round the clock. Regular use of Air Express keeps *any* business moving.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of Railway Express Agency and the SCHEDULED AIRLINES of the U.S.

KLEBAN NAMED

Is Simmonds & Simmonds V.P.

MONTE KLEBAN, former member of the executive staff of KTRH Houston, has been named vice president in charge of the new Southwest branch of Simmonds & Simmonds Inc., Phil Tobias, president of the advertising agency, has announced.



Mr. Kleban

Prior to serving at KTRH, Mr. Kleban was program and production manager at WOAI San Antonio. Mr. Tobias announced the opening of the new office to handle Southwest advertisers and to service national accounts advertising in the vicinity. The office is located at 533 Fidelity Bldg., Dallas 2. Phone number is Central 8504.

TR CONTRACTS

Placed in Five Markets

CONTRACTS, including renewals and first-time sponsorships, were announced last week by Transit Radio Inc. for five separate transit markets.

A third successive renewal of TR advertising in Houston, Tex., for Bond Stores has been placed by Neff-Rogow Agency, New York, calling for 12 announcements per week, the firm said.

Other contracts were:

Terre Haute Brewing Co. through Pollyea Agency, 24 announcements per week for 52 weeks at Flint, Mich.; Bauer & Black Inc. (Bluejay products) through Henri, Hurst & McDonald, Chicago, 20 announcements per week for 13 weeks at Evansville, Ind.; Miles Labs. Inc. (One-A-Day Vitamins) through Wade Advertising, Chicago, 17 announcements per week for 26 weeks at St. Louis. Renewals in Cincinnati were John Shillito department store, Biedenbender Clothing Co. and Cincinnati Gardens Inc. New account is Song Shop, 26 announcements per week.

P. LORILLARD CO.

Names Three to Adv. Dept.

P. LORILLARD CO., New York (Old Gold cigarettes), has appointed three new executives to its expanded advertising department, H. A. Kent, president of the company, announced last week. The new executives are Fred G. Robbe, formerly account executive with Young & Rubicam, New York, as assistant advertising manager; Claude W. Berkley, previously with the company's sales department, as media director, and George Whitmore, formerly business manager of the Burke Dowling Adams Agency, as supervisor of advertising control and analysis.

The expansion, according to Alden James, director of advertising and public relations, resulted from increased advertising promotion, healthy growth of the company's cigarette brands and creation of the cigar division.

'BAD AXE BABY'

Song Heralds WLEW Debut

IN connection with its scheduled opening next Saturday (Feb. 11), WLEW Bad Axe, Mich., has had published a song titled "I Found My Baby in Bad Axe." With words by Chet Hey and music by Ted Shunk, the song is printed in standard size sheet music, brightly colored.

Owned and operated by the Saginaw Broadcasting Co., which also owns and operates WSAM Saginaw, WLEW will operate daytime on 1540 kc with 250 w. Milton L. Greenebaum is president and general manager of the Saginaw Broadcasting Co.

TAX-FREE ISSUE

WGGG Asks Limit on WRUF

CHARGE that Florida stations enjoying tax support while accepting advertising are unfairly competing with privately-owned tax-paying stations is made by WGGG Gainesville.

WGGG has asked the Florida State Board of Control to prevent WRUF Gainesville, U. of Florida outlet, from competing with it for local advertising, according to an Associated Press dispatch. WGGG operates with 250 w on 1230 kc. WRUF is a 5 kw outlet on 850 kc.

The state board took no immediate action on the plea other than to instruct the manager of WRUF to defer efforts to sign broadcast rights for local professional baseball games until a university committee studies the situation.

President R. M. Chamberlin, of WGGG, said WRUF competition for local advertising hurt his enterprise and contended WRUF could operate without loss by obtaining income from national advertisers. Should WRUF not get enough revenue from state appropriation or national advertising, he added, "it should at least raise its rates to the average charged by other 5 kw stations instead of competing with WGGG at 250 w rates."

Hollis Pineheart, member of the state board, said he was inclined to agree with Mr. Chamberlin's proposal except that Gainesville merchants may be relying on WRUF's 5 kw coverage, according to the AP dispatch. The topic will be discussed by the board Feb. 16 at a Gainesville meeting.

It is contended WRUF along with WJAX Jacksonville (city-owned) and WSUN St. Petersburg (city-owned) enjoy tax support. WGGG also points out that privately owned outlets pay real estate and personal property taxes as well as license and other fees.

PROMOTION for "Children's Dental Health Day," today (Feb. 6) was carried by more than 50 AM and FM stations in New York state. Each station carried one special 15-minute show pointing up importance of day.

Production



ISLAND window, completely encased in glass and "viewable" from all sides is effective local promotion used by WENT Gloversville, N. Y. Using slogan, "WENT is in the Window," station moved its studio operation into window, which belongs to town's largest department store, for Radio Week. Complete studio, plus control room, newsroom and copy-commercial room, carried on its activities before the public eye with full staff present. Two week promotion over station preceded move, with slogan lines at bottom of newspaper promotion carried week before and during window operations. Segments of daily programming were carried from window with public asking questions and being shown intricacies of operations during off-the-air hours.

WERE is There

PHRASE, "WE'RE Cleveland," has been used by WERE that city since it took the air. Station's programming often carries "We're" tag line also, for example: On-the-spot news coverage is tagged, *WERE There,* and children's show, *WERE Pretending.*

Long Quiz

QUIZ show lasting 20 days currently being carried as part of 20th anniversary promotion by WBTM-AM-FM Danville, Va. Ten prizes have been donated to station by local merchants. Station visits two stores per day, shows merchants' prizes and tells them to "talk for it." Speeches are recorded for judgment by panel of judges at end of month, with prizes going to 10 top winners. Show is called *Talk for It.*

Coverage Folder

NAVY, blue and white folder sent to trade by WBTV (TV) Charlotte, N. C., pictures map of Carolinas. Flags set up from map carry quotes of viewers who have seen WBTV from points as much as 160 miles distant. Line up of remarks from set owners in points throughout the Carolinas and adjoining states complete folder. Station remarks, "WBTV is providing satisfactory television service to 57 Carolina counties with over 3,000,000 population."

Katz for Women's Shows

FOUR-page booklet issued to trade by Katz Agency Inc., station representative firm, summarizes women's service programs available on participating basis on Katz represented stations. Twenty-three shows on 22 stations from Miami, Fla., to Spokane, Wash., are included. Rates, time and other pertinent material is incorporated in folder.

Born With Silver Spoons

ALL New Year's Day parents who wrote to 1847 Rogers Bros. and MBS *Queen for a Day* show, substantiating their blessed event with name of hospital and physician, are receiving special presents from company. Children receive silver spoons. Gimmick reportedly drew response from approximately 20% of parents of children born that day.

Trade Reprint

HEADING on latest promotion bulletin from WWDC Washington announces, "WWDC Turns 'Headlines' in 'Buy Lines'." Bulletin deals with reprint of success story concerning Jon Massey, Negro disc jockey for station. Pulse report on Mr. Massey's listener pull is recorded.

Gift Certificate

CLIENTS of WMAQ (NBC) Chicago —network, local and spot—last week received "gift certificates" representing their share in a promotional announcement bonus totalling $1,004,614 worth of free time. Mailed by Promotion Manager Harold A. Smith, the certificates represented 15,652 promotions aired last year.

Blue Promotion

SOLID blue bulletin promotes *Melody Merry-Go-Round* on WLAW Lawrence, Mass. Disc show was reviewed by trade magazine and reprint of review appears on bulletin accompanied by picture of Bob Perry, show's m.c.

WORZ's Sign

LARGE neon sign, measuring 30 by 18 feet and featuring thermometer six feet in diameter, is passed by 70,000 Floridians daily. Sign was erected by WORZ Orlando and prominently displays its call letters, dial position and NBC affiliation.

Building Promotion

FOR persons who wish to watch construction on building being erected by Baltimore Federal Savings & Loan Assn., Baltimore firm has set TV peepholes into fence around excavation. Behind each peephole is set a wheel bearing various slogans. Wheel must be turned past these slogans before viewer can see construction work. Loan Assn. sponsored *This Is Your Zoo* on WAAM(TV) that city, for 17 weeks, stopping sponsorship when its building was torn down. Promotion for show, still carried by station, is seen on wheels.

Personnel

JACK McKENNA, in radio for more than 10 years, appointed promotion and program manager of WEBC Duluth, Minn., replacing **BILL CONNOR,** resigned.

DON KELLY, director of public relations for WBBM Chicago for five years, resigns. Before joining WBBM he spent six years with WLS Chicago as promotion and publicity director.

STANLEY G. BOYNTON RADIO ADV., Boston, reappointed to handle advertising for WJR Detroit.

GEORGE FIRESTONE joins advertising and promotion staff at NBC's Central Div. He formerly worked in sales promotion for International Truck Div. of Clark Equipment Co., Battle Creek, Mich.

WILLIAM A. GORMAN, formerly with Bert Dunne Inc., and before that with Super Grocers News and Budde Publications, all San Francisco, joins KFI Los Angeles promotion department. He will work on station's grocery promotions and other merchandising projects.

AL ALPERSTEIN, member of promotion staff of Pan American Broadcasting, New York, is the father of a girl, Eleanor Reba.

M-G-M ADDITIONS
36 Subscribe in January

METRO-GOLDWYN-MAYER Radio Attractions added 36 stations to its list of subscribers during the first three weeks of January, bringing to more than 150 its total subscriber list. Announcement was made last week by Bertram Lebhar Jr., director of WMGM New York and head of the recently-created transcription service.

Among stations which signed contracts in January are three 50 kw outlets: WBAL Baltimore, KABC San Antonio and KRMG Tulsa. Others signed were: KFBI Wichita, 10 kw; WREN Topeka, 5 kw; KTRI Sioux City, 5 kw; WJPS Evansville, Ind., 5 kw, and KSO Des Moines, 5 kw.

Seventeen additional Intermountain Network stations were signed to take in the entire network of 23 stations. They were: KID Idaho Falls, KVMV Twin Falls, KFXD Nampa, all in Idaho; KBMY Billings, KRJF Miles City, KMON Great Falls, KOPR Butte, KPRK Livingston, all in Montana; KRAM Las Vegas, Nev.; KSUB Cedar City, and KSVC Richfield, both Utah; KVRS Rock Springs, KSPR Casper, KWYO Sheridan, KPOW Powell, KOWB Laramie, KOVE Lander, all in Wyoming.

Also signed: WVOA Tucson, Ariz.; WEEK Peoria, Ill.; KFOR Lincoln, Neb.; KBON Omaha, Neb.; WAEB Allentown, WCNR Bloomsburg, WCPA Clearfield, WBPZ Lock Haven, WPPA Pottsville, WBAX Wilkes-Barre, WRAK Williamsport, all in Pennsylvania.

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

Is frequency important?



you bet it is!

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best.5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM

800 KC 1,000 WATTS 100.5 MC 53,000 WATTS

HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.,
Advertising
Huntington, West Virginia

National Representatives



Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.
CHICAGO 2, ILL.

Respects

(Continued from page 32)

populace and the wooing of his childhood sweetheart, Mary Jane Nelson. Living there with his family, he got a statistical job with General Mills when his uncle sold the firm a flour mill. The uncle is still suspected of putting a clause in the sale contract which called for a job for his favorite nephew. Between then (1929) and now, Lowry Crites rose from statistical clerk to media director in 1942 and to Mr. Gale's administrative assistant in 1947.

"Best work I ever did, though, was marry that Nelson gal," he says. They were wed May 23, 1931 in Oklahoma City, where the bridegroom was working as assistant to the comptroller of GM's southwestern division, which covered Oklahoma, Texas, Arkansas and New Mexico.

Resigning this post to become sales manager for GM's bulk products—flour and feed—he was reassigned in 1935 to the deeper south, and went to Atlanta as comptroller of the southeastern division. In 1940, Mr. Crites steamed northward to Minneapolis headquarters, where he progressed from comptroller of advertising to his present post.

For several years now, he has had direct charge of the premium division, accounting and all media. Until a year ago, he also headed the motion picture unit, which was then separated from other media. General Mills produces numerous institutional and still films.

Screens Prize Ideas

Premium activity is one of the firm's major projects, as General Mills has pioneered in offering Buck Rogers rings and the like to children with a voracious appetite for Wheaties. Eighty percent of the premium ideas, however, are submitted by the firm's agencies—Knox-Reeves, Minneapolis; Dancer-Fitzgerald-Sample, and BBDO, both New York, and Tatham-Laird, Chicago. Mr. Crites screens all prize suggestions submitted by private persons. One man from each agency works with him in selecting between 40 and 50 kinds of merchandise offers each year.

Because his duties are manifold, and because the theme of the entire corporation is teamwork, Mr. Crites' functions are broad and lack specific definition. One responsibility, however, is coordination of policies and activities among the agencies. He also establishes procedure in getting General Mills time and space franchises.

As media director, he supervises radio and television. The talent or creative aspects are handled separately. The most advertised of the company's products are 17 in the grocery line and five among mechanical appliances. Advertising on these represents about 95% of the total ad budget per year, although several hundred other products are manufactured by the milling firm, including feeds, flours and special items.

Between 40 and 45% of the 1949 advertising budget—some $6 million—went to radio, with about 5% additional for television. At this point, the only TV investment is *The Lone Ranger* on ABC-TV and a few scattered spots around the country. AM shows include *Today's Children* and *Light of the World* on NBC, and *The Lone Ranger, Jack Armstrong, Modern Romances, Betty Crocker,* and *Breakfast Club* on ABC. For the fourth consecutive year, General Mills was the highest single ABC advertiser in 1949. Happy about the way televiewers are reacting to *The Lone Ranger*, Mr. Crites' only comment about TV is "I kinda like it."

Prevents Overlapping Duties

Working for maximum coordination as a member of a large team, he confesses his main administrative problem is stepping in where agency duties overlap. He presents to each agency his suggestions and ideas after checking closely with other top-echelon GM men. Acting as a liaison "between different members of the same family," he sees that agencies get statistical information on sales and returns as soon as the parent company. Agency executives, rather than taking cues from him directly, get enough basic data to work on their own. He accepts agency recommendations about 95% of the time.

Liked as well as respected by agency men with whom he works, Mr. Crites is noted for two jokes branded with "L.C." A favorite definition, which he uses as a needle, is one of a smart man, "who always agrees with me." And, when presenting a costly project, he explains that it is by "Crites arithmetic, one million off one way or the other."

Long, lithe and lanky, with a Texas twang softened by a deep south drawl, Lowry Crites indulges his love for seclusion by living 25 miles outside Minneapolis on Lake Minnetonka. There, with his wife and 15-year-old daughter, Jane Ann, he dons blue jeans and sports shirt and fishes for bass from his front porch. Ice fishing is fine, too, "but not after it reaches 10 below." He's one of the few avid fishermen who admits he learned all about it from his wife.

His duo alter ego—complete with two nicknames, Pete and Skinny—enables him to combine the rustic with the modern, the unhurried with the harried. That's why he can confer with corporation presidents about a $10 million project in the morning and put on Texas boots that evening for a square dance in Wisconsin. "Only trouble, though," he says, "I get worn down to a nub in 30 seconds—by Virginia reels, that is."

Among his other social activities, Mr. Crites is a member of Kappa Alpha fraternity and the University Club of Minneapolis.

WARNER-HUDNUT

Two Firms Realign in One

WILLIAM R. WARNER & Co. and Richard Hudnut Co. will be realigned and be known as Warner-Hudnut Inc., it was announced at the board of directors meeting in New York last week.

At the same meeting Elmer H. Bobst, president and director of the parent firm, William R. Warner & Co., was elected president of Warner-Hudnut. He also becomes a director of the company. Others remaining in their posts are Robert J. Davis, Warner-Hudnut executive vice president and director, and Charles A. Pennock, director and president.

Microgroove Records

NEARLY 1,100 U. S. and Canadian stations are equipped to play Long Playing microgroove records, Robert J. Clarkson, general manager of Columbia Transcriptions Inc., has announced. Mr. Clarkson said that microgroove transcriptions have already been used by such CBS clients as Dancer-Fitzgerald-Sample, Benton & Bowles, March of Dimes and National Medical Health Assn.

THE NATION'S TEN LARGEST AGENCIES use what source of market data?

Every single one of the nation's ten largest agencies evaluates local market potentials with the aid of—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Production

JOHN A. GUINAN, formerly with WGBI Scranton, WCAU Philadelphia and WGR Buffalo, N. Y., joins WQAN-AM-FM Scranton as production manager and sports director.

ALAN YOUNG, comedian, signed to five-year contract covering radio and television by CBS.

ROBERT ARMBRUSTER, conductor-pianist with NBC for several years, named musical director of NBC Western Div. effective Feb. 12. He fills position vacated bp **HENRY RUSSELL,** who leaves to devote full time to Hollywood advertising agency he has formed with **Vick Knight.** He continues, however, as musical director of NBC *Halls of Ivy* show.

ROSCOE GROVER, former manager of KSUB Cedar City, Utah, joins program department of KSL Salt Lake City. He began his radio career 20 years ago with KSL. **JOSEPH A. KJAR,** former announcer for KSL, appointed assistant program director for station.

ERNIE COURTNEY, former newscaster at CHVC Niagara Falls, Ont., appointed program director of CHNO Sudbury, Ont.

BILL BRYAN becomes m.c. of five weekly hour recorded music program on KFMV (FM) Hollywood and KWIK Burbank, Calif.

CHARLES RAY, formerly with KENT Shreveport, La., KRUS Ruston, La., and WQBC Vicksburg, Miss., joins announcing staff of WRBC Jackson, Miss.

DANA ADAMS, former announcer with KFRO Longview, Tex., and KTBB Tyler, Tex., joins announcing staff of KFDX Wichita Falls, Tex.

J. B. CLARK, formerly on announcing staff of WBT Charlotte, and before that program director of WRAL Raleigh, WDNC Durham and WAYS Charlotte, all North Carolina, appointed assistant to **GRADY COLE,** WBT commentator.

RICK REIGHARD, former part-time announcer in Akron, Ohio, joins WCUE Akron as morning man.

"DOC" BENJAMIN, Miami entertainment editor, starts 15-minute across-the-board evening series, *Speaking Entertainingly,* over WTTT Coral Gables, Fla. Series is sponsored by Old Gold cigarettes.

LEE HAMILTON, formerly with CHUM Toronto, returns to station as disc jockey and special events man.

LOUIS LENNON named studio assistant for WAAM(TV) Baltimore. **ROBERT DEMETRICIAN,** former layout artist, promoted to assistant art director, and **FREDERICK SCHNEEMAN** appointed layout artist for WAAM.

RICHARD von ALBRECHT, former production manager of Herbert S. Laufman & Co., television packaging house in Chicago, joins WKRC-TV Cincinnati as program director. **F. C. LAMBERT,** former assistant to director of engineering for DuMont network, named head of WKRC's television technical operation. **SYD CORNELL** appointed commercial production manager for WKRC-TV.



Mr. von Albrecht

ED MURPHY, formerly of WGN-AM-TV Chicago, joins WSYR Syracuse, N. Y., as morning man.

BOB SEAMAN, formerly with KVSM San Mateo, Calif., joins KIBE Palo Alto, as announcer-producer and newscaster.

NORM KELLER, news editor for WSNH Quincy, Fla., named program director for station.

FRED FISKE, former staff announcer for WOL Washington and before that with WKLX and WLEX Lexington, Ky., joins announcing staff of WWDC-AM-FM Washington. While at WOL, Mr. Fiske was Mutual's commentator on veterans affairs.

KITTY BROWN, formerly of WHKK Akron as continuity director, joins WCUE Akron in same capacity.

JOHNNY McKNIGHT, former announcer at WMCA New York and WTOP Washington, joins announcing staff of WVNJ Newark.

ROBERT ARDEN, currently doing weekly quarter-hour *American Looks Abroad* newscast on KFMV (FM) Hollywood and KWIK Burbank, Calif., starts same program on KFOX Long Beach.

TOM CORRADINE formerly head of Embro-Madison TV Productions, Hollywood, joins KTTV (TV) Los Angeles as film director.

MIKE RICH joins announcing staff of WHLI-AM-FM Hempstead, L. I. He formerly was with WROW and WOKO Albany, WTRY Troy and WLIB New York.

NORMAN FEASTER, formerly with Pan-American Airways in Miami, Fla., joins WTVJ (TV) Miami, as assistant film director.

ERNIE SIMON, formerly of continuity department of WKRT Cortland, N. Y., and later program director of WOSC Fulton, N. Y., rejoins WKRT continuity. **JOHN LOUTHER,** formerly of WNDR Syracuse, N. Y., joins WKRT announcing staff.

MILT KOMITO, former night traffic man at WMAL Washington, appointed to production staff of WMAL-TV.

EDDIE HIGGINS appointed feature editor on George Putnam's new programs, *Broadway to Hollywood* and *Headline Clues* on DuMont television

BILL WOODSMALL, winner in CBS *Horace Heidt Show* competitions, airs 15-minute show, Tues., Thurs., 8:30 a.m. on WBBM Chicago.

MICKELL NOVACK, Hollywood correspondent for *Philadelphia Evening Bulletin* and freelance magazine writer, joins panel of *ABC Hollywood Byline.*

BOB ROBB, chief of KECA Los Angeles continuity acceptance department and chairman for Southern California's National Defense Week activities, is in Washington as ABC representative to work with Air Force Reserve headquarters on plans for TV broadcast in celebration of National Defense Week. All four major networks will carry broadcast. Mr. Robb is Air Force Reserve major.

MRS. N. EDWARD WORSTALL, women's news editor of WSTV Steubenville, Ohio, appointed general chairman of women's chapter of American Red Cross fund raising campaign in Jefferson County, Ohio.

JACK MATRANGA, production manager of KSYC Yreka, Calif., resigns to attend technical school. He was formerly with Armed Forces Radio Service in Japan as civilian program director.

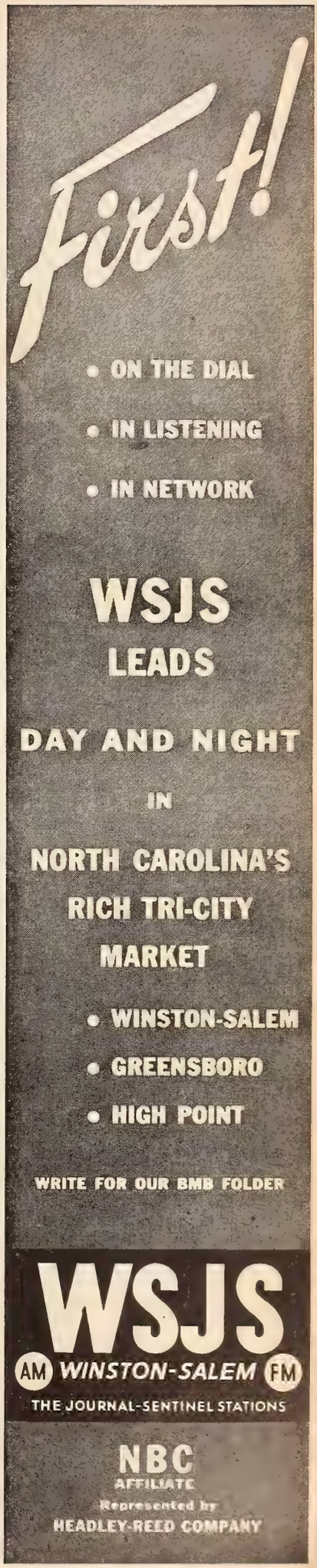
DON CORDRAY, disc jockey for WJR Detroit, is the father of a boy, David Stanton. Mrs. Cordray is former **PAT FIELD,** disc jockey for BBC.

HUGH JONES, newswriter at WBBM Chicago, is the father of a girl, Rebecca, born Jan. 23.

JOSEPH WILLIAM KELLY, Jr., announcer at WELL Battle Creek, is the father of a boy, Shawn Charles Kelly, born Jan. 22. Child is the second grandchild of Quizmaster **Joe Kelly** on NBC's *Quiz Kids.*

CKVM Ville Marie, Que., new 1 kw outlet on 710 kc, went on the air on Jan. 7, according to report of Radio Branch, Dept. of Transport, Ottawa.





Allied Arts

CHRIS O'BRIEN, attorney and former executive in American Federation of Radio Artists, named assistant executive secretary for West Coast branch of Actor's Equity. He replaces **I. B. KORNBLUM** who had acted as special representative for AE. Mr. Kornblum will continue to be associated with union office as member of legal counsel.

PAUL O. RIDINGS, former president of Ridings & Ferris Inc., Chicago public relations firm, and most recently director of publicity and head of journalism department at Texas Christian U., Ft. Worth, Tex., joins Guy Witherspoon, public relations firm, Ft. Worth, as partner. Name of organization becomes **Witherspoon & Ridings,** with offices continuing at 1705 Electric Bldg.

RALPH ROCKAFELLOW, in charge of publicity and sales promotion of Paramount Pictures Corp., appointed advertising and sales promotion manager. Before joining Paramount, he was with Buchanan & Co. and Young & Rubicam, New York, for several years.

FRANCIS CARTER WOOD Jr., partner and vice president of Sound Masters Inc., New York, assumes full responsibility for all television activities of firm. He reportedly plans to reorganize entire television department at Sound Masters.

JOHN NEWMAN, formerly advertising and publicity director of International Artists Corp., appointed director of advertising and program promotion for TV-Programs Inc., New York. **DON ROSS** named director of sales.

TED WICK, formerly radio director of David O. Selznick Productions, Hollywood, named assistant to **Martin Lewis,** radio director of Paramount Pictures Inc., that city. He will write spot announcements and talent interviews for broadcasting.

MARY ANN MERCER, singer, signed by Story-Ad Films Inc., Hollywood, for 15-minute television show.

ASSOCIATED ARTISTS PRODUCTION Ltd., New York, announces removal of offices to 444 Madison Ave., New York 22.

Equipment

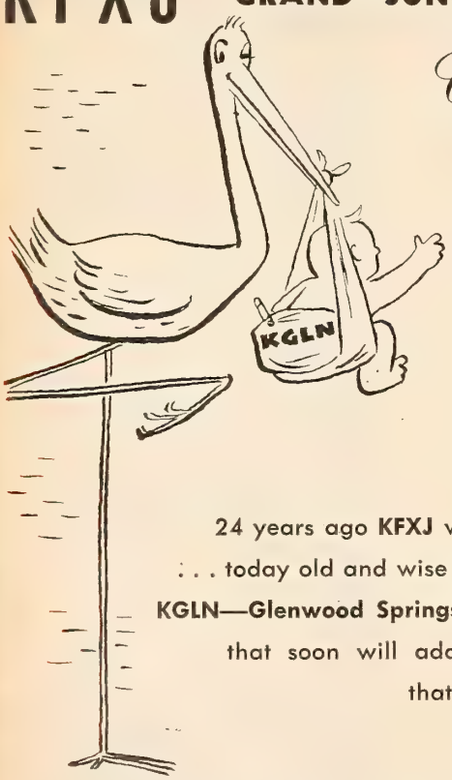
JOSEPH R. BRANSFORD, personnel director of Western Electric Co. since May 1, 1948, elected financial vice president succeeding **GEORGE L. BEST** who resigned to accept vice presidency with AT&T. In addition to his new duties, he will continue to be responsible for personnel administration. Western Electric engineer since 1928, he was in charge of WE shops producing radar and radio equipment for armed forces during war.

COLONIAL RADIO Corp., manufacturers of radio and TV sets and wholly-owned subsidiary of Sylvania Electric Prod. Inc., absorbed by that company. **E. E. LEWIS,** formerly president of Colonial, elected vice president of Sylvania in charge of Colonial Radio and TV Div. Other personnel and policies of subsidiary company remain unchanged.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces modified replaceable stylus assembly for use with its variable reluctance phonograph cartridge. New design is called "Baton Stylus."

Dr. HARVEY FLETCHER, former director of physical research for Bell Telephone Labs., appointed visiting professor of electrical engineering at Columbia U. School of Engineering for spring session, beginning today (Feb. 6).

KFXJ GRAND JUNCTION COLORADO



Celebrates a BIRTHDAY *and a* BLESSED EVENT

24 years ago **KFXJ** was a new born infant
. . . today old and wise it is a new parent . . .
KGLN—Glenwood Springs is the new offspring
that soon will add a youthful voice to
that of its Pioneer Parent

WESTERN SLOPE BROADCASTING CO.

KFXJ GRAND JUNCTION 920 kc — *Mutual* — **KGLN** GLENWOOD SPRINGS 1340 kc

Feature

(Continued from page 30)

this activity is only a sample of his daily routine.

As an assistant professor of physics at Drexel Institute of Technology, Mr. Davis has a teaching schedule of 15 classroom hours per week plus many more hours of preparation. In addition, he attends classes at Temple U. three days a week for a total of nine hours in pursuit of a Ph. D. in physics.

Once-a-week he participates in night drill exercises as captain in the Air National Guard. To keep his "spare hours" occupied, Mr. Davis makes himself available at least one night a week as a speaker at club functions.

A few more talents are seen in radio-TV weather forecasting by Mr. Davis. He says "the television weather man must be a combination scientist, actor, artist and diplomat." According to WFIL's student of the elements, "television will hardly make the weather man a better forecaster, (but) it could very well be the biggest aid in promoting good public relations the weatherman has ever had."

GEORGE O. MILNE
ABC, NBC Pioneer Dies

FUNERAL services were held last Wednesday at Paterson, N. J., for George O. Milne, 47, director of technical operations for ABC, who died Jan. 28, in a Miami Beach hospital of a heart attack.

Mr. Milne joined WEAF New York (now WNBC) in 1923 as maintenance man. In 1928 he was advanced to operations supervisor at that station. He joined NBC in 1930 as division engineer and remained there until 1942 when he left to go with ABC. He is survived by his wife, Mildred, and two sons, George F., and Douglas.

N. C. GROUP
Annual Meet Set May 22-23

THE EXECUTIVE committee of the North Carolina Assn. of Broadcasters, meeting Jan. 28-29 at the Mid Pines Club, Southern Pines, heard a report of the reorganization committee of the association, named a new legislative committee, selected May 22-23 as the dates of the 1950 annual convention and Chapel Hill as the location, and discussed other business matters.



Mr. Jarman

Reporting as chairman of the reorganization committee, J. Frank Jarman, WDNC Durham, presented proposed plans which were adopted by the executive committee. The reorganization committee was directed by the executive group to present the plans in written form to all stations in the state in advance of the May meeting. At the annual meeting the proposals will be placed before the membership for approval.

Richard H. Mason, WPTF Raleigh, was named chairman of the legislative committee which will study several matters of primary interest to broadcasters, looking toward action to be taken at the next session of the General Assembly.

Attending the Southern Pines meeting were: President Robert H. Wallace, WOHS Shelby; Vice President Earl Gluck, WSOC Charlotte; Executive Secretary-Treasurer Jack Younts, WEEB Southern Pines; Directors Harold Essex of WSJS Winston-Salem, Louis Howard, WHIT New Bern, and Cecil Hoskins, WWNC Asheville; Mr. Jarman and Walter Goan, WAYS Charlotte, members of the reorganization committee.

OMAHA AD CLUB
Local Selling Stressed

EFFICIENCY in local advertising was stressed in an address by W. J. Broman, division and sales manager for Frederic W. Ziv Co., transcription firm, before the Omaha Advertising Club Jan. 24. Omaha's stations played host to leading business firms.

Pointing out that 75% of the nation's business is of local nature, Mr. Broman told the group that "today's prosperity is dependent upon good buying, selling and distribution of goods" and that "sales programs are too often set up on chance." Advertising creates the need, desire and demand for goods, he reminded, and must deliver "if our prosperity is to continue."

REGULAR City council meetings are aired weekly Monday 9-9:30 p.m. direct from council chambers by KCMO Kansas City, Mo.

MUSICAST FM

Plans To Sell Franchises

MUSICAST, an FM continuous music service employing a muting device, has announced it plans to grant franchises for a flat fee to other FM stations in the country sometime in February. The service was developed by Sundial Broadcasting Corp., owner of KDFC (FM) San Francisco which now services 60 individual firms—such as banks, beauty shops, restaurants, retail shops, etc.—in the Bay area.

According to Musicast, many broadcasters "who in the past could only foresee the failure of their FM investments can now look forward to future profits with Musicast." The special muting device, which permits the FM station to eliminate on specially constructed receivers any portion of its programs that it desires, was perfected four months ago by Oscar C. Darack, KDFC staff engineer.

A Musicast operation franchise, the firm explains, will include the rights to the copyrighted name, renting, installation and maintenance of receivers and speakers which receive the continuous program of background music (8-1 a.m.) and exclusive territorial rights. A continuing monthly rental will be charged on each receiver leased to the franchise holder, which the company says would enable FM station to enter this type of background music service on a small capital investment.

Muzak Corp. has pending a petition before the FCC for a rule-making proceeding to permit it to use FM stations to carry its programming [BROADCASTING, Jan. 23]. Muzak's petition envisions the use of supersonic signals and of multiplexing.

NEW AP UNIT

Formed in South Carolina

AN ASSOCIATION of South Carolina Associated Press broadcasters was organized Jan. 21 by AP radio members in the state. The group met following a meeting in Columbia, S. C., of the South Carolina Broadcasters Assn.

James Hicks, manager of WCOS Columbia, was elected president. Scott Russell of WESC Greenville was chosen vice president, and Paul Benson of WJMX Florence, secretary. Directors in addition to the officers, are: Robert Bradham, WTMA Charleston, and Frank Best WRNO Orangeburg.

Small City Hoopers

C. E. HOOPER Inc. is offering to produce one-time Hooper station audience indexes for small cities at $350 each, which sum may be paid all by one station or prorated among all stations covering that market. Surveys will be made by the mail ballot method developed by the research firm for its area coverage index and will cover both telephone and non-phone homes.

JUNKETING FARMERS

Three Individual Stations Back Tours

VISITS by farm groups to many parts of this hemisphere and to Europe will get underway this spring under sponsorship of three individual stations, each serving the nation's rich farm belt. Stations are KCMO Kansas City, Mo., WOW Omaha and WKY Oklahoma City.



Mr. Hansen

Purposes of the tours are to acquaint the American farmer with his counterpart in other parts of the U. S. and in foreign lands.

KCMO's tour will be composed of 20 farmers who will be Europe-bound this month for a 25-day study of the Old Continent. All of the party's members are leaders in their communities. Flying from LaGuardia Field, New York, on Feb. 14, the tour's first stop is France where the Americans will be guests of the General Confederation of Agriculture at Chatres. Next journey's leg will be Italy.

From Italy, the KCMO tour will move into Switzerland at Brugg, headquarters of the Swiss Farmers Union. Other countries to be visited include Germany, France, Holland, England and Monte Carlo. At each place the group will meet with agriculture officials and visit farms typical of the country. The tour is scheduled to terminate in New York March 11.

WKY Tour Next Month

Meanwhile, WKY's 30-day tour of Latin America—with stops in 10 countries—will have begun a week earlier on March 4. This tour will take southwestern farmers, business men and women on a 15,000-mile swing through the southern hemisphere with stops scheduled for Guatemala, Panama, Peru, Chile, Argentina, Uruguay, Brazil, Trinidad and Puerto Rico. According to Sandy Saunders, WKY farm director, the tour will end April 3.

Mr. Saunders reports interest in the trip by some 200 persons in Oklahoma and surrounding states. The journey's itinerary will include inspections of farms, plantations and ranches, harvesting and marketing processes, industrial plants and oil fields. Programs will be recorded by Mr. Saunders for his daily *Farm Reporter* broadcasts over WKY. Films also will be made for showing on WKY-TV.

Mal Hansen, WOW's farm director, has announced that the scheduled "New South" and Havana boat trip tour, scheduled to begin in mid-March [BROADCASTING, Jan. 23], brought in 65 paid reservations and more than twice that many requests for applications in the first 10 days following the initial announcement. John J. Gillin Jr., president and general manager of Radio Station WOW Inc., said the response proved farmers have money to spend and that they are eager to learn the other fellow's operation. WOW's tour is the station's third, the others having covered the Far West and Europe.

LEHRBAS NAMED

Gets State Dept. Promotion

LLOYD LEHRBAS, director of the Office of International Information which administers Voice of America broadcasts, has been appointed special assistant to Undersecretary James Webb, the State Dept. announced Jan. 27. He will handle special assignments while continuing administration of the Voice.

Mr. Lehrbas has directed the department's overseas information program since June 1948, handling production and distribution of publications and documentary films, in addition to Voice programs. Before joining the State Dept., Mr. Lehrbas served as foreign and war correspondent, and newsreel and magazine editor. During World War II, he was a colonel and aide-de-camp to Gen. Douglas MacArthur in the Pacific.

STORECAST CORP.

Adds 14 Advertisers in Jan.

STORECAST CORP. of America signed 14 new advertisers during the month of January. This makes a sum of 110 products which use Storecast music and service programs in 500 super markets in Southern New England, Pittsburgh, Philadelphia and Chicago.

In southern New England via, WMMW-FM Meriden, Conn., the following are new advertisers: Dif Corp., Garwood, N. J.; Judson Dunaway Corp., Dover, N. H.; Adell Chemical Co., Holyoke, Mass.; General Foods Corp., Hoboken, N. J.; Kitchen Art Foods Inc., Chicago; Groveton Paper Co., Groveton, N. H.

In the Pittsburgh area, via KQV-FM, new products are: General Foods Corp. (Bakers Chocolate), Dorchester, Mass.; General Foods Corp. (Maxwell House coffee), New York; McCormick & Co., (McCormick teas), Baltimore; Puritan Co. of America, Chicago.

In the Philadelphia area Sylvan Seal Milk Inc. will use Storecast. In the Chicago area via WEHS (FM) Chicago, both Helen Harrison Foods Inc., Bloomington, and Modglin Co., Chicago (Perma Brooms), are using the service.

Sweetheart Sponsors

ALTERNATING day sponsorship by Manhattan Soap Co. (Sweetheart Soap) of six weekly newscasts is to start March 7 on 12 Columbia Pacific Network and three Arizona stations, 7:30-7:45 a.m. PST. Arizona stations are: KOOL Phoenix, KOPO Tucson, KCKY Coolidge. Frank Goss is to handle newscasts beginning Feb. 13. Mennen Co., Newark, sponsors the other three segments. Agency is Duane Jones, New York.



WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

WSYR 570 kc.

WSYR 94.5 mg.

WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR SYRACUSE
AM • FM • TV

NBC Affiliate in Central New York
Headley-Reed, National Representatives

SCHICK CONTEST

Names WLW, KJBS, WCOP

WLW Cincinnati, KJBS San Francisco and WCOP Boston, and three newspapers, won the merchandising contest held last fall by Schick Electric Shaver Co., it was announced last week by the company in New York.

The winning newspapers are *The Birmingham News-Age Herald, The Seattle Times* and *The Des Moines Register & Tribune.*

Fifty-eight stations and 44 newspapers competed for the awards. They mailed over 34,000 letters, cards and news bulletins on Schick exclusively to key dealers in their territories; made 900 personal calls to follow-up, and used the Schick campaign story in station and newspaper publications totaling 725,000 total circulation.

In presenting Schick Supers to the winning stations and newspapers, S. D. Moorman, Schick sales manager, commended them for exceptional cooperation beyond what was requested.

The contest was organized and explained by the company's agency, BBDO, New York, last September. The agency requested that the stations and newspapers write letters to dealers, seek tie-in advertising and make at least five personal calls on the trade.

For a 13 week period during the fall the Schick radio and TV schedule included spot announcements on 142 stations.

WHITE NAMED

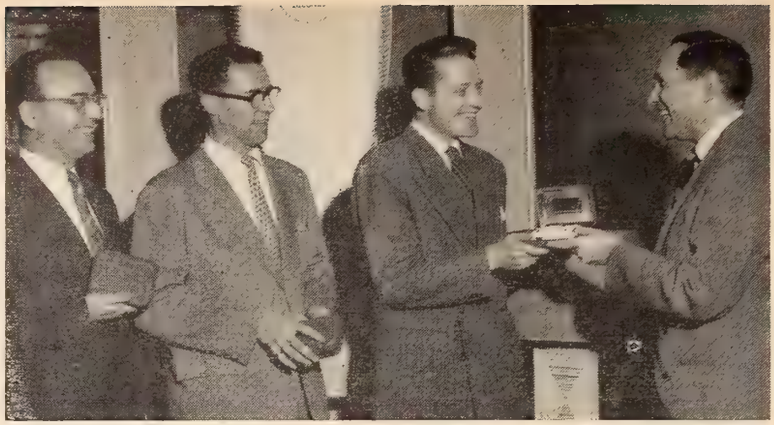
Is WEIR General Manager

PAUL G. WHITE, former manager of WLIO East Liverpool, Ohio, has been appointed general manager of WEIR Weirton-Steubenville, Ohio, Harry B. Chalfant, vice president of the Tri-State Broadcasting Co., owner of the new outlet, announced last week.

Mr. White also was engaged in the advertising business in East Liverpool. Earlier, he was affiliated with WCMW Canton and WKBN Youngstown. His early radio experience was with the Yankee Network. WEIR, Mr. White said, will be on the air in about four months with studios in Weirton and Steubenville. The new station is assigned 1 kw on 1430 kc.

WXLW-FM Suspends

PERMISSION was given by FCC fortnight ago to WXLW-FM Indianapolis to cease operations for 60 days pending negotiations by Radio Indianapolis Inc., licensee, to sell the 20 kw outlet on Class B Channel 234, 94.7 mc. WXLW, the AM station operated by the same firm, continues without interruption, FCC reported. Firm told the Commission that the FM operation has been entirely unprofitable.



RECEIVING Schick Supers from S. D. Moorman (r), sales manager, Schick Electric Shaver Co., are these three representatives of winning stations (l to r): Martin Beck, The Katz Agency (WCOP); Ed Jameson, WLW sales office (WLW), and Bill Shrewsbury, Headley-Reed (KJBS).

GUILD STRIKE

Averted by Networks, Radio-TV Directors

A THREATENED strike by the Radio and Television Directors Guild against the networks was averted at the eleventh hour last week. After a series of negotiational sessions—one lasting through the night until 6 a.m.—it appeared probable the parties would reach agreement on a new contract.

The guild, an AFL affiliate, reportedly had at least tentatively accepted counterproposals by the networks of wage rises ranging to $15 a week. The guild originally had demanded a $70 a week increase for staff radio directors and a $170 a week increase for television directors.

Strike, which had been called for midnight Jan. 31, was forestalled when, at the request of a state mediator,the guild and the networks agreed to a 24-hour armistice and further negotiation. On Feb. 1 both sides met in the office of Mabel Lesie, of the New York State Board of Mediation, at 10:30 a.m.

Except for brief respite, the negotiation session continued until the next morning at 6 o'clock. The discussions were resumed that afternoon (Thursday) and continued into the evening.

Counter Offer

Until the counterproposals were offered by the networks, the guild had demanded that radio directors, who received top minimum scale of $130 a week under the old contract, be raised to $200 a week and that television directors, now earning top minimum of $130, be boosted to $300.

The network counterproposal tentatively agreed to, according to authoritative sources, was $145 top minimum for both radio and television directors.

Various details of salary levels in respect to other classifications of guild members remained to be worked out, it was said.

As of Thursday evening, the guild had not withdrawn its strike notice, but informed sources predicted that agreement by week's end was probable.

Involved in the negotiations were ABC, CBS, NBC and WOR and WOR-TV New York. The guild's contracts with all of them expired last Dec. 31, but were extended pending resolution of the negotiations.

TEXAS STORM

Several Stations Hit

ICE and freezing rain knocked out stations intermittently in North Texas last Tuesday and Wednesday in a storm that damaged power and telephone lines over a wide area.

Several stations in Dallas and Fort Worth were hit.

WFAA-820 kc Dallas and WBAP-820 kc Ft. Worth, sharing frequency, were off the air from about 1:30 p.m. Wednesday to the following morning. They are the NBC outlet for the area.

KRLD Dallas, a CBS station, KIXL-FM and KLIF Dallas also suffered interruptions to program service.

For a time Thursday WFAA-820 and WBAP-820, were feeding programs to transmitter plant at suburban Grapevine by FM and communicating with the engineers there by hand radio.

All the stations throughout North Texas, except those disabled, rendered service by broadcasting special announcements as normal communications were disrupted.

Scandinavian Jubilee

THE SWEDISH broadcasting system, Radiojänst, owned by the newspapers and radio manufacturers and supported by license fees from the public, began official celebration Jan. 6 of its organization 25 years ago. Sweden's neighbor, Denmark, also observes an anniversary April 1 when Statsradiofonien, the state-owned broadcasting system, celebrates its 25th year.

TO DROP WTHT-FM

'Times' Asks FCC To Delete

THE HARTFORD *Times*, owner of WTHT-AM-FM Hartford, Conn., has asked FCC to delete its FM license, for economic reasons.

The *Times* said WTHT-FM was off the air for a week during January due to failure of high-voltage power supply, and that one letter was received noting the silence.

"We were consistently unable to demonstrate any sizable audience on FM," the Commission was told.

"We see nothing in the future to restore or increase the interest in FM in Hartford . . . We cannot justify continuing the operation of WTHT-FM."

The station went on the air Feb. 11, 1948, less than three months after FCC issued the grant. It has been a fully licensed station since Feb. 2, 1949, a Class B outlet on Channel 291 (106.1 mc).

TRANSIT SCOPE

WCTS Aids Public Travel

TRANSIT RADIO, sometimes scotched by critics as an imposition of "enforced listening," finds it can effectively perform a public service in times of emergency.

Transit Radio Inc. reports that WCTS, FM affiliate of WKRC Cincinnati, which supplies music to transients on the Cincinnati Street Railway, came to the railway company's rescue during a recent sleet storm. As a result, the firm plans changes in communication and supervisory technique.

During the storm, WCTS, at the request of the dispatcher, broadcast instructions to all bus operators to pickup passengers waiting for streetcars and trolley buses when they were delayed because of ice formation on trolley wires. The plan was quickly executed. Now, as a result of this experience, arrangements have been completed to make possible such announcements through WCTS when rerouting of transit vehicles is necessary because of traffic jams, accidents, fires or other disasters. Morris Edwards, president of the street railway, said WTCS also plans to make the service available to other public agencies for emergency announcements.

President's Speech

FOUR MAJOR radio networks will carry President Truman's address at the Jefferson-Jackson Day dinner in Washington Feb. 16, Charles Luckman, dinner chairman, has announced. Speech will be aired by ABC, CBS, MBS and NBC from the National Guard Armory, 10:30-11 p.m. Other media coverage, including television, is to be announced shortly. This will be the second consecutive year all networks have broadcast the President's address.

MEDIA SELLING

Papers Trail All, NAEA Told

NEWSPAPERS were stiffly rebuked—by a $16 million customer addressing a meeting of the Newspaper Advertising Executives Assn. —for complacently ignoring the progress made by other media in the past 25 years, it was learned last week.

The criticism came from Joseph P. Kasper, president of the Associated Merchandising Corp., whose 25 member department stores spent $16 million in newspaper advertising in 1948. He spoke at an NAEA meeting in Chicago Jan. 23.

Mr. Kasper, noting that there are 155 fewer daily newspapers in the U. S. than 10 years ago, said that the "tendency toward amalgamation and elimination of individual papers is, in my opinion, a serious trend."

The virtual newspaper monopolies existing in "the majority of towns and cities" create an unhealthy situation which "makes for complacency and smugness and can eventually lead to self-destruction," he said.

"It appears to me," said Mr. Kasper, "that there have been literally no changes, innovations, improvements, or evidences of progress in the newspaper business in the past 25 years." He said there was a growing complacency on the part of newspaper advertising staffs.

"Most newspaper men, I believe spend their time selling against other newspapers and regard each other as their major competitors," said Mr. Kasper. "Perhaps you have been so busy doing this that you have failed to recognize the progress which has been made in practically all other media during this 25-year span I speak of.

"Take a quick look at what the average man is exposed to in the way of advertising today. My own case is fairly typical: I get up in the morning and while dressing I listen to a news program on the radio.

"Part of it is a commercial—a pretty lively selling job, too—infinitely better done than it was 20 years ago. I drive to the station and pass a number of billboards—bright, breezy, colorful; vastly better advertising than 20 years ago. Even on the station platform the posters there bear almost no resemblance to their early beginnings.

No Advances Seen

"I open my morning newspaper and although the ads admittedly are more attractive than they were 20 years ago because they are lively, that is about the only difference. Nor can the newspapers take too much credit for this. If the advertising is better, it's because stores and agencies have improved their art work and layouts and copy—almost in spite of the newspapers. Production is about as bad as it always was—a black dress continues to be just a smudge of printer's ink . . .

"Going home at night, I read my newspaper again—same story: Nothing new or different there. And when I get home, I may pick up a magazine or two and what do I see? Superb four-color work, bleed pages, nothing remotely resembling magazine advertising of 20 years ago . . .

"Midway through my perusal of the magazine, my wife says to me: 'Come on now, we are going to watch—you guessed it—television. And the rest of my evening is a pleasant combination of entertainment and exposure to salesmanship. For here, out of the restlessness and imagination of another group, is potentially the greatest advertising force we have ever seen.

"Think of the millions and millions of dollars invested in the development of television. What investments have been made by the newspaper industry toward the rebirth of its product?"

Mr. Kasper urged the newspaper executives to undertake expanded research that would help newspaper advertisers improve the productivity of their advertisements.

He said that despite his critical attitude, he could assure the newspapers that retailers would continue to "put the blue chips on the newspaper because we have not yet lost faith in your ability to produce results."

WBMD PROMOTION

New Show Termed Success

WBMD Baltimore's new station promotion plan via the *Social Security Numbers* program has created so much word of mouth advertising for the station in the first eight days that advertisers have already bought up half of the available time, according to H. Shelton Earp, WBMD general manager.

Mr. Earp emphasized that while "WBMD has this plan exclusively for Baltimore," it is available to other stations in the country. "As a matter of fact, WWDC Washington, WSRS Cleveland and WLEE Richmond are now airing the show with equally amazing results," he said.

The show is a copyrighted promotion by Azrael Advertising, Baltimore agency, and advertisers pay only for air time, Mr. Earp pointed out. The station offers $100 on the hour every hour if anyone can match the numbers read with his Social Security card. Ten different numbers are used a day. Promoters, who pay all of the prize money, get a fee based on population in station area, with graduated costs until the station sells all available commercial time, before reaching maximum cost, Mr. Earp pointed out.

SPORTSCASTERS

Third Annual Dinner Feb. 14

THE THIRD annual Sports Broadcasters Assn. dinner will be held Feb. 14 at New York's Hotel Park Sheraton. At the dinner, Baseball Commissioner A. B. (Happy) Chandler will be given the annual Graham McNamee Award presented by the association to the individual who in its opinion contributes most to sports during the year.

WMGM New York, whose sportscaster, Marty Glickman, is president of the association, has invited 150 executives of agencies and sponsors of sports broadcasts on the station as its guests at the dinner. Bertram Lebhar Jr., director and sales chief of WMGM, will be host to the group.

KAKE Representatives

RADIO Representatives Inc. has been appointed national sales representative of KAKE Wichita, Kan., according to Jack Todd, general manager of the MBS outlet. KAKE operates on 1240 kc with 250 w fulltime.

News Credentials

IN AN EFFORT to obtain for radio newsmen the same credentials newspaper reporters receive, Sheriff Eugene Biscailuz of Los Angeles for Radio News Club, is sending letters to sheriffs of 11 Southern California counties inviting them to meet Feb. 10 at his office with officers of the club. Radio newsmen are seeking to obtain one pass that will be recognized in all the counties, thus allowing them to move unhampered from county to county. Thus far this privilege has been allowed only to newspaper reporters. Radio News Club officers who will attend the meeting are Bob Garred, Al Gordon and Clete Roberts.

Advertising Exams

ADVERTISING examinations conducted annually by the American Assn. of Advertising Agencies will be held this year in New York at the Waldorf-Astoria and Packard School on Feb. 18 and 25. In the first session, 15 aptitude-temperament tests and a quiz on the economics of advertising will be given. The second session will be devoted to optional tests on advertising knowledge.

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus

"Claude Thornhill presents Win a Holiday"



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top-name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Spot Business

(Continued from page 15)

cancelled because of the UAW strike at Chrysler, but it is believed that radio will be resumed as soon as the strike is settled.

Among advertisers to start campaigns during January 1950 are the following: French's Instant Potatoes, through J. Walter Thompson Co., New York, which started a campaign in mid-January; Tide Water Gasoline, through Lennen & Mitchell, New York, on Jan. 15 began its schedule in a dozen markets; another L & M account, Lustre-Creme Shampoo also used radio spots starting about the same time.

Lever Bros. Adds

Lever Bros.' Spry account through Ruthrauff & Ryan, New York, normally a network advertiser only (*Aunt Jenny* on CBS), has added a spot announcement campaign which started in January.

Another Lever Bros. product, Surf, through Benton & Bowles, New York, also has been using a heavy radio spot announcement schedule.

Procter & Gamble's Ivory Snow, through Benton & Bowles, is using spots in a number of markets, which started in December and will continue through June.

A new radio spot advertiser is Nucoa Margarine, through Benton & Bowles, which started in January in Ohio and then extended its spot schedule to include California. Currently the agency is preparing a further extension to cover Southern markets.

The spot picture for February and March looks as if it, too, will maintain a high level of activity. For example, Silver Star Blades through Ruthrauff & Ryan, is currently preparing a spot schedule to start on Feb. 20.

General Foods (Devil's Food Mix), through Young & Rubicam, has started a small campaign in California markets, but expansion is expected.

Continental Oil Co. (Conoco), through Geyer, Newell & Ganger, will use 50 markets in the Middle West to start about Feb. 15.

Crosley Div. of Avco (Shelvador), through Benton & Bowles, New York, is planning a spot campaign to start on March 6. Also on that date, Garrett Wine Co., through Ruthrauff & Ryan, will start its seasonal spring campaign.

Shinola, manufactured by the Best Co., another semi-annual spot advertiser, is preparing a campaign to start in March or early in April, through Benton & Bowles.

Phillips 66, through Lambert & Feasley, is expected to drop its current network show, *Barn Dance* on ABC but will replace it with another show probably on another network. In addition the advertiser is expected to use a heavy spot campaign this spring. Final plans are expected to be announced next week.

RCA THESAURUS has released *Here's June Christy*, new program series, to subscribers to its transribed library service.

WE DON'T TOSS BOUQUETS TO DAISY (Ky.)!

Hard-boiled us, we don't cultivate Daisy (Ky.)! It's probably a garden spot, botanically speaking, but just too rustic and remote for sales-minded WAVE!

We stick to our State's one great blossoming market, the Louisville Retail Trading Area. Nearly a billion dollars in Retail Sales stem annually from these 27 flourishing counties, and our average family has an Effective Buying Income *40% higher than the Kentucky norm!*

If you want to put a little advertising fertilizer into Kentucky, try WAVE's *concentrated* formula. It'll really put you in clover!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Ad Club Project

EDITOR, BROADCASTING:

As part of a club project it has been voted to send a year's subscription to BROADCASTING to each of the local high schools for their use in the study of advertising and journalism. Will you therefore please enter these subscriptions and send bill to Fort Wayne Advertising Club. . . .

Hilda C. Walhimeyer
Educational Committee
Fort Wayne Adv. Club
Fort Wayne, Ind.

* * *

Re: Rate Cutting

EDITOR, BROADCASTING:

I note with interest a story on rate card cutting on page 42 of your Dec. 12 issue and just want to comment that it seems to me that anybody in the advertising agency business, or in any other part of the advertising business, for that matter, is putting the advertising business on fairly unsound ground if he is not extremely careful how he says that any advertiser should pay a national rate when he can get a local rate.

In other words our first interest should be the advertiser and it may be rather difficult to defend the position that any advertiser should be forced to pay a higher rate if the stations are willing to give him a local rate.

I think we know all of the angles on this situation—and I mean all of them—and I make this comment having all of these considerations in mind.

George W. McMurphey
George W. McMurphey Adv.
Portland, Ore.

* * *

Help Small Towns

EDITOR, BROADCASTING:

Radio will celebrate its 30th birthday in 1950. Wouldn't this be a good year for radio engineers to get together and settle the problem of the small town listener?

We have no trouble in tuning in Mutual network programs at night in Statesville, N. C., because we are fortunate in having a Mutual radio network station here. We can receive CBS programs through a 50,000 w radio station in Charlotte. But unfortunately when we try to dial ABC or NBC programs we are at the mercy of atmospheric conditions and Cuban and Mexican radio stations. . . .

Although directional antennas are excellent for protecting radio stations from interference, they play havoc in the way they detour programs around the small town. I'm not complaining, just asking for help. Will some radio engineer explain how the small town listener can have available all network programs every night in the week regardless of atmospheric conditions?

Ed Galbreath
Radio Instructor
Statesville, N. C.

* * *

Claims DB 'First'

EDITOR, BROADCASTING:

I noted with interest the letter sent to you by Bob Mackall of WFMJ in Youngstown, claiming to be the first one to DB the Drew Pearson program.

Just for the record, let me say that WSRS, at my instigation in conjunction with ABC and the William Weintraub Advertising Agency, DB'd the Drew Pearson program first. . . .

I sold the plan of the live broadcast at 6 p.m. with the DB at 11 p.m. the same evening, which was considered an excellent idea by ABC and the Weintraub agency. All of this took place in the early days of the 1948 baseball season, because of the inability of the local ABC outlet to consistently schedule this program properly. So let's clean the record up and put WSRS on top of the heap with a great big "first" in this particular matter.

Sam Sague
President
WSRS Cleveland

AD WOMAN OF YEAR

AFA Names Contest Judges

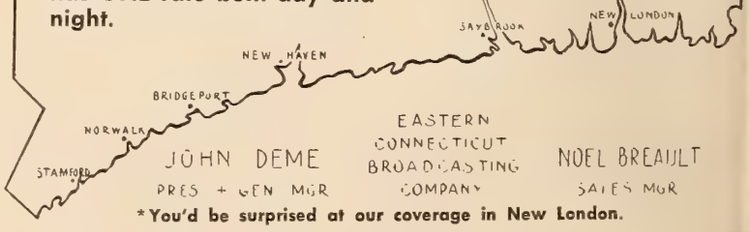
ADVERTISING Federation of America (council on women's advertising clubs) has chosen a panel of judges to select the Advertising Woman of the Year in its annual contest. Judges are: Mrs. Ella B. Myers, former advertising director of General Foods Corp. and presently an advertising consultant, who was the 1948 award winner; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, and Dr. Kenneth Dameron, Ohio State U.

Winner of the contest will be chosen during the annual convention of the Advertising Federation of America, to be held in Detroit, May 31-June 2.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC 250 W
NORWICH



JOHN DEME
PRES + GEN MGR

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR

***You'd be surprised at our coverage in New London.**

HOUSE HEARINGS

Allocations First on Agenda

By JOHN OSBON

INTERNATIONAL and federal machinery dealing with extensive radio frequency allocations and assignments will command top priority on the agenda of the House Interstate Commerce communications subcommittee when it begins hearings the next fortnight on major radio legislation. [BROADCASTING, Jan. 30].

This was apparent last week as the subcommittee, headed by Rep. George Sadowski (D-Mich.), whose own measure (HR 6949) embraces sweeping substantive changes on government and FCC levels, revealed its tentative hearing agenda. Sessions may last up to six weeks though authorities indicated last week the subcommittee hopes to conclude them in four weeks' time. Rep. Sadowski already has indicated his group "may not" press for legislation.

Bulk of testimony during the first week of the hearing, tentatively set for Feb. 20, will deal broadly with the allocations problems on the "international, hemispheric and national" levels, committee spokesmen said last week.

Second Week Agenda

Second week will be devoted to views on FCC's chain broadcasting regulations, monopoly anti-trust phases and, finally, sanctions as covered in the Sadowski Bill introduced Jan. 24, and the Senate-approved FCC procedural bill (S 1973) authored by Sen. Ernest W. McFarland (D-Ariz.)

Discussion is expected to center around legislation (HR 2410) proposed by Rep. Harry Sheppard (D-Calif.) which would divest networks and equipment manufacturers of radio station ownership, and restrictions on FCC's anti-trust authority as provided in the McFarland bill.

The following weeks primarily would concern the various other facets of the new Sadowski Bill and Sen. McFarland's measure, according to present plans. Among points to be taken up is Rep. Sadowski's proposal to give licensees immunity from criminal or civil actions for libelous remarks in political broadcasts.

Subcommittee Chairman Sadowski's measure also would set up an independent five-man Frequency Control Board—a "super FCC"—which would hold broad powers over the Commission and usurp some of its major functions. Also, it would give FCC a new set of administrative sanctions or penalties in the form of license suspensions, fines and cease-and-desist orders.

Asked To Testify

Invitations to testify the first week are being issued to government officials including, in addition to FCC, the State Dept., each of the military branches, IRAC (the Interdepartmental Radio Advisory Committee, which the Sadowski bill would replace with the Frequency Control Board), Telecommunications Coordinating Committee, and certain private consultants and attorneys. Names were not disclosed.

Authorities said the subcommittee is hopeful of clearing up the allocations phase in the first four days. In that event, they speculated, the fifth day (Feb. 24) could be devoted to FCC proposals. It is known that Chairman Sadowski has asked the Commission to present a broad outline detailing international and U. S. frequency needs and requirements falling within the scope of "wireless and wire" facilities.

Another Bill Unlikely

The network-sanctions-monopoly phase, now set to begin Feb. 27, is expected to encompass debate on the McFarland-Sadowski-Sheppard bills. Authorities last week thought it not unlikely that Rep. Sadowski still might introduce another bill, designed to cover other phases now contained in the McFarland measure. If he does, that would be considered, too, they felt.

Networks, independent broadcasters, Justice Dept. and others will be invited to air their views on present network-affiliate relationships; complaints that networks violate government anti-trust laws; the McFarland Bill provision which would remove FCC's power of revocation over licensees whom the courts have found guilty of anti-trust violations, and the comparative merits of sanction clauses in the Sadowski and McFarland bills.

The Sadowski bill provides for institution of revocation or suspension proceedings against station licensees, permittees, and networks alike for tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or for following any "course of action" which would justify a license or permit denial. FCC could demand forfeitures up to $500 per day for any offense in lieu of suspensions or revocations.

The subcommittee also revealed last week that it considers Sections 4 and 5 of the McFarland Bill of prime importance on its hearing agenda. They are certain to be brought out—both in FCC's written comments on the McFarland bill for the record and in oral testimony before the group.

These sections deal with "job-jumping" prohibitions covering FCC Commissioners, bureau heads and their assistants; salary provisions (now outdated in view of pay boosts passed last year); appointment of a legal assistant to each Commissioner; requirement of a legal assistant to each Commissioner; requirement that FCC submit annual reports to Congress on broadcast application data, deadline on FCC action on applications.

FCC and Civil Service Commission have indicated disapproval of some of these provisions.

FCC FUNDS

Larger Budget Asked

NEED for increased funds to carry on its various broadcast and non-broadcast activities was detailed by FCC last Monday in closed session before a House Appropriations subcommittee hearing budget requests for fiscal 1950-51.

Five of the seven FCC commissioners, including Chairman Wayne Coy, and staff members reviewed Commission functions covering commercial TV-AM-FM operations, safety and special services, field engineering and monitoring, technical research and frequency allocations, and common carrier duties

The President has asked Congress for roughly a 2.7% increase over FCC's 1950 total appropriation of $6,737,000—or $6,914,600. The 1951 budget estimate contemplates boosts in funds over the 1950 estimate for each of these categories [BROADCASTING, Jan. 16].

Details were unavailable on Monday's hearing, but it was understood that Chairman Coy carried the brunt of testimony for the Commission. FCC stressed no particular service with respect to its budget, it was also understood. The meeting reportedly was harmonious and devoid of drawn-out discussion on any phase.

Also present were Comrs. George Sterling, Edward Webster, Robert Jones and Frieda Hennock. Staff members included John Willoughby, FCC acting chief engineer; William Norfleet, chief accountant; W. K. Holl, executive officer; Benedict Cottone, general counsel, and Harry Plotkin and Harold Cohen, assistant general counsels. Members of the safety and special services, common carrier and monitoring divisions also were present.

ASSOCIATED SHOWS

Yankee Network Contracts

ASSOCIATED Program Service last week announced arrangement of a contract with the Yankee Network for Associated's transcribed library service and special series of "shows that sell."

The agreement, Associated stated, covers all owned or operated Yankee stations in New England including WNAC-AM-FM-TV Boston, WEAN Providence, WICC Bridgeport, WMTW Portland, WAAB Worcester, WONS-AM-FM Hartford. Contract negotiations were completed by George W. Steffy, vice president of the network, and Richard Testut, vice president and general manager of Associated.

WHERE DOES THE N. A. B. get retail sales data?

Data on retail trade in the Market Data Handbook published by the National Association of Broadcasters is reproduced from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 23 OF THIS ISSUE

Free Time Abuses

(Continued from page 15)

device familiar to all station officials.

In adopting resolutions to implement the free-time device the committee favored the use of free-time agreements. Groups would be asked to sign pacts including the question, "Do you plan to spend money in any advertising medium?"

Going further, the time applicants would agree to pay for any time donated should they later decide to pay for advertising in any other medium.

The committee felt that program material by public service agencies should provide opportunity for participation by local sponsors. In the case of newspaper mats, it was pointed out, local advertisers can include credit mention.

Another angle relates to a purported practice among defense agencies. Under this technique, military personnel are assigned to take mats to newspaper advertising prospects and solicit them. If this is done for other media, committee members argued, it should be done in the case of radio recruiting and similar campaigns.

The committee figures broadcasters should get a larger share of the money spent by government agencies to advertise for recruits. Independent stations, it was argued, are especially good prospects in recruiting campaigns because they direct much of their appeal to the younger audience.

NAB representatives are to confer with advertising agencies placing government business in an effort to persuade them to spend more money for radio time, the committee was told. Members suggested independents should be represented on the NAB committee. They contend they have been among the most generous broadcast groups in providing free time.

Some of the current public service campaigns, and some with mercenary motives, were discussed among committee members. One instance cited was that of the Disabled American Veterans Service Foundation, which asks free radio time though it buys full-page and double-spread space in newspapers and magazines (see story page 92).

Going into other problems facing independent stations, the committee voiced concern over abolition of the NAB Program Dept., a project that developed out of a past committee recommendation. The department was dropped by the NAB board in last summer's reorganization.

Functions of the Program Dept. will be handled through the Radio and Television Divisions, the committee was promised.

Much of the two-day discussion centered around plans for the Sunday "Independents' Day," a session that drew some 400 broadcasters at the 1949 NAB Convention, under Mr. Cott's chairmanship.

Cott to Serve

Because WNEW is withdrawing from NAB membership Feb. 28, Mr. Cott will not serve as chairman of the program. Furthermore, he is resigning the committee chairmanship effective Feb. 28. At the committee's request he agreed to serve as program consultant for the Sunday session in Chicago.

Chairman of the Sunday program will be Lee W. Jacobs, KBKR Baker, Ore. Again the program will be of the no-speeches type. Panel sessions will be wide open, with specialists leading the discussion.

Facts on out-of-home listening will be given by Dr. Sydney Roslow, president of The Pulse Inc., New York. Dr. Roslow's findings will be distributed to NAB members in printed form. Patt McDonald, WHHM Memphis, will chairman a panel discussion on means of capturing and increasing the out-of-home audience. Related subjects will cover promotion material and specialized programming for this audience.

William B. McGrath, WHDH Boston, will be chairman of a sports session. Sponsor and agency representatives will take part, along with an attorney to cover anti-trust angles. The problem of using Western Union play-by-play reports is on the tentative agenda. Sports are a mainstay of independent stations, the committee pointed out. The NAB general counsel's office was asked to supply a legal summary of sports broadcasting problems, to be available at the convention.

Another panel will deal with use of magnetic tape recording in programming and sales expansion. Demonstration of techniques is planned, including tape editing.

A debate is scheduled on the pros and cons of per inquiry and mail order business. Dangers and virtues of these practices will be explored. NAB is traditionally opposed to P. I. as an association but individual member stations have diversified views on the subject.

Other topics slated for a thorough working over by the independents are new program tools, new and unusual program devices, BMI services and government and overseas program sources. Among overseas sources is the upcoming series of *Orchestras of the World* transcriptions obtained through the Economic Cooperation Administration (see story page 118). In this series of 13 one-hour transcriptions the leading symphony orchestras of Europe will be made available to broadcasters. NAB agreed to send out letters to stations describing this series, originally produced for broadcast on European networks.

The Monday morning meeting, first convention session covering foreign language station problems, will be directed by co-chairmen. They are Ralph Weil and Arnold Hartley, both WOV New York vice presidents.

The foreign language session will be held at the same time as the FM meeting [BROADCASTING, Jan. 30]. NAB officials suggested the Monday morning scheduling because the foreign tongue problems are highly specialized and of direct interest to only a portion of the membership.

In its two-day discussion last week the committeemen unloosed some sharp suggestions about NAB's headquarters operation and the special services independent stations desire.

No appointment will be made to fill the chairmanship after Mr. Cott's resignation becomes effective, the committee was told, because NAB President Justin Miller plans to name a new committee after the April convention.

Committee members attending the meeting were Messrs. Cott, Jacobs and McDonald; Melvin Drake, WDGY Minneapolis; Robert Maynard, WSVS Crewe, Va., and Ben Strouse, WWDC Washington, alternates. Glenn Shaw, KLX Oakland, director-member, was unable to attend.



GOLD plated microphone awarded to high scorer on the Sound Products Group team which won a sales contest sponsored by the RCA Engineering Products Dept., goes to S. D. McIntosh of Dallas. This group at presentation ceremonies (l to r) T. A. Smith, sales manager, Engineering Products Dept.; H. V. Somerville, administrator of field sales of the department; Mr. McIntosh; W. W. Watts, vice president in charge of the department, who made the award; H. C. Elwes, merchandise manager, Sound Products Group; K. M. Aitken, of Cleveland, and H. T. Schrule, of Philadelphia, field representative, Sound Section.

Quad-Cities
Rock Island, Moline, E. Moline, Ill.
Davenport, Ia.

OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago.

Family income tops $5,650 per year.

Farm machinery manufacturing center of the nation.



WHBF AM FM TV 5000 Watts Basic ABC
National Representatives, Avery Knodel, Inc.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

'Who Are We?'

WHENEVER the members of NAB's committee for independent stations holds a meeting, the members ask themselves, "Who are we?" Part of the committee's discussion last week dealt with the problem. Officially the committee at one time was called the Unaffiliated Stations Executive Committee. Then the name was changed to Nonaffiliated, etc. Last week they were referred to as both. Members say they can't understand why NAB stubbornly refuses to call it the Independent Stations Committee.

Transit Radio

(Continued from page 22)

was underscored once when the United States developed the atomic bomb. It was underscored a second time when the Soviet Union did likewise. It is being underscored a third time by debate over the forthcoming development of a hydrogen bomb, potentially 1,000 times more powerful than the A-bomb. One of the obvious and essential requirements of civil defense will be a means by which the public transportation systems can be mobilized to move great numbers of people out of threatened areas and to move civil defenders to their posts of duty. The means, of course, is FM radio, which was used by tanks, artillery, planes, infantry, etc., during World War I.

Thanks to Transit Radio, the busses and streetcars of 19 American cities are already equipped with radio which in the event of an emergency could be used for guidance. This is done without cost to the taxpayers, the riders or the public transit companies. It is being done while giving the riders the best radio service available. It is being done while giving that same service to the entire community. Arrangements are under way to provide Transit Radio to 25 or 30 other American cities.

Against this imposing array of advantages, only one argument has been advanced by its critics. "It violates the rider's right not to listen," they say. "In this way it violates his right to privacy and assails the freedom of his mind."

First, how many riders of public transportation do not like Transit Radio? Take the eight out of 10 riders who like Transit Radio. Add those who are undecided. Add those who do not care. Add those who do not like it but who withdraw their objections in deference to the majority preference. As the Edward G. Doody Co. says, ". . . only a fractional group of active objectors remains. . . ." This fractional group ranges from 1.2% to 5.3%.

But the critics brush these figures aside. "It isn't a question of percentages," they say. "It is a question of the rights of the minority however small. The offensive thing about Transit Radio is that it holds its audience captive."

Is advertising over Transit Radio really different from advertising generally? The answer is no. All advertising tries to hold the attention of its audience.

Take the ads in newspapers and magazines. Can a person escape seeing them? Not if he wants to read the paper or magazine. The periphery of his vision takes them in, willy-nilly.

Highway Signs

Take advertising on aural radio or TV. Can a person in his home escape hearing and seeing the "plugs?" Not if he wants to listen and watch. Of course, he could switch the program off or turn it down during the commercial. But he doesn't. And to do so would require a greater attention and a greater exertion than not doing so.

Take advertising signs along the highway, particularly those head on at curves. Can a driver escape seeing them? Not if he wants to keep the car on the road.

This list could be expanded—the show windows of stores, the card advertising in busses and streetcars, the posters on subway pillars, etc.

In each case, the individual who does not want to hole up like a hermit is exposed to advertising.

But he certainly is not a captive. He frees himself by controlling his attention, either consciously or, more often, unconsciously. The stream of stimuli assailing the senses is limitless and unending, even on a desert island. The mind selects those it wants to use and of necessity ignores the others. This is elementary psychology. Everybody does this every minute of every day, even when asleep. One does it so naturally that one isn't aware of doing it. Nobody on a bus or streetcar who doesn't like Transit Radio need pay attention to it. One can bring to bear the same habits by which one is able to ignore other things one wants to exclude.

People who ride public transportation systems are already prepared to "tune out" Transit Radio if they want to. They have been trained to do so by the noises that inevitably attend public transportation, the sound of the motor, the clash of gears, the jolts and jars, the horn, etc.

Privacy on a bus? The same kind of privacy that there is in Madison Square Garden: the privacy of concentration. If a rider doesn't want to listen to the conversations of his fellow-passengers, he doesn't have to. ("This morning when I got up I didn't feel well. I wasn't really sick. Just butterflies in the stomach, you know. . . .") If he wants to, he can pay attention. ("And I told my husband, if you want to keep your little girl friend, you can, but you can't keep me. . . .") In the same way the rider can tune Transit Radio in or out at will.

Rights at Stake

Minority rights are not at stake. But the rights of the *majority* are at stake—the rights of the eight out of 10 riders, who want Transit Radio. These the competitors of Transit Radio would deprive. They would deprive them of the radio service they like. They would deprive them of an agency that may some day save millions of lives.

The real reason for most of the opposition to Transit Radio is not ideological at all. It is mercenary self-interest.

Transit Radio is able to do effectively what all advertising tries to do. It reaches a mass audience. It can tell its clients precisely how big. It reaches special kinds of audiences. It can tell its clients precisely what kinds and the precise times when they can be reached. It provides these services to the advertisers in the best tradition of advertising—while providing a public service that the people need and like.

Competition for the pieces of the pie of the advertiser's dollar has always been keen. It has never before been so keen as it is today. Established media have always tried to block newer competitors. AM radio was opposed. FM radio was opposed. Car card advertising was opposed. Billboard advertising was opposed. And so on. Now, and for the same reasons, Transit Radio is being opposed. The only differences are two: The opponents of Transit Radio are hiding their commercial motives behind a facade a bit more fancy than usual. And the opponents of Transit Radio are resorting to tactics of unprecedented viciousness and desperation.

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

950 KC CASE

WHOM Appearance Approved

WHOM Jersey City won permission last week to appear as *amicus curiae* in defense of foreign-language programming in FCC's oral argument today (Monday) on the Boston 950 kc case. Authorities said it was one of the few times a licensee has been authorized to appear before the Commission in an *amicus curiae* role.

WHOM, which broadcasts virtually all its programs in foreign languages, will oppose passages in the examiner's decision in the Boston case which question the merits of foreign-language programs. [BROADCASTING, Nov. 7, 1949]. The FCC General Counsel also has filed exception to these passages.

The case involves five applicants for the 950 kc assignment vacated when WORL Boston failed to win license renewal because of alleged concealment of ownership. Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, was nominated for the grant in Examiner Hugh B. Hutchison's initial decision.

WISH Moves

WISH Indianapolis moved Jan. 27 to 1440 N. Meridian St., Indianapolis, George Higgins, general manager, announced. Studios of the ABC outlet formerly were located at 215 Board of Trade Bldg.

Mr. Charles Oppenheim
Director of Program Promotion
Columbia Broadcasting System
New York City

Dear Charley:

Three uv arr fellers jest got back from Cincinnati whur they went 'cause WCHS wuz a first place winner in th' Kroger Contest las' fall. Charley, these fellers here at West Virginny's Number One Station certainly did put on a big permoshun fer them Kroger Shows. They really threw th' book at thet one — used ever'thin' from turtles ter airplanes — an' they won! Thet's jest th' way these boys at WCHS does ever'thin'. They really permotes their shows whuther they be local, national, er CBS. Durned effen there ain't sume big permotin' stunt goin' on all th' time, and hit certainly goes ter show that WCHS don't jes set back on hits laurels er sumpthin' an' let th' radio shows carry themselves! Fellers like you likes ter hear thet, eh Charley?



Yrs.
Algy

WCHS
Charleston, W. Va.

BMB Toasted

(Continued from page 17)

made possible by the faith of the subscribers and by the firm belief of the sponsoring organizations (the NAB, AAAA and ANA) in the need for scientific audience measurement. We trust that the result achieved by the bureau will emphasize again the need for continuing audience measurement in some form or other, maintaining radio's front position as the medium that knows most about itself and tells more to its clients."

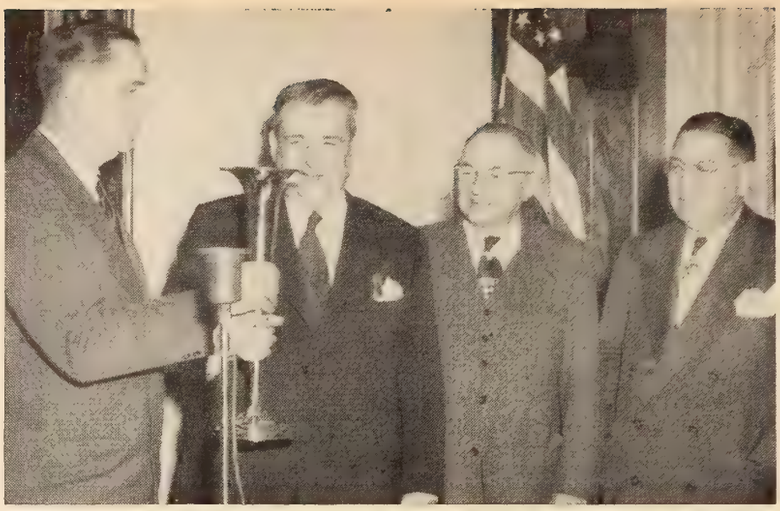


Mr. Gamble

Mr. Gamble—"This is good news day for buyers of time, those advertising agency executives whose job it is to select the broadcasting stations to deliver their clients' messages to America's buying public. Agency timebuyers have long been looking forward to this occasion. The BMB station audience reports, bringing up to date a measurement of subscribers' station audiences on a uniform basis, will be welcomed and used by advertising agencies from coast to coast. The American Assn. of Advertising Agencies is glad to have acted as one of the three sponsors of this nationwide study and is particularly grateful to those broadcasters who continued to support the basically sound principle of tripartite research represented by BMB."

Phila. Safety Awards

ROGER W. CLIFF, general manager of WFIL-AM-FM-TV Philadelphia, and Owen F. McConnell of the *Philadelphia Inquirer* will be honored jointly tomorrow at the Philadelphia Highway Traffic Board's first annual award luncheon for "Traffic Safety Man of the Year." Luncheon will be held in the Bellevue-Stratford Hotel. Both will be cited for their "outstanding contributions to highway traffic safety in 1949." Both WFIL and the Philadelphia Inquirer are owned by Triangle Publications Inc.



AN INSCRIBED, silver vase, the Virginia Assn. of Broadcasters' tribute to former Gov. William M. Tuck, honoring his past four years of service as the Old Dominion's chief executive, is presented to Mr. Tuck by Philip Allen (l) of WLVA Lynchburg, VAB president. Taking part are two VAB past presidents, C. T. Lucy (2nd r), manager of WRVA Richmond, and E. S. Whitlock (r), manager of WRNL Richmond.

New Study Out

(Continued from page 17)

but that BMB contemplates working out an average loyalty index figure for all stations, with perhaps further averages computed for stations by power and by city size groups. These average index figures, he said, would enable any station to see how its own loyalty index compares with the average and whether it is a strong selling point or a warning signal that changes should be made.

Whenever a broadcaster sees his station's BMB figures his first question is invariably, "How's the competition doing?" and by "competition" he invariably means other stations and never newspapers or billboards, Dr. Baker reported. He noted somewhat wryly that most broadcasters seem to have forgotten that BMB was established in large part to provide radio with circulation statistics comparable to the ABC figure for newspapers and the Graphic Audit Bureau statistics for outdoor advertising.

For comparative and competitive media use, the three-to-five days a week listening figure is probably most comparable to a newspaper's ABC, Dr. Baker commented. He added that in many cases the station could use the six-to-seven days a week audience and still compare favorably with its newspaper competition on the cost per thousand people reached.

"BMB is a horizontal measurement of coverage, comparable to engineering coverage measurements, except that BMB measures where people *do* listen instead of merely where they *can* listen," Dr. Baker explained.

"BMB does *not* measure the amount of listening" he declared. "There is nothing in the BMB reports to show how many hours a day any family listens to any station."

100 Copies Per Station

Following the transcripts of the tabulating machine records received by BMB's station subscribers last week, each station will get 100 copies of a printed report which will include these audience figures and the station's day and night coverage maps. Copies of reports for all subscribing stations will be sent without charge to members of the American Assn. of Advertising Agencies and to members of the radio-television group of the Assn. of National Advertisers. (AAAA and ANA, together with NAB, comprise the tripartite governing body of BMB.) Subscribing stations may get reports of other subscribers from BMB at 40 cents each, or may swap with other stations.

Data on non-subscribing stations in their area will be released to subscribers for the cost of processing them, Dr. Baker said, running from $50 for a station covering up to 50,000 families to $450 for a station covering three million families or more. Subscribers may obtain extra copies of these non-subscriber reports for $1 each, Dr. Baker said, for use in presentations to advertisers and agencies, but they are not publicly reproduceable. That is, the non-subscriber data may not be used in advertisements or promotional brochures of the subscribing station in any way that might reveal the identity of the non-subscriber.

This is a much tougher restriction than is imposed on the use of subscriber data, Dr. Baker said. He explained that the rules governing the use of subscriber data, a copy of which was sent to each subscriber, are designed merely to prevent misrepresentation.

Advertisers and agencies may obtain non-subscriber data only by requesting them from subscriber stations. This procedure was adopted to protect subscribers, Dr. Baker said. And also to show them the extent of the use of BMB data by the buyers of time, which some broadcasters have questioned. If it proves too cumbersome, he said, it may be altered by the BMB board as experience dictates.

Cards for Networks

The three subscribing networks —ABC, CBS, NBC—will get complete sets of IBM cards for all of their affiliate stations which they will tabulate themselves. They have all asked BMB for a copy of the Mutual data and BMB is now calculating the cost.

Data on FM and TV stations is in the same partially processed state as for non-subscriber stations, Dr. Baker said, and can be completed if the sample adequately reflects FM and TV set ownership, which BMB will run a sampling test to determine. If the samples prove too small the payments of the four or five FM and single TV subscribers will be refunded, he said. He added that a number of counties in the New York, Philadelphia and Chicago metropolitan areas show TV station audiences exceeding the 10% of all radio homes figure which is BMB's minimum for tabulating the county data.

The overall cost of the second study is $1.2 or $1.3 million, Dr. Baker reported. He said that this represents all BMB expenses since July 1, 1947, and all came from subscribers except for an NAB

DOES THE U. S. GOVERNMENT use any non-governmental source of data on local markets?

Yes . . . in studies by the Department of Commerce, in hearings before the Federal Communications Commission, in setting bond sales quotas for the Treasury Department, and in planning recruiting drives for the Army and Air Force, data on local markets is taken from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225.000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL

loan which remaining subscriber payments will cover.

About 50 subscribers dropped out since July 1, 1947, he said, but they are beginning to come back—two came in on Tuesday—and he estimated that the study may wind up with 800 or 900 subscribers. Stations subscribing now may get full reports, the same as earlier subscribers, by paying the same rate as they would have been charged if they had subscribed from the study's inception.

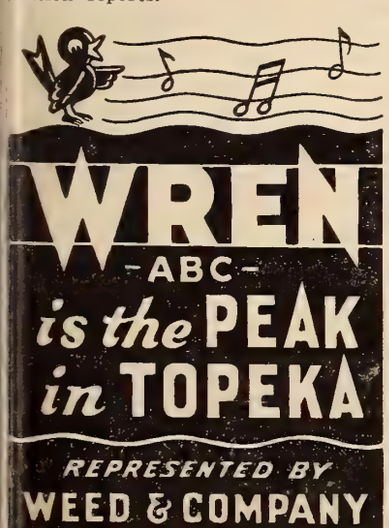
Dr. Baker commented that he would like to make an analysis of the BMB data to show what has happened to clear channel, regional and local station audiences, as groups, between 1948 and 1949. He said he would also like to analyze the U. S. audiences to Canadian, Mexican and Cuban stations and the effects of these stations on the audiences of U. S. stations. He noted that the tabulations show reports of listening to one Mexican station as far north as North Dakota. Such data would be of value to the NARBA conferees, he said.

Use of Data

Asked if he would suggest the way in which the BMB data should be used by both sellers and buyers of time, Dr. Baker said he had considered holding a series of district meetings to explain the data and their significance, but he now feels that this would perhaps be unduly extending the scope of BMB, whose function is to report facts and not to interpret them. Perhaps standards for BMB's use should more properly be set by such bodies as the AAAA Radio Committee or the NAB Sales Managers Executive Committee, he suggested. He repeated his warning against premature standard setting, stressing the need for experience in working with the new BMB data in determining the proper way to use these new audience facts.

Dr. Baker refused even to hazard a guess as to the future of BMB beyond the current study, despite insistent questioning.

DURING 1949, 38,466 housewives were present at airing of *Cinderella Weekend* show of WHAM Rochester, N. Y., station reports.



METROPOLITAN LIFE INSURANCE COMPANY
Newscasters and Commercial Announcers

Station	Newscaster	Commercial Announcer
WBAL Baltimore	Galen Fromme	Galen Fromme
WEEI Boston	Ned Calmer*	*Mon. thru Wed.*, Jim Pollard *Thurs. & Fri.*, Ken Ovenden
WBEN Buffalo	Carl Erickson	Carl Erickson
WMAQ Chicago	Norman Barry	Lewis Roen
WLW Cincinnati	Howard Chamberlain	*Mon.*, Dick Witty *Wed. & Fri.*, Will Leve
WGAR Cleveland	Jim Martin	Bill Mayer
WFAA Dallas	Howard Bogart	Norwell Slater
WJR Detroit	John Denman	Joe Hurd
WTIC Hartford	John MacVane*	Bob Steele and Ed Anderson
KPRC Houston	Ray Miller	Tom Nelson
WIBC Indianapolis	Gordon Graham	Jack Morrow
KMBC-KFRM Kansas City	Erle Smith	*Mon. & Fri.*, Paul Taylor *Wed.*, Ken Wilson
WHAS Louisville	Jim Oberlin	Jim Oberlin
WCBS New York	Ned Calmer*	Harry Kraemer
WNBC New York	Clyde Kittell	Clyde Kittell
WINS New York	Don Goddard	Don Goddard
KYW Philadelphia	William R. Wilson	Ralph Benson
WCAU Philadelphia	Charles Shaw	Charles Shaw
KDKA Pittsburgh	Jack Swift	Jack Swift
WJAR Providence	Staff Announcer	Staff Announcer
WRVA Richmond	Scott Jarrett	Scott Jarrett
KSD St. Louis	Frank Eschen	John Rodel and Del King
KNBC San Francisco	Clarence Leisure	Bud Heyde and John Boles
WGBI Scranton	Ken Beghold	Ken Beghold
CBS Network	Eric Sevareid	Verne Hansen
CBS Pacific Group	Dave Vaile	Allan Botzer

* Various Staff Newsmen report from all parts of the world via short wave.

BELLEVILLE GRANT
FCC Issues Revised Decision

REVISED initial decision by FCC Hearing Examiner Leo Resnick, recommending a second time the grant of a new station at Belleville, Ill., on 1260 kc with 1 kw, directional night, to the Belleville *News-Democrat*, was reported by the Commission last Monday. Bid of WTMV East St. Louis, Ill., to switch from 250 w on 1490 kc to 1 kw on 1260 kc would be denied.

The Commission meanwhile also issued an initial decision by Hearing Examiner Elizabeth C. Smith recommending denial as in default of the application of Olney Broadcasting Co. for 1590 kc, 250 w daytime, at Olney, Tex. Partners Robert E. Thompson and Sidney R. Sanders failed to appear at scheduled hearings and present evidence, ruling said.

In the Illinois case, Examiner Resnick favored Belleville over East St. Louis because the latter already has one fulltime local outlet (WTMV) while the former has only one daytime station, WIBV. The first initial ruling was set aside for further hearing by the Commission last summer upon CAA's disapproval of the proposed site [BROADCASTING, July 25, 1949]. The *News-Democrat* is owned by Richard P. and Robert L. Kern.

N. Y. Adwomen Ball

ADVERTISING Women of New York will hold its Postillion Ball on Friday, March 3, at the Hotel Astor, New York. Proceeds from the ball are for charity.

SENATE CONFIRMS
Miller, May, Allen Approved

NAB President Justin Miller was confirmed by the Senate last Thursday as member of the U. S. Advisory Commission on Information for a three-year term expiring Jan. 27, 1953 [BROADCASTING, Jan. 16]. Judge Miller has served on the five-man commission since it was authorized by the 80th Congress. Senate also confirmed Mark May, human relations director, Yale U.

Simultaneously the Senate also approved the nomination of George V. Allen, former Assistant Secretary of State for public affairs, to be ambassador to Yugoslavia. In his former State Dept. post, Mr. Allen supervised all international and educational exchange activities, including the Voice of America.

Metropolitan's Radio

(Continued from page 19)

chinery, Metropolitan can get in radio advertising's "Three Tells," —Tell them you're going to tell them; tell them; then tell them you told them.

It must not be thought, however, that Metropolitan is aggressive in any part of its radio effort. The contrary is the case.

The company does not even use the names of those who write in for booklets as sales leads—an almost unbelievable chapter in business history. For those requesting booklets comprise people who are interested in health and safety, people who have the normal kind of consideration for the future which is part of the make-up of the good life insurance prospect. But Metropolitan is so serious in the pursuit of its philosophy that its advertising be concentrated on health and welfare that company feeling persists that it should not be tied in, even remotely, with sales.

The health and welfare announcements, then, have not become sales aids. They remain public service messages on a very high institutional advertising level.

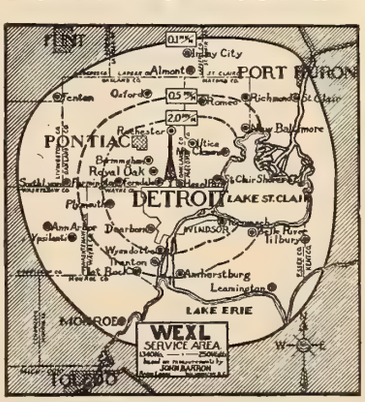
But since they play a part in keeping the company's policyholders alive longer, the announcements can truly be said to be health and wealth messages for both the listener and the company—a goal which any commercial radio venture could be proud to attain.

'Radio Technology'

RADIO TECHNOLOGY. By Ernest J. Vogt. New York: Pitman Publishing Corp. 556 pp. $6.

FEATURING a complete technical course in radio with higher mathematics eliminated, the single volume *Radio Technology* reference library is designed to meet the need among technicians, hams and operators for a simplified work. In a single chapter, the book reviews mathematics necessary to understand the material discussed in the volume. The book contains basic essentials of radio, television and facsimile for study for any FCC ticket.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY
THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

PACKAGE FIRM

Formed for Smaller Stations

ORGANIZATION of Promotion Specialists, packager of program for 250 w or smaller market stations, has been announced by Lloyd Nixon, account manager of the new firm.

"Our aim," Mr. Nixon said, "is to affiliate good, experienced radio entertainers from smaller radio stations and to syndicate their programs by tape, with commercials included, at low cost." Jay Berry is president of Promotion Specialists. Offices are at 326 Park Row Bldg., New York.

'GOOD FRIEND'

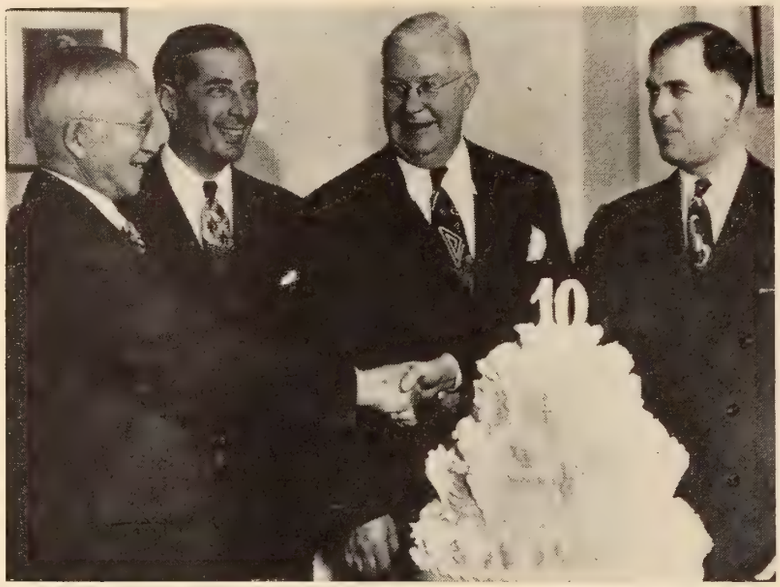
Panama Paper Cites Johnson

WHEN HE speaks as chairman of the Senate Interstate & Foreign Commerce Committee, Sen. Ed C. Johnson (D-Col.) not infrequently has fiery words of woe for FCC and segments of the radio industry—but down "south" he is an "amiable North American" and "good friend of Panama."

This was indicated in an editorial published recently by the *Panama Star* and inserted in the *Congressional Record* last week by Sen. Ernest W. McFarland (D-Ariz.), colleague committeeman and head of the communications subcommittee. The editorial referred to Sen. Johnson's visit last December to the Panama Canal zone in connection with pending proposals before his committee, authorized by Senate resolution last year.

Sen. Johnson's visit apparently dealt with four points—communications, political stability, transportation and new industries. He told government officials he thought there was need for "better communications of all kinds," according to the editorial, and stressed the valuable geographical location of Panama. The visit did not constitute "intervention," the article concluded, for "legal advice, kind words are guideposts . . . they demonstrate good will, and sincere and human concern."

Milestones



SEEN celebrating the 10th anniversary of the incorporation of the Keystone Broadcasting System, Chicago, are system executives (l to r) Naylor Rogers, executive vice president; Arthur Wolf, vice president; Edwin R. Peterson, special representative, and Sidney J. Wolf, secretary-treasurer.

* * *

► A special breakfast Feb. 8 will honor Swift & Co's nine years of sponsorship of *The Breakfast Club* on ABC. ABC Central Division Vice President John H. Norton Jr. will be host to network officials attending, including: President Robert E. Kintner; Fred Thrower, vice president in charge of sales; Robert Saudek, vice president in charge of public affairs, and Charles Harry, vice president in charge of programs. Swift executives and the program's cast will also attend.

► WKY Oklahoma City, reportedly third oldest station in the U. S., is celebrating its 30th year of operation. Station took to the air in 1920 as a 20 w experimental station, 5XT, and was purchased by the Oklahoma Pub. Co. in 1928. In the same year, WKY joined NBC.

► Feb. 3 marked the 15th anniversary of WEAV Plattsburg, N. Y. Station, the former WMFF, is owned and operated by Plattsburg Broadcasting Corp., headed by George F. Bissell, president and general manager.

► *The Court of Current Issues* will enter its third year of consecutive telecasting tomorrow (Feb. 7). The program, a sustainer, is seen Tuesday, 8-9 p.m. over WABD(TV) New York and the DuMont Television Network.

► Grady Cole, commentator-announcer for WBT Charlotte, N. C., has completed his 20th consecutive year with station.

► The 1,200th consecutive broadcast of *Morning Devotions* on WBAP Ft. Worth, Tex., has been observed.

► WSTV Steubenville, Ohio, this year is celebrating its 10th anniversary.

► Carl Ide celebrated the first anniversary of his *Carl Ide Calling* disc show on WNJR, Newark, N. J., Jan. 31 by holding open house at the WNJR studios.

► Dramatized historical sketch titled *Cavalcade of WING*, highlighted 25th anniversary program of WING Dayton, Ohio, Jan. 22. Program was presented from National Cash Register Auditorium.

► Mort Nusbaum Jan. 10 began his second year as morning man on WHAM Rochester, N. Y. He is the conductor of a weekly talent show which will soon make its debut over WHAM-TV. This is his 15th year in radio.

► Paul Gibson, story-teller and commentator for WBBM Chicago, passed the 7,000 mark in his number of daily broadcasts last month.

DO AGENCIES obtain local market data from any one accepted source?

A survey of 14 leading advertising agencies by the Special Libraries Association found that the only two annual reference books used by all 14 agencies polled are the World Almanac and—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

MONOPOLY UNIT

No Radio Probe This Year

PROGRAM agenda and hearing schedule of the House Judiciary monopoly subcommittee for the second session of Congress was announced Jan. 24 in a news conference held by Rep. Emanuel Celler (D-N. Y.).

Rep. Celler, chairman of the full House Judiciary Committee, told BROADCASTING that he contemplated no hearings involving the radio industry in this session. He said he had received "some but not many complaints" dealing with radio and that he saw no pressing need for a probe at this time.

Among specific industries cited for exploration beginning this month are Lever Bros. and its whole network of American and foreign subsidiaries, newsprint, U. S. Steel and monopoly in the legitimate theatre.

Mr. Celler told reporters that Charles Luckman, retired president of Lever Bros., would be asked to testify and would be subpoenaed "if necessary." A similar probe of company has been demanded also in the Senate in a proposal (S Res 213) by Sen. William Langer (R-N. D.) [BROADCASTING, Jan. 23].

The subcommittee will also hold a hearing on forthcoming legislation which would require the Justice Dept. to report periodically to Congress on the "nature, number and reasons" for all consent decrees and pleas of *nolo contendere* in anti-trust cases.

WCTU HITS NAB

Criticizes Liquor Ad Stand

NAB was charged last week by Mrs. D. Leigh Colvin, president of National Woman's Christian Temperance Union with "hypocrisy and deceit" in its defense of alcoholic beverage advertising over its member stations. She referred to NAB's letter to the Senate Interstate Commerce Committee's hearings on the Langer bill (S-1847) to ban advertising of alcoholics.

Mrs. Colvin contended the stations have, ever since repeal, ignored state and local rights by pouring wine and beer advertising, and sometimes whisky, into large areas dry by local option. Promotion for drinking appears in programs, she added. She suggested this advertising "is no doubt responsible for more juveniles taking to drink than any other single influence." NAB itself refers to manufacture and sale of alcoholic beverages as a moral problem, she said.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

OREGON MEET SET

Group To Convene Feb. 10-11

MEMBERS of the Oregon State Broadcasters will hold their annual meeting Feb. 10-11 on the U. of Oregon campus at Eugene, according to President Lee W. Jacobs, KBKR Baker.

The state group was invited by the university to dedicate several new campus buildings, particularly Villard Hall which will be devoted to radio speech and drama. Gov. Douglas McKey will take part in the dedication and will be principal speaker at the Saturday banquet. Maurice B. Mitchell, director of Broadcast Advertising Bureau, will address a joint Friday luncheon of the Eugene Chamber of Commerce and the state association. Election of association officers is scheduled Saturday. Lee Bishop, KORE Eugene, is chairman of the Eugene committee arranging the meeting.

KXXL RENEWAL

FCC Affirms Denial

DENIAL of license renewal to KXXL Reno, Nev., on grounds of transfer without FCC consent, was ordered by FCC last week in a final decision affirming an earlier hearing examiner's recommendation [BROADCASTING, Jan. 2]. FCC also dismissed as moot an application for proposed sale of the station.

KXXL, assigned 250 w on 1230 kc, was destroyed by fire in November 1948 and has been off the air since that time. Hearing Examiner Fanney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without FCC approval the one-third interests each held by Frederick W. Kirske and Edward Margolis, who had been partners with him in the licensee. Mr. Samuel proposed to sell KXXL to Chet L. Gonce, original owner of the station.

PRICE of its seven-inch long-playing records has advanced five cents, according to Columbia Records Inc.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY



A FEW of the old-timers at KVOO Tulsa, Okla., with a combined service record of 141 years, get together at an office party in observance of the NBC affiliate's 25th anniversary. L to r (number of years of service shown in parenthesis): William B. Way (18), vice president and general manager; Mary G. Everage (15), traffic manager; Weymouth B. Young (15), musician-comedian; Ruth Dickens (12), commercial department; Ken Miller (18), news director; Norma Jane Cohen (16), violinist; C. A. O'Donovan (18), treasurer; Vick White (11), engineer (standing in front of Mr. O'Donovan), and Gustav K. Brandborg (18), commercial manager.

TREASURY SHOW

Oklahoma U. Widens Coverage

A NEW and increased method of network distribution of *This Is Oklahoma*, produced for the Savings Bond Division of the U. S. Treasury by the Broadcasting Workshop of the U. of Oklahoma, was inaugurated Jan. 26 over the facilities of the Oklahoma Group Broadcasters.

Previously carried weekly for a year and a half by transcription, the programs will be produced live in the studios of KOCY Oklahoma City and relayed by FM to the cooperating stations. Several stations will record for delayed broadcasts, while others will relay the program live. Stations not included in the network will continue to receive the program by transcription. The list of stations now carrying the program includes:

KOCY Oklahoma City, KRHD Duncan, KSMI Seminole, KOWE Clinton, WNAD Norman, KADA Ada, KTAT Frederick, KTJS Hobart, KASA Elk City, KHBG Okmulgee, KBIX Muskogee, KWON Bartlesville, KIHN Hugo, KVLH Pauls Valley, KTMC McAlester, KSIW Woodward, KSWO Lawton and KWCO Chickasha.

RADIO AT HEARINGS

Becomes City Council Issue in Chicago

CHICAGO City Council aldermen will consider a resolution permitting radio stations to record testimony at a public hearing at its next session Mar. 2.

Resolution, expected to be presented by Ald. Nicholas Bohling, follows uproar in City Hall Jan. 31 during a Chicago Transit Authority hearing before the council's transportation committee. At that time WGN-TV's *Chicagoland Newsreel* staff was refused permission to film proceedings for a video show by William Fort, public relations assistant to the mayor.

WMAQ (NBC) Chicago Newsman Len O'Connor was turned down also when he wanted to tape record some discussion for his daily *News on The Spot* program. Ald. Bohling, after asking the committee why stations were being censored, was told by Ald. James F. Young, chairman of the transportation committee who conducted the meeting, "perhaps the city architect had refused permission."

A simple majority vote will carry or dismiss the resolution. In the meantime, Mr. O'Connor is interviewing Aldermen on tape for his show, asking (1) Do you think Council and Council committee proceedings should be broadcast, (2) Would you as an alderman personally support such a resolution, and (3) Could you conclude any reasons why the council should be afraid of such broadcasts? Aldermen declining to comment are mentioned.

Mr. O'Connor told BROADCASTING no provision ever has been made in the council for radio station personnel, although individual seats and desks are assigned to newspaper reporters. The situation was reported also on WMAQ by John Holtman and Jim Hurlbut.

WHITE HOUSE

Plans Radio, TV in Every Room

THE NATION's "modern" White House will be well communications-equipped in this atomic age. Public Buildings Administration engineers, designers of a complex and intricate master control system, revealed their plans fortnight ago.

The Executive Mansion, now under repairs at an estimated cost of $5,400,000, will be outfitted with a central control communications network of unestimated but expensive cost. The network calls for a television screen in every room, radio (both AM and FM), Muzak, facilities for wire and tape recordings and a public address system. Any one of these can be received by dialing a number similar to the procedure for telephones.

Any program can be recorded by a dial spin. In addition, direct lines will connect the White House to all major radio networks for programs which do not happen to be broadcast by a Washington station. TV screens are tuned in by a swish of the dial. A giant 6-ft. by 8-ft. TV screen will be built into the movie theatre located in the executive office part of the building.

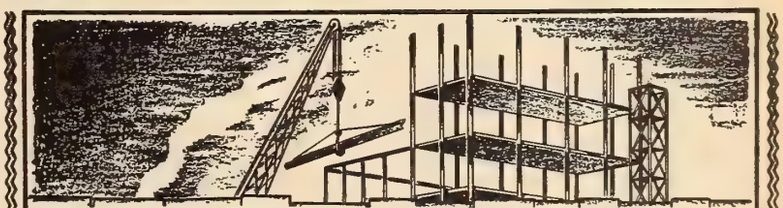
FORD MOTOR CO.

Buys 9 Additional Shows

FORD MOTOR CO., Detroit, through its agency, J. Walter Thompson Co., New York, has purchased another group of nine network shows for a short term in addition to its schedule already announced [BROADCASTING, Jan. 16].

Starting today through Feb. 15 the following programs will be used on MBS: *Adventures of Peter Salem, Official Detective, Can You Top This?, I Love a Mystery, Crime Fighters, Mutual Newsreel.* On ABC, *Blondie* will be used, and on CBS, *Escape* and *Lum 'n' Abner.*

SOUTHERN Democratic Conference in Raleigh, Va., covered Jan. 28 by WMBG Richmond. All speeches were tape recorded and presented following day in special program.


for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 1390 KC 50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

DYNAMITE CASE
WBT Hearing Postponed

PRELIMINARY hearing on Sterling L. Hicks' alleged involvement in the blast attempt on WBT Charlotte, N. C.'s tower [BROADCASTING, Jan. 26] was postponed last Thursday to Feb. 23 at the Mecklenburg county recorder's court.

Mr. Hicks, business manager of the IBEW in Charlotte, has been charged with conspiracy in the dynamiting try at the foot of WBT's 429-foot tower on Jan. 22. Acting on a tip, police had said a fortnight ago that they intercepted Chesley M. Lovell, a Columbia, S. C. house-painter, who they said had "a long criminal record," as he reportedly lit the fuses of the dynamite sticks which had been detonated.

Police said subsequent questioning of Mr. Lovell led them to the arrest of Mr. Hicks and the lodging of conspiracy charges against him. Two other men, whom the police named as being implicated, were free on bond in South Carolina. They were said to have been instrumental in assisting the explosion plot.

EXPORT section of Allen B. DuMont Labs. instrument division has increased its activities in European reconstruction, creating 25 distributorships in major cities, including London, Paris, Milan and Stockholm.



First 15 Program Hooperatings—Jan. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny (CBS) Original bcst. 23.9 Added by 2d bcst. 2.6*	180	American Tobacco Co. (BBDO)	26.5	28.9	—2.4	1
Radio Theatre (CBS)	172	Lever Bros. (JWT)	24.7	28.6	—3.9	2
Bing Crosby (CBS)	179	Liggett & Myers (C&W)	24.0	15.7	+8.3	22
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	23.5	21.5	+2.0	7
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever Bros. (Y&R)	22.1	22.1	0.0	6
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.8	26.9	—6.1	3
Groucho Marx (CBS)	155	DeSoto-Plymouth (BBDO)	19.3	13.0	+6.3	35
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	17.8	20.1	—2.3	8
Walter Winchell (ABC) Origincal bcst. 16.8 Added by 2d bcst 9.8*	271	Wm. R. Warner (K&E)	17.6	26.8	—9.2	4
Charlie McCarthy (CBS) Original bcst. 15.7 Added by 2d bcst. 1.8*	180	Coca Cola Co. (D'Arcy)	17.5	..	....	..
Big Town (NBC)	132	Lever Bros. (SSC&B)	17.4	17.7	—0.3	11
Bob Hawk (CBS)	163	R. J. Reynolds Tob. (Esty)	17.1	16.2	+0.9	17
Mr. Keen (CBS)	151	Whitehall Pharmacal Co. (Murray)	17.1	15.9	+1.2	21
Bob Hope (NBC)	151	Lever Bros. (BBDO, Ayer, JWT)	16.8	23.8	—7.0	5
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	16.6	19.1	—2.5	10
Great Gildersleeve (NBC)	155	Kraft Foods (NL&B)	16.6	14.9	+1.7	29

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NEW FIRM
Standard Electronics Corp. Succeeds WE

FORMATION of a new company, Standard Electronics Corp., Providence, R. I., to succeed Western Electric Co. in the design and manufacture of broadcasting and studio equipment for radio and television for distribution through Graybar Electric Co., was announced last week.

Graybar has been the principal distributor of broadcasting equipment made by Western Electric Co., but the latter company is about to withdraw from the field.

The new company, whose formation was announced by George F. Hessler, Graybar vice president, will succeed Western Electric as Graybar's supplier of transmitting equipment.

Mr. Hessler said Graybar would have no financial interest in the new concern.

Heading the new company is Edwin M. Martin, as president and chairman of the board. Mr. Martin was formerly chairman of the board of American Bosch Corp. and before that was vice president, secretary and director of Farnsworth Radio and Television Corp.

Robert F. Moyer, president of Standard Machinery Co., of Providence, will become vice president and treasurer of Standard Electronics.

Agreement With Hazeltine

Standard has an agreement with Hazeltine Electronics Corp. to manufacture products which Hazeltine—employing a staff of 300 engineers—has developed through research.

Hazeltine is currently planning a complete television equipment package, for production by Standard, Mr. Hessler said.

The new company has been privately financed, Mr. Hessler announced. It will operate its own plant at 4175 Elmwood Ave., Providence. Members of the board of directors are David G. Baird, financier; Sylvester Muldowney, president of Security Bank Note Co.; Wesley Peoples, president of United States Radiator Corp., and Daniel Schaffer, director of the Pennsylvania Railroad, Curtiss Wright and Universal Pictures.

Mr. Hessler said Western Electric had entered an agreement with Standard for the latter company to provide maintenance parts and service to all users of Western Electric equipment.

According to the announcement, the company plans to develop and manufacture TV, microwave and radio communications equipment and gradually add other electronic equipment.

WCLE EXTENSION
FCC Sets March 1 Deadline

FINAL extension of authority to remain silent was given WCLE Clearwater, Fla., by FCC last week pending financial reorganization. March 1 was set as the deadline. Station has been off the air since early November.

WCLE has pending an application for assignment of its license to Florida West Coast Broadcasters Inc. for $32,500 [BROADCASTING, Jan. 30]. Assignee includes Arthur B. Mundorff, 50% owner, and William S. Perry, 20% owner, both formerly with WPAT Paterson, N. J. WCLE owners, Houston Cox Jr. and M. L. and S. L. Rosenzweig earlier had proposed to sell the station to Dr. William T. Watson but this transfer was dropped in December after FCC had ordered an investigation of Dr. Watson's qualifications to be a licensee [BROADCASTING, Oct. 31, 1949]. WCLE is assigned 1 kw daytime on 680 kc.

REVOCATIONS
KPAB, KWIK Hearings Set

UPON REQUEST of stations involved, FCC last week designated for hearing its orders of revocation for KPAB Laredo, Tex., and KWIK Burbank, Calif.

KPAB, assigned 250 w on 1490 kc, has been transferred without Commission approval, FCC alleged [BROADCASTING, Jan. 9]. Hearing is to commence in Laredo March 6 before Comr. Paul A. Walker. FCC said Mark Perkins "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license." Mr. Perkins acquired KPAB in December 1948.

KWIK, assigned 250 w on 1490 kc, was charged also with transfer without approval, before going into bankruptcy [BROADCASTING, Dec. 19, 1949; Jan. 2]. Hearing is scheduled March 20 in Burbank before Comr. E. M. Webster, as requested by Leslie S. Bowden, trustee in bankruptcy. However, FCC also wishes to determine legality of this request since the trustee is not the licensee although he presently is operating KWIK.

International Ladies' Garment Workers Union, owner of FM stations WFDR New York, WVUN Chattanooga and KFMV Los Angeles, has pending offer to buy KWIK for $40,000. Issues for the hearing are as follows:

(1) To determine whether all transfers of stock in Burbank Broadcasters Inc., licensee of station KWIK, made prior to March 14, 1949, have been reported in accordance with Sections 1.321, 1.342 and 1.343 of the Commission's Rules and Regulations, and whether the license granted to Burbank Broadcasters Inc., or the rights and responsibilities incident thereto have prior to March 14, 1949 been transferred, assigned or disposed of, directly or indirectly without the consent of the Commission and in contravention of the Communications Act of 1934, as amended, and more particularly Section 310(b) thereof.

(2) To determine whether the letter filed December 30, 1949, by Marcus Cohn [Washington attorney] on behalf of the "applicant" [trustee] is legally sufficient under the provisions of Section 312(a) of the Communications Act of 1934, as amended, to suspend our Order of Revocation, dated December 14, 1949.

WHLI and WHLI-FM Hempstead, L. I., broadcast 8,847 spot announcements during 1949 on behalf of local non-profit organizations such as Red Cross, cancer drives, etc. In addition, 1,765 Long Island organizations were given meeting and activity announcements, station reports.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Programs



FAST-moving *Grocery Grab-Bag* on WJR Detroit is made up of quiz based on slogan or brand names of grocery products. Nine contestants are chosen from persons present at store being spotlighted weekly. Each contestant is asked three questions, the correct answer to each merits him grab-bag of groceries. Listeners write in to nominate grocer and store of the week. Winning grocer is presented with certificate of service and portable radio by station. Show is co-sponsored by WJR and trade magazine, *Grocer's Spotlight*. Only those products advertised over WJR or in *Grocer's Spotlight* are used in questions.

'Weather or Not'

NIGHTLY summation and prediction of weather conditions throughout country with emphasis on Washington area currently seen over WOIC (TV) that city. Nightly five-minute feature, *Weather or Not*, is designed to present last minute information and predictions to prepare listeners for next day's conditions. Charts and photos illustrating reasons for changes are supplied by U. S. Weather Bureau. Most unusual changes throughout country are commented upon. Show immediately precedes sign-off and is sponsored on six-day split basis by American Security & Trust Co. and McNeil Motors, local Studebaker distributor.

'Flight International'

HALF-HOUR weekly show on KNBC San Francisco titled *Flight International* features interviews with travelers entering or leaving the U. S. Aaron Edwards from San Francisco International Airport emcees new series produced by Dick Barnett.

'Bicycle Thief' Serial

INCONCLUSIVE ending of Italian film, "Bicycle Thief," is basis of new Italian daytime serial currently being negotiated for beginning over WOV New York, Italian language station. Series, to be written by Vera Fontanella, will star Lamberto Maggiorani, featured star of film, and be produced from WOV's Rome, Italy, studios. Series will last 13 weeks and is tentatively titled *The Way Ahead.*

Phone Format

TELEPHONE calls play important role in new show on WBAL Baltimore. *Hello Baltimore* features Brent Gunts, producer and m.c., who makes frequent calls to listeners. Some listeners when called are asked to recount any good news in their own homes or neighborhoods, such as births, marriages, etc. Others are asked to name song played prior to call, and then asked to name another song with a word in its title in common with word in title of played, i.e., "Blue Skies" would recall "My Blue Heaven," or others. Also during show, salesmen in grocery or department stores are called for latest prices on important items.

Secretary Interviewed

DURING visit to Grand Island, Neb., area, Secretary of the Interior Oscar L. Chapman was interviewed on KMMJ that city by George Kister, station's farm director.

Records of the Past

NEW show, *Past Is Present*, on WERE Cleveland, features records from collection of George Hantelman, who conducts show. Mr. Hantelman has over 35,000 recordings, including such items as reproductions of bugle used at battle of Waterloo. History and historical significance of records is told listeners by Mr. Hantelman and records are played Mon. through Thurs., 10-10:30 p.m.

School Life

SERIES of shows presented over KVVC Ventura, Calif., is tape recorded by students of Oxnard junior high school, Ventura, and features their activities. Programs will be presented weekly through June 14. Classroom projects, study activities and school life are among topics to be presented by students.

Races Telecast

FOR reportedly first time in turf history, stake races at Hialeah Race Course, Fla., were telecast, Jan. 28. Program was carried by WTVJ (TV) Miami and produced and directed by Sammy Renick, former leading jockey. During telecast, which was part of regular *Racing with Renick* series, former jockey discussed background of horses entered, their lineage and performances and their standing with handicappers for particular race. Audio coverage for race was given by Fred Capossela, official announcer at course. Winning jockey and owner were interviewed after race. *Racing With Renick* is seen at 4:30 p.m., Wednesday and Friday.

New Frontiers

DEALING with problems of organized labor and featuring outstanding personalities in fields of education and government, new series will be presented over WDET (FM) Detroit during February, March and April. Called *New Frontiers of Unionism*, program will feature Edwin E. Witte, U. of Wisconsin; Edward L. Cushman, director of Wayne U. Institute of Industrial Relations; William Haber, U. of Michigan; Neil Chamberlain, Yale U.; Arthur Kornhouser, Wayne U., and Philip Kaiser, Assistant Secretary of Labor.

Hotel Interviews

DIFFERENT Washington hotel each week is scene of *Breakfast With Tourists*, series on WMAL Washington. M. C. Jackson Weaver goes to hotel at 10 a.m. each Saturday to interview typical tourists on their reaction to capital. Transcriptions are made of each broadcast and sent to home town stations of tourists interviewed, then played back after traveler has returned home. Program is presented in cooperation with Greater National Capital Committee of Washington Board of Trade which awards tickets enabling tourists to visit sites in and near Capital.

TV Puppet Show

WEEKLY series on WJZ-TV New York designed for children features "Peggy" and her dog "Mr. Sniffin." Children viewers were invited to write in for free "Mr. Sniffin's Secret Society" button, membership-card and secret password. More than 500 requests were received, station reports. Show is feature of Hudiburg Products, New York, and is aired Saturday, 2:05 p.m.

Listener's Talents

OPPORTUNITY for amateur songwriters to make themselves heard is presented by KYW Philadelphia in new weekly half-hour show, *Top Tune Time.* Show is heard Thurs., 7:30 p.m., and is made up of songs written by amateur composers all over the country. Best tunes submitted are aired in five-week cycles, four weekly winners competing against each other during fifth week. Listeners are asked to vote for best tune via postcard. Listeners who most consistently choose weekly winners during the month are awarded prizes. Best songs uncovered by program will be published and recorded with royalties going to composers. Show has received heavy mail from all over the country.

'This Is Los Angeles'

HALF-HOUR weekly news program featuring background stories of people who make Los Angeles headlines, entertainment highlights, and interviews with unusual people started on KNX Los Angeles. Titled *This Is Los Angeles*, program is prepared by KNX Public Affairs Dept. Stuart Novins, director of public affairs, is producer.

Employment Aid

NEW show on WLOU Louisville, Ky., presents interviews with two men and two women, jobless through no fault of their own. Titled, *Jobs Inc.*, show is heard Saturday, 10:30-11 a.m., and is presented in cooperation with local Div. of Economic Security, division of Employment Service. Interviews cover background, education, previous employment, age, hobbies and steadiness of employment of applicants. Bulletins calling attention to series have been sent to 900 employers in area.

"Bookologue"

TELEVISION monologue is method used for recommending classics of literature to listeners of WSB-TV Atlanta, Ga. Entire content of each book reviewed is given by Amelia Weinberg, using voice inflection and facial expression to portray moods and characters. *Bookologues* are scheduled irregularly over station.

Anniversary Show

THE 100th anniversary of Teacher's College of Connecticut, New Britain, was observed in hour-long show on WDRC Hartford recently. Program was written and produced by Brobery P. Ellis of school's English department and originated from institution. Among noted guests was Gov. Chester Bowles.

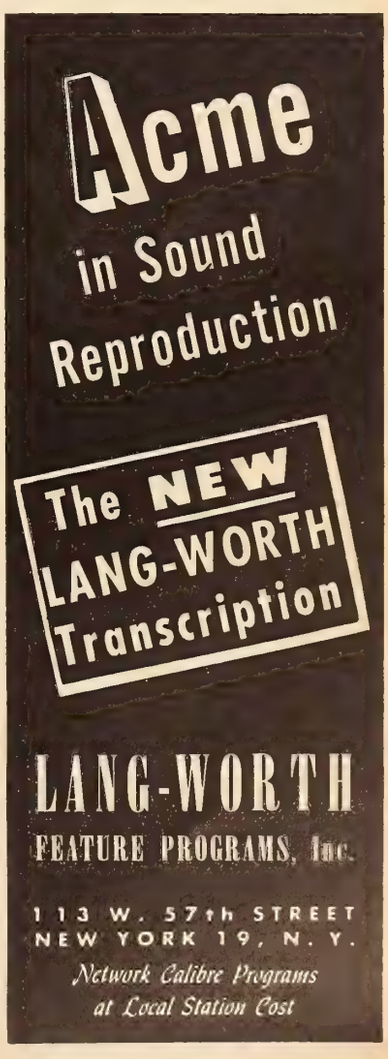
Children's Books

CKX Brandon, Man., starts Saturday morning public service program *Around the Library Table*, with librarians telling stories from books in public library. Program deals with children's books. Library has reported increase of circulation in children's section of library as result.

TV Aids Search

MISSING PERSONS are sought on new NBC Chicago video show, *Reported Missing.* Jim Hurlbut, WMAQ (AM) and WNBQ (TV) Chicago reporter-at-large, talks of missing persons and asks for information as to their whereabouts using pictures and data supplied by police and private detectives. Viewers have been asked to solicit his aid in finding missing relatives and friends. Show is telecast Wednesday, 9:45-10 p.m. (CST).





WALE CASE

Hearing Issues Reported

ISSUES have been reported by FCC for its investigation to determine whether WALE Fall River, Mass., has lived up to the program and ownership-management promises it made in its original application which helped it win over other applicants in a competitive hearing.

The Commission also has set March 6 and Fall River as date and location for its hearing involving the WALE license renewal bid as well as the application of Bay State Broadcasting Co. seeking WALE's assignment, 250 w on 1400 kc [BROADCASTING, Oct. 31, 1949]. Bay State, permittee of WBSM New Bedford, Mass., was loser in the initial competition for the Fall River assignment on 1400 kc. Bay State petitioned FCC last year for the new comparative proceeding.

FCC earlier had planned to incorporate in the new hearing an application for approval to sell WALE to WNBH New Bedford, but this request was subsequently withdrawn. Among the issues specified for the comparative hearing are the following:

1. To determine the legal, technical, financial and other qualifications of the applicant, Bay State Broadcasting Co., to construct and operate the proposed station, and of the applicant, Narragansett Broadcasting Co. (WALE) to continue to operate WALE.

2. To determine whether the representations and proposals heretofore made by Narragansett Broadcasting Co. to the Commission with respect to the ownership and operation of the station were made in good faith and whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, such representations and proposals with particular reference but not limited to the following:

(a) The shares of stock issued to and subscribed for by Clark F. Murdough, George L. Sisson Jr., Albert Pilavin and Leonard P. Cohen and the participation of the said persons in the operation and management of WALE.

3. To determine whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, the representations and proposals heretofore made by it to the Commission with respect to program service.

4. To obtain full information concerning the nature and character of the program service which has been rendered by WALE, with particular reference but not limited to the following:

(a) The amount of time the station has devoted to the broadcasting of discussions upon controversial issues of public importance; (b) The amount of time which the station has devoted to the broadcasting of local live talent programs; (c) The amount of time the station has devoted to broadcasting of agricultural and educational programs; (d) The amount of time which the station has devoted to the broadcasting of recorded programs.

5. To obtain full information concerning the nature and character of the program service proposed to be rendered by Bay State Broadcasting Co. and Narragansett Broadcasting Co.

6. To determine the overlap, if any, that will exist between the service areas of the station proposed by Bay State Broadcasting Co. and of the operation of WBSM by Bay State Broadcasting Co., the nature and extent thereof and whether such overlap, if any, is in controvention of Section 3.35 of the Commission Rules.

WORK OF FTC

House Group Has Hearing

PUBLIC interest in the responsibility of the Federal Trade Commission over false or deceptive advertisements is great, because "tens of millions of our people purchase goods relying on the truth" of radio and other media statements, FTC Comr. James M. Mead has advised a House Appropriations subcommittee.

Comr. Mead and Acting Chairman Lowell B. Mason testified before the group last month on FTC's fiscal 1951 funds. FTC is requesting $4,225,000 for 1950-1951 covering operation and pay raise increases. In addition to the litigation method in this field, the commission has developed informal and cooperative procedures designed for wider coverage of law enforcement at a lower cost, Comr. Mead said. Importance of its anti-monopoly work also was stressed.

Thomas E. Walsh

THOMAS E. WALSH, 61, vice president of McGuire Adv. Ltd., Windsor, Ont., died in his office following a heart attack on Jan. 24. He was former president of Walsh Adv. Ltd., Windsor, from which he retired in 1946.

WHERE DOES C. E. HOOPER get retail sales figures?

Retail sales figures on cities and counties in the Hooper station audience reports are taken from——

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)



At a contract signing for Toni Talking *are (l to r): James Crawford, WPEN sales manager; Edward C. Obrist, general manager; Mr. Palumbo and Toni Spaulding.*

KOME INCREASE

Tulsa Outlet Now on 5 kw

KOME Tulsa, formerly operating on 1340 kc with 250 w, took to the air Jan. 22 with increased power of 5 kw on 1300 kc.

Included in the MBS outlet's improvement, KOME officials report, is a new transmitter site complete with latest obtainable equipment installed in an air conditioned transmitter building at 86th and S. Harvard in Tulsa, and four Blaw Knox Towers, each 284 ft. high.

During the opening day ceremonies, KOME received congratulatory messages and salutes to its new power from Mutual key stations on several network programs. Owned and operated by the Oil Capitol Sales Corp., KOME went on the air as an MBS affiliate on Dec. 25, 1938.

Officials said changes in the KOME setup are the result of a large expansion program started more than a year ago by Harry Schwartz, president.

SCRIPT CONTEST

AER Lists Five Donors

FIVE donors of expense and prize money for the annual script competition of the Assn. of Education by Radio have been announced by the contest office. The five are Audio Devices, New York, undertaking sponsorship for the third successive year; The School Broadcast Conference and *World Book Encyclopedia*, both of Chicago; the Webster Electric Co., Racine, Wis., and the Protestant Radio Commission, New York. Regional sponsors are yet to be announced.

Open to students enrolled in colleges and universities in the United States, the contest has for its purpose the encouraging of good script writing among college students and calling the attention of the industry to promising writers. Rules of the contest, which closes April 1, may be obtained from Sherman P. Lawton, Oklahoma U., Norman, Okla.

CBI Sydney, N. S., undergoing alterations to provide better facilities for handling network broadcasting between the Canadian mainland and Newfoundland.

HAND-IN-HAND

WPEN, Sponsor Plug Toni

NIGHT OWLS in Philadelphia know about *Toni Talking* to a man —or WPEN-AM-FM and sponsor, Frank Palumbo, local Ford Mercury dealer, missed a bet in their pooled promotion-proof campaign. One full week of fun, tricks and a few bolts of promotion lightning that would have blistered Ben Franklin's key were employed before the program's inauguration 2-7 a.m. Jan. 17.

Toni Talking is conducted by Toni Spaulding, claimed by WPEN to be the only all-night girl disc jockey in the country. Program's debut also introduced Philadelphians to the start of WPEN's 24-hour program schedule. Not only is the program soothing for the night crowds' ears but its time is sold from start to finish—Frank Palumbo Motors splits the time with a local General Electric dealer.

Working hand-in-hand, WPEN and Mr. Palumbo chalked up a series of promotion hits. The conventional uses of circulars, ads and radio spots were put in play. But the spectacles which started people talking about *Toni Talking*, WPEN says, were these: An elephant adorned with a Toni banner stalked Quaker City streets; faster modes of transportation included a horse and buggy, a fleet of Mercurys parading through the streets, and a smoke writing airplane. Posters were tacked on 35,000 telephone poles, the name, time, station and sponsor painted on every downtown street corner and Palumbo Motors girls called homes in both the city and suburbs to suggest the show for family listening. A regular "first nighter" was held at Mr. Palumbo's night club with celebrities and radio people on hand. Results already are in. WPEN reports Miss Spaulding received thousands of cards and letters from fans in the first morning's mail.

General Foods Shift

TWO General Foods shows on CBS will shift time and day periods on the network. *My Favorite Husband*, now heard on Friday under Jell-O sponsorship, is to move to Sunday 6 p.m, starting March 5. *The Goldbergs*, for Sanka coffee, formerly heard Friday night, moved to Saturday, 8:30-9 p.m., effective Feb. 4. The 6 p.m. Sunday time now is occupied by Prudential's *Family of Stars*, which will be cancelled Feb. 26. Young & Rubicam, New York, is the agency for GF.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

L. A. ADWOMEN

Radio-TV Feature Meeting

RADIO and television will come in for one session each during the annual Los Angeles Advertising Women Inc. "Advertising at Work" lecture series starting today, Feb. 6, for 13 weeks. Sessions, open to "everyone interested in advertising," will be held Mondays at NBC Hollywood Studio A, Sunset and Vine.

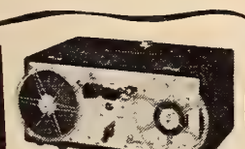
Robert J. McAndrews, executive director, Southern California Broadcasters' Assn. will speak on "Radio" at the April 17 meeting. Scheduled for April 24 is a television panel made up of Los Angeles television station executives, including Hal Bock, manager, western network television, NBC; Charles Glett, KTSL (TV) Los Angeles vice president in charge of television; Harrison Dunham, KTTV Inc. acting general manager; Don Fedderson, general manager of radio and television, KLAC-TV Los Angeles. Martha Gaston Bigelow, KFOX Long Beach, Calif., account executive, will be moderator.

In addition, discussion of TV film by Don McNamara, director of television, Telefilm Inc., will share a session with "Photography" April 10.

Other speakers will include Charles W. Collier, executive vice president, Advertising Assn. of the West; Clarence Davenport, account executive, McCarty Co.; Burt Cochran, vice president, McCann-Erickson Inc.; Hal Stebbins, president, Hal Stebbins Inc.; Ted L. Stromberger, vice president, West-Marquis Inc.; Walter Criswell, art director, BBDO; Ward Ritchie, production manager, Foote, Cone & Belding; Herbert H. Kirschner, president, AAW and Kirchner & Co., San Francisco.

Zenith Drops Auto Sets

ZENITH RADIO Corp. has given up auto radio business, Eugene F. McDonald Jr., president, informed company distributors Jan. 27. He explained that the plant space will be used for television and home radio sets.



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WQXR-FM FEEDS WFMZ (FM)

Program Exchange Without Wire Lines Studied

WQXR-FM NEW YORK, the *New York Times* station, last week began an experiment to make its programming available to WFMZ (FM) Allentown, Pa. If the tests are successful, WQXR-FM will make its broadcasts available to FM stations in other localities.

Elliott M. Sanger, executive vice president of WQXR, said there are no commercial aspects to the present arrangement, as both stations are cooperating without financial compensation between them during the test period, which will continue for one month. The project, however, may determine the commercial possibilities of a group of FM stations being programmed from a central point and transmitting programs without wire line facilities, Mr. Sanger said.

Starting Feb. 1, WFMZ began rebroadcasting the WQXR-FM programs weekdays from 7:30 p.m. to midnight and Sundays from 12:30 p.m. to midnight.

WQXR-FM announced the move also was the first step toward meeting requests from various parts of the country for obtaining its programs.

RADIO AUDIENCE

Booklet Defines Meaning

DEFINING AND MEASURING RADIO AUDIENCES. A Survey Guide for Radio Stations. By George Fisk. Bulletin No. 10, Economic and Business Studies. Bureau of Economic and Business Research, State College of Washington, Pullman, Wash. 40 pp.

THIS bulletin appraises the meaning of a radio program listener and the radio station listener by sorting out the terms used by various radio-rating services. It also attempts to show small and independent station operators "how to plan their own surveys with a minimum of outside help."

Author of the booklet is George Fisk, an assistant professor of business administration at the School of Economics and Business, Washington State College, Pullman, Wash. The bulletin is divided into three parts: A definition of the radio listener, description of survey methods, and research procedure for the small station. An attached "Part IV" presents a detailed "case study in small station listener research." To illustrate procedure, this study presents procedural method employed by KWSC, the college's AM station in Pullman, in its survey to measure listener opinions of programming and talent.

Pacific Coast Survey

SECOND volume of the economic survey of the Pacific Coast is being released by the Pacific Coast Board of Intergovernmental Relations with title of *Economic Outlook for the Pacific Coast, 1950-1960.* The report, based on Volume I studies, analyzes the extent and nature of recent and impending growth of the area. Feature is detailed accounting of growth of markets for different commodities by a breakdown of increases in children, active working age population, elderly group and family units. Copies at $1 each can be obtained from Stanley Crook, Board secretary, 121 Federal Office Bldg., San Francisco 2.

George B. Evans

FUNERAL services were held in New York Jan. 27 for George B. Evans, 48, pioneer radio publicity agent of 25 years, who died suddenly of a heart attack in his Bronx home the previous day. He had represented over 200 radio, stage and screen personalities including Frank Sinatra, Rudy Vallee, Lena Horne, Duke Ellington, Margaret O'Brien, Glenn Miller and the A&P Gypsies. Mr. Evans was born in Latvia and came to the U. S. in his childhood. Before entering the public relations field, he was with the sales division of RCA-Victor. Surviving are his wife, Mrs. Emma Evans, two sons, two brothers, two sisters and a grandson.

AGRICULTURE

Information Seeks Fund Raise

AGRICULTURE DEPT.'s Office of Information is seeking nearly a $30,000 increase in funds for fiscal 1951—largely for television activities to meet requests for additional information on the new medium.

This was revealed in testimony released fortnight ago by a House Appropriations subcommittee considering 1950-1951 funds for various government branches. Funds for the department's information office for 1950 were estimated at $1,261,328. The new '51 budget estimate calls for $1,290,800.

R. L. Webster, associate director of information, Dept. of Agriculture, told the subcommittee that "the good record we made in radio (over 25 years) is embarrassing us a little bit so far as television goes, because people expect us . . . to be experts in that field."

He said the department's two-year project would eventually pay "big dividends" in television, especially in the film field, because many television stations just starting "are interested in getting film material which they can run at less expense than live programs."

THURSDAY edition of five weekly MBS *Queen for a Day* now being recorded on Tuesday for Thursday presentation because of time conflict with telecasting of the weekly TV version of the program on Don Lee television.



ACTIONS OF THE FCC

JANUARY 27 to FEBRUARY 3

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 27 Decisions . . .

BY COMMISSION EN BANC

Application Dismissed

Hico Bcstrs, Jonesville, Mich.—Upon petition of Hico Bcstrs. to dismiss application without prejudice, Commission on own motion dismissed application of petitioner which requested new station to operate on 1480 kc, 500 w D only, with prejudice.

Authority Granted

WWOK Flint, Mich.—Granted authority to remain silent for period of 30 days from Jan. 24, pending negotiations for sale of station.

Petition Denied

Niagara Bcstg. System, Niagara Falls, N. Y.—Denied in full petition requesting waiver of Sec. 1.387(b)(3) of rules to permit acceptance of application for new station in Niagara Falls on 1230 kc, 100 w unl. time; that record in proceeding in re application of Erie Bcstg. Corp., Buffalo, be reopened and its application designated for hearing in a consolidated proceeding with Erie Bcstg Corp. application.

Hearing Designated

KTLW Texas City, Tex.—Designated for hearing application for mod. license to change power and hours of operation from 1 kw D only to 250 w-N, 1 kw-D.

WHIT New Bern, N. C. and WELS Kinston, N. C.—Designated for consolidated hearing application of WHIT to change facilities of station from 1450 kc 250-w unl. to 960 1 kw unl. DA-N, and application of WELS to change facilities from 1010 kc 1 kw D only to 960 kc, 1 kw D, and made WDBJ Roanoke, Va., party to proceeding.

Spa Bcstrs. Inc. and The Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Designated for consolidated hearing application of Spa Bcstrs. Inc., and that of the Saratoga Bcstg. Co., each requesting new station on 900 kc 250 w D, and made WOTW Nashua, N. H., party to proceeding.

Action Set Aside

Gifford Phillips, Denver, Col.—Commission set aside action of Dec. 21, 1949, which denied application for extension of completion date for CP which authorized new station at Denver, and designated for hearing at Washington.

January 30 Decisions . . .

BY THE COMMISSION

Oral Argument

Commission on Jan. 27 scheduled oral argument for Feb. 17, 1950, on Initial Decision in re Port Frere Bcstg. Co. Inc., WTUX Wilmington, Del.

January 30 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

WTOB Winston-Salem, N. C.—CP to change from 710 kc 1 kw D to 550 kc 1 kw unl. DA-N AMENDED to request 1380 kc 1 kw unl.

AM—900 kc

KPLW Plainview, Tex.—Mod. CP new AM station to change from 1510 kc to 900 kc and change studio to Floydada, Tex.

Modification of CP

KROW Oakland, Calif.—Mod. CP which authorized increase in power, install trans. etc. for extension of completion date.

KSTT Davenport, Ia.—Same.

KTLA Los Angeles—Mod. CP new commercial TV station for extension of completion date to 6-1-50.

TENDERED FOR FILING . . . . . .

AM—1140 kc

KSOO Sioux Falls, S. D.—CP to change from 1140 kc 5 kw limited to 1140 kc 10 kw unlimited DA-N.

January 31 Decisions . . .

BY COMMISSION EN BANC

Extension Denied

Denied extension of completion date of CP as modified, for The Associated Bcstrs. Inc. KSFO San Francisco, which authorized change in facilities from 560 kc, 1 kw-N 5 kw-LS, unl., to 740 kc 50 kw, DA-2, unl., because completion of construction has not been prevented by cause beyond control of permittee; further held CP automatically forfeited.

Denied application of Columbia Bcstg. System Inc., of Calif., San Jose, for extension of completion date of CP as modified which authorized station KCBS to change frequency to 560 kc.

Hearing Designated

KPAB Laredo, Tex.—Ordered that all matters pertinent to Commission's order of revocation dated Jan. 4 in re station KPAB be designated for hearing on March 6 at Laredo, Tex. before Comr. Paul A. Walker.

KWIK Burbank, Calif.—Commission on own motion designated for hearing matter of revocation of license of station KWIK to commence March 20 at Burbank, before Comr. E. M. Webster.

ACTION ON MOTIONS

(By Commissioner Hyde)

FCC General Counsel—Granted extension to Feb. 27 to file exceptions to initial decision in re applications of Enid Bcstg. Co., Enid, Okla. and Leader Pub. Co., Guthrie, Okla.

Steitz Newspapers Inc., Lebanon, Pa.—Granted dismissal without prejudice of application; petition to delete certain issues or for other relief filed 11-22-49, and motion to take depositions filed 12-6-49 dismissed as moot.

WCAM Camden, N. J.—Granted continued hearing presently scheduled for March 16, 1950; hearing continued indefinitely.

McMa Agency, Lubbock, Tex.—Granted dismissal without prejudice of application.

Syndicate Theatres Inc., Columbus, Ind.—Dismissed leave to amend application so as to specify frequency 1010 kc in lieu of 1130 kc; amendment filed received as new application tendered for filing.

Twentieth Century-Fox New England Inc., Boston, Mass.—Granted dismissal without prejudice of application.

Twentieth Century-Fox of Calif. Inc., San Francisco—Granted dismissal without prejudice of application for TV CP.

Twentieth Century-Fox of Washington Inc., Seattle, Wash.—Granted dismissal without prejudice of application for TV CP.

Houston Bcstrs., Albany, Ga.—Granted petition to accept late appearance in proceeding in Dockets 9533 and 9534.

WJPS Inc., Evansville, Ind.—Granted petition to accept late appearance in proceeding in Dockets 9533 and 9534.

George F. Haddican, Delano, Calif.—Granted extension to Feb. 16, 1950, to file exceptions to initial decision issued in Docket 8758.

KFRD Rosenburg, Tex.—Granted petition to accept late appearance in proceeding Docket 9541.

KADA Bcstg. Inc., Ada, Okla.—Granted dismissal of petition and supplement thereto, filed Dec. 21, 1949 and Jan. 17, 1950, for reconsideration of Commission's Order of 12-14-49, dismissing application.

(By Examiner Hutchison)

WDZ Decatur, Ill.—Granted order authorizing taking of depositions of certain witnesses on dates indicated in petition in proceeding re application of WDZ and that of Afro-American Bcstg. System Inc., Hopkins Park, Ill.

WDZ Decatur, Ill.—Granted petition requesting that Harry L. Pate, Springfield, Ill. and Donald A. Morgan, of Peoria, Ill. be authorized to participate as counsel in hearing on application and that of Afro-American Bcstg. System Inc., Hopkins Park, Ill.

WMT Cedar Rapids, Ia.—Granted motion requesting that Commission's order of 1-26-50, authorizing taking of depositions of certain witnesses on behalf of WDZ, on Feb. 3, 1950, at Decatur, Ill., and on Feb. 4, 1950, at Metamora, Ill. be amended to change dates to Feb. 6th, 1950 at Metamora, Ill., and Feb. 7th, 1950 at Decatur, Ill. Section 1.826 of Commission's rules be waived in order to permit filing of said depositions on any date during which hearing in Dockets 9194 and 9548 may be in session during week beginning Feb. 13, 1950.

WDZ Decatur, Ill.—Granted petition for authority to amend application so as to modify DA pattern in certain respects for proposed operation of station WDZ during both daytime and nighttime hours.

WHGB Harrisburg, Pa.—Granted petition for leave to amend application for purpose of correcting a drafting error which had been made in plotting horizontal plane pattern and in order to permit filing of tabulation of fields from DA arrays to be employed.

(By Examiner Elizabeth C. Smith)

KVLH Bcstg. Co., Pauls Valley, Okla.—Granted further continued hearing from Feb. 3, at Washington, D. C. to Feb. 27, 1950.

Olney Bcstg. Co., Olney, Tex.—Dismissed further continued hearing in Docket 9072.

WBRK Pittsfield, Mass.—Granted further continued hearing from Feb. 8, at Washington, D. C., to April 7, 1950.

(By Examiner Leo Resnick)

M. R. Lankford, Princeton, Ind.—Granted continued hearing from Feb. 13, to April 24, 1950 in Docket 9520.

WINS New York—Granted continued hearing now scheduled for Feb. 6, 1950, in Washington, D. C.; hearing continued indefinitely.

A. H. Kovlan and J. D. Sinyard, Athens, Ohio—Granted leave to amend application to 15040 kc, 1 kw D only in lieu of 1010 kc 250 w D only, and for removal of application from hearing docket, as amended.

WMIE Miami, Fla.—Granted petition of Sun Coast Bcstg. Corp. for continued hearing from Feb. 14 to April 11, 1950, at Miami, Fla.

(By Examiner J. Cunningham)

FCC General Counsel—Granted extension from 1-26 to 2-27-50 for filing proposed findings in proceeding re Tri-State Bcstg. Co., WCPM Middlesboro, Ky.

(By Examiner J. Fred Johnson Jr.)

Carl F. Kneierim, Grand Coulee, Wash.—Granted leave to amend application so as to specify 1400 kc in lieu of 1240 kc and for removal from hearing.

(Continued on page 119)

LAMB CANDIDACY

Won't Enter Senate Race

EDWARD LAMB, president of WTOD Toledo, WTVN (TV) Columbus (both Ohio) and WICU (TV) Erie, Pa., announced Jan. 27 that he would not be a candidate for the Democratic Senatorial nomination in Ohio during the 1950 election. He gave "pressure of professional, business and personal affairs" as the reason.

Mr. Lamb, who also is publisher of the *Erie Dispatch*, licensee of WICU (TV), reportedly had been in the running for the nomination as opposition to Sen. Robert Taft (R-Ohio). WTVN is licensed to Picture Waves Inc., WTOD (and its FM affiliate, WTRT) to Unity Corp. Inc.

McIVER SHOW

WMAW Sets Three Sponsors

MRS. STEPHENS McIVER, who joined WMAW Milwaukee past fortnight after 18 years with WTMJ Milwaukee as "Nancy Grey," revealed Jan. 26 in Chicago that she has three sponsors lined up for her new five-weekly show starting March 9. Sponsors are Coplin Furrier, Badger Paint Co. and Doering Motors, all Milwaukee.

Mrs. McIver stopped in Chicago, driving a new sedan, property of Doering Motors, on which her new program is gaily advertised, before proceeding to southeastern



Mrs. McIver and Jack Bundy, WMAW general manager, inspect the Magnecorder which she will use to record her new show.

* * *

states where she will tape-record a series of interviews, complete with commercial lead-ins. She will air-special the tapes weekly to WMAW from where her half-hour show (Mon. through Fri., 12:30 to 1 p.m.) will originate.

After making recordings in South Carolina, Georgia and Florida, Mrs. McIver will head west covering Texas and California before returning to "live" broadcasts from Milwaukee in May. Already on her itinerary are the U. of Georgia, Florida's Everglade Club, Roney Plaza Hotel, Houston's Shamrock Hotel, San Francisco's famous waterfront establishments and the homes of Actor Vincent Price and Columnist Hedda Hopper in Hollywood.

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ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
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THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced combination commercial manager-salesman. Must be aggressive and willing to work. 5,000 watt network affiliate in excellent midwestern market. No floaters. Send complete information to Box 15E, BROADCASTING.

Salesmen

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Salesmen wanted by New England 1000 watt station in city of 165,000. Excellent opportunities for experienced radio salesmen. Substantial base salary and commissions. Write Box 912D, BROADCASTING.

Dominant radio station in primary southwestern market with TV companion station, has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

$12,000 yearly potential plus real opportunity in future for experienced time salesman. Good guarantee until commission sales firmly established. Good account lists and strong sales backing. Established station in large central-southeastern market. Submit photograph, complete personal and business background, monthly and yearly run business records. Personal and business recommendations. Reply confidential. Box 18E, BROADCASTING.

5000 watt CBS station in nation's 25th market seeks hard-working local salesman. Potential for ambitious man able to sell intelligently to direct and agency accounts. Send all information first letter. Must be available for personal interview. Five years radio selling experience required. KCBQ, San Diego.

Experienced salesman for a progressive 250 watt Mutual affiliate. Recently reorganized. Good opportunity for advancement. Applicants must be well versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commission paid in the industry. One of best markets in Texas. Give full particulars and photo in first letter. Write G. C. Hoffman, KSET, El Paso, Texas.

Salesman wanted, 24 hour independent needs experienced salesman. Good proposition for right man. Contact Don Lynch, Commercial Manager, WHHM, Sterick Bldg., Memphis, Tennessee.

Announcers

Combination man with small regional station in eastern Pennsylvania. Salary —$60. Write full information giving education and experience. Good voice and good education necessary—experience not too important. Box 8E, BROADCASTING.

First class announcer with first class ticket wanted immediately. $250 start, send full particulars and disc with first letter to KHOZ in Harrison, Arkansas.

Personality man. Need top disc jockey who can build audience and keep it. We are willing to pay for ability. Write Allan Curnutt, KICM, Mason City, Iowa.

Announcer, vet. Low, mature voice. Send audition disc, photo. If wish disc returned, include postage. WAND, Canton, Ohio.

Technical

Successful established Hawaiian station has good proposition for experienced combination man capable of becoming chief engineer. Airmail details to KMVI, Wailuku, Maui, T. H.

Help Wanted (Cont'd)

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Situations Wanted

Managerial

Successful young manager with 15 years experience desires change. Married. Sober. Civic minded. Strong on sales. And local programming. Announce. Sell. Work. Box 906D, BROADCASTING.

Hard selling, cost-conscious, ambitious and experienced manager your best bet for greater quality with lower overhead. Have successful management record in marginal market. 13 years in radio. Young, married, sober. Box 984D, BROADCASTING.

Salesmen

Experienced salesman, young, aggressive family man with excellent record desires employment preferably in south. Present employer will recommend and knows of this ad. Address Box 993D, BROADCASTING.

Sales manager or salesman for alert operation. Aggressive, capable, personable. Experienced all phases radio (sales, production, announcing). Know business. Can produce sales and satisfy advertisers. Prefer west coast, consider others. Young, single. Box 944D, BROADCASTING.

Successful salesman wants top-rate station. University graduate. Three years advertising. Young. Sober. Three years AM radio. 1000 kw, 5000 kw, 50,000 kw. References. East preferred. Box 979D, Broadcasting.

Young, family man with good radio sales background in tough competitive market. Know what it is to sell, merchandise and renew an idea. Also university grad with newspaper experience. Box 989D, BROADCASTING.

University graduate, ambitious, dynamic, experienced, sales success, desires position in radio sales. Prefer challenging opportunity in good market with topflight, progressive station. Presently employed, proven ability, seeking better future. East. Box 16E, BROADCASTING.

Announcers

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Exceptional calibre, deep voice, ten years radio veteran hillbilly disc jockey, announcer, newsman, sober happy family man 30, dependable, seeks good job progressive station. Can make money and pull listeners. Box 27E, BROADCASTING.

Situations Wanted (Cont'd)

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Box 907D, BROADCASTING.

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. References. Box 938D, BROADCASTING.

Qualified. Experienced staff, play-by-play basketball, baseball. Young, married. Box 948D, BROADCASTING.

Sportscaster. Four years staff announcer. Good sound baseball, football, basketball knowledge. Desires play-by-play. opportunity. Young, single, versatile. College degree. Now employed. Disc, photo, details on request. Box 976D, BROADCASTING.

Announcer — continuity, news, writer experienced. Excellent references. Presently employed eastern network station. Box 977D, BROADCASTING.

Announcer or copywriter. Indie and net experience. Available now. Box 981D, BROADCASTING.

Eastern metropolitan announcer seeks change to quality station of at least 5000 watts. University graduate. Thorough knowledge classical, semi-classical music. Additional emphasis news, commercials, special events, writing with general staff. Independent and network affiliate experience. State salary. Box 983D, BROADCASTING.

Topflight sportscaster-announcer. 7 years experience play-by-play. Sponsors included Atlantic Refining, Pepsi Cola, Tidewater Co. Desires permanent location, Miami, Florida area. Currently employed, Chief announcer, sports director. Thrive on competition. Will sell anything in sports line. Box 985D, BROADCASTING.

Available. Experienced combo-man with program ideas. Experienced announcer. Dependable, hard worker have car and will travel. Box 986D, BROADCASTING.

Announcer, all-round man. 5 years experience in all phases. Radio, including announcing, acting, newscasting editing, narration. If you have opening I can fill it. Box 990D, BROADCASTING.

Announcer, 7 years experience including sports, especially strong on newscasting. Operates console. Desires midwest position. Write Box 991D, BROADCASTING.

Let me start with you. **AFRS**, Northwestern speech degree, radio major. Heavy on news, sports. DJ. 28. Single, will travel. Disc, photo, resume. Box 992D, BROADCASTING.

Combination man, announcer-operator. Trained all phases radio broadcasting. Prefer midwest, can do sports. Box 994D, BROADCASTING. MI 4971, Washington, D. C.

Combination man, announcer, copywriter-engineer. First class ticket in near future. S. J. Hepburn, Georgia 1763, Washington, D. C. Box 995D, BROADCASTING.

Combination man, a good voice with emphasis on announcing. Experience limited, but willing to learn. Salary secondary. Box 996D, BROADCASTING.

Top caliber newscaster wants to settle east of Mississippi, north of Mason-Dixon. Can do excellent job on sports. Am now program-director in small operation. All-round experience. Box 997D, BROADCASTING.

Announcer, lots of ambition, little experience. 7 months schooling, 2 months fill in announcing. Interested in getting started. What have you? Box 998D, BROADCASTING.

Play-by-play expert. 6 years prestige experience. Excellent voice. Well educated. Interested only in a position which includes opportunity to do baseball and football. Can furnish disc and competent recommendation of ability and results in present position. Box 999D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 4 years of staff experience, college graduate, married, 25. Prefer midwest and east. Box 4E, BROADCASTING.

Sports, 4 years of play-by-play, would like a heavy sports schedule year around. Married, 25. Box 5E, BROADCASTING.

Announcer, young, married, conscientious, three years experience, desires position, progressive station. Good voice, pleasing personality. Production director, leading University. M.C., fast-selling barn dance, leading southern market. Deejay, news sports, commercials, operate console, remote, recorders. Can write and sell. Emphasis—ambition; not salary. Will travel. Box 6E, BROADCASTING.

Experienced disc jockey, newscaster, continuity writer and commercial announcer would like to apply his versatility in small, progressive station. Excellent references. All inquiries carefully considered. Box 9E, BROADCASTING.

Will graduate June from Northwestern. Radio - English - interpretation major. Announce, write scripts/continuity. Sell time. Married. Settle anywhere. 24. Box 11E, BROADCASTING.

Wide awake morning man. Witty, dependable. Combination, ticket, married, employed. 8 successful years. $80. Box 12E, BROADCASTING.

Sports announcer desires position for coming baseball season. Experienced, AA baseball, SEC football and basketball in 1949. Now employed, desires change, best references, top play-by-play man with ticker games. Box 13E, BROADCASTING.

Experienced combination man. Desire permanent location. Married, car. Box 17E, BROADCASTING.

Veteran announcer with 10 solid years of experience would like to make a change. 5 years with 50 kw and CBS network. 30 and married, father of 2 children. Presently employed in Texas but would like to leave. Would like job with another 50 kw but would consider your offer. Send reply. Box 22E, BROADCASTING.

Please read. Well trained man wants start. Strong news commercials, D. J., also TV graduate. Theatre background. Married. References. Box 23E, BROADCASTING.

Announcer, tops in hillbilly, western shows. Excellent adlib, play-by-play. Have car, can sell. Will come for personal audition. Three years professional lecturing. Graduate radio school. Best references. Jim Dowdy, 109 S. Kedzie, Chicago, Phone Van Buren 6-6284.

Announcer. 2 years staff experience, also writer-director sustaining dramatic series. Disc, photo, ref. etc. on request. R. W. Dowling, 7115 37th St., Jackson Hts., L. I., N. Y.

Announcer, 31, single. Experienced. Can handle board. Deep, resonant voice. Will travel. Disc available. John Gregg, 2340 S. Drake Ave., Chicago, Ill. Bishop 7-8247.

News—Play-by-play sports announcer, exception club organizer. Will go anywhere. Krapf, 245 Virginia Ave., Cumberland, Maryland.

Two newscasters. To work as team. Will handle complete news coverage and special events for each entire broadcast day. Can organize and develop complete newsroom and facilities by doing compiling, editing, writing and newscasting. Both married. Want to settle and develop. Write, wire, "Newscasters", 1222-A Oak, Kansas City, Missouri.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Experienced announcer, work board, disc, news, personality shows. Want permanent opportunity. Age 23. Single, Bob Troner, 83-20 Broadway, Elmhurst, L. I.

Yes, I'm particular—will work for a station if there is a chance for advancement. Not a floater. Not a clock watcher. Am a good announcer. Can run any control board. 22 years old. Unique disc jockey show. Experienced, in other words gentlemen am available, have tuxedo and will travel. If you want an announcer who can do the job and is willing to stay with a growing station, I'm your man. Prompt reply. Bob Sweeney, 2039 Batchelder Street, Brooklyn 29, New York. Dewey 2-8779.

Situations Wanted (Cont'd)

Versatile sportscaster and announcer, age 22. 2 years experience, available immediately. Baseball, football and basketball play-by-play. Previously employed at two New York State ABC affiliates as a staff announcer and sports director. Will travel. Write Ben Turnbull, Route 2, Gouverneur, New York.

Sportscaster, experienced; play-by-play all sports, DJ, newscaster. Jack Wilkerson, 22629 Cherry Hill, Dearborn, Michigan.

Technical

Chief, engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 836D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Engineer, 1st phone. Experience 5 kw AM, 3 kw FM transmitter operation, control board, remote broadcasts. Single, car, N. Y. state or vicinity. Box 950D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer north eastern state. Available on two weeks notice. Box 966D, BROADCASTING.

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed. Box 848D, BROADCASTING.

Experienced combination engineer-announcer with good voice and also strong on engineering, desires position with progressive station in southeast. State salary. Box 1E, BROADCASTING.

Experienced chief engineer. Some announcing, news, play-by-play. Sober, reliable. Excellent references. Automobile. Available immediately. Consider any permanent job south or southwest. Box 3E, BROADCASTING.

Engineer, first phone, no broadcast experience, but willing to learn and will travel. Box 7E, BROADCASTING.

Engineer, first phone, 2nd telegraph, ham operator. RCA graduate. No actual experience. Will travel. Available immediately. Box 19E, BROADCASTING.

Engineer available immediately, 7 months broadcast experience. 1 kw transmitter. Desire position radio or TV. Station 600 mile radius New York City. Single, 28, car, school and Signal Corp background. Box 24E, BROADCASTING.

Experienced first class radio operator. Currently with 20 kw New York City FM station. References from same. Will travel. Box 25E, BROADCASTING.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Engineer, first phone, no broadcast experience, looking for that first break, wet married, age 31. Car and willing to travel. G. Elliott, 45-06 39th Place, Long Island City.

Engineer, have first phone license with two years experience, seeks engineering position with station. Single, age 23, available immediately, will travel. James Ellzey, Route 4, Tylertown, Miss.

Combination man—first class on announcing, engineering, writing. Capable of handling program director and chief engineer simultaneously. At present, chief engineer of independent station working 12 hours a day, 7 days a week. Ben Greenhaw, Chief Engineer, KNOG, Nogales, Arizona.

Engineer, 1st class license, 2 years experience AM-FM some TV, married, car. Prefer dry climate. Graduate Valparaiso Technical Inst. U. S. Navy. K. C. Kuespert, WSBT, South Bend, Indiana.

Situations Wanted (Cont'd)

Young man wants transmitter maintenance or installation work. Holds first class radio telephone license. Phone 76. L. E. Parman, Elgin, Kansas.

First phone license. Vet 23, will travel anywhere in U. S. John Schaefer, 200 Calyer St., Brooklyn 22, N. Y.

Combination engineer-announcer seeks position with radio station, midwest preferred. Have few weeks experience with a small station as relief operator. Married, best reference. Write or wire Sam Seldon, 111 Center Street, Sioux City, Iowa.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Program director, sports announcer play-by-play and special events. Experienced in all phases of radio station operation. Box 946D, BROADCASTING.

Women's program director, commentator. Over four years experience commercial, educational, personality programs; liaison, continuity. Expert interviewer with good voice and fluent ad-lib. Versatile, creative, resourceful. Can build effective programs that sell sponsors and self to large audience. Equipped for all phases radio with station following vigorous policies and permitting full use professional resources with promise of sound future. Excellent background, references. Box 947D, BROADCASTING.

Young woman graduate of accredited university school of journalism, with 2 years newspaper experience and 5 months as radio continuity editor desires writing job in radio station or advertising agency in midwest. Box 978D, BROADCASTING.

Program director, producer. 17 year background in radio and theatre. Presently employed by 1 kw independent as program director, newscaster, special events man, baseball play-by-play. Minimum salary $90. Box 988D, BROADCASTING.

Young lady with experience to handle women's programs. Good copywriter. Disc available. Box 10E, BROADCASTING.

Need a copywriter or a program director with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Experienced, mature, program director, copywriter, announcer, any one or combination. Seek permanent position. All letters answered. Box 21E, BROADCASTING.

Television

Salesmen

Smart salesman wants to leave sinking radio for future in TV. College graduate. Three years AM radio. 1000 kw, 50,000 kw. Good sales record. Young. References. Box 980D, BROADCASTING.

For Sale

Equipment, etc.

Make offer FM 10 kw small transmitter, WE 506 B-2 new, never uncrated, cancelled construction permit. H. Edwin Kennedy, WILM, Wilmington, Del.

Complete WE109 reproducer groups. Includes 2 arms, 4 heads, 2 equalizers, 2 transformers. All in satisfactory operating condition. Cost $616 new. Will take $200 cash. Wire or write KFSA, Fort Smith, Arkansas.

For Sale (Cont'd)

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

WE 503B2 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 70D turntable, RCA 76B2 console. All half price or less. WAGE, Chief Engineer, Loew Bldg., Syracuse, N. Y.

For sale—Western Electric 2-A phase monitor. Excellent condition. $200. WPTF, Raleigh, N. C.

Wanted to Buy

Stations

Seek profitable station working partnership. Will invest $10,000, 20 years experience. Box 26E, BROADCASTING.

Equipment, etc.

Wanted—Used FM 250 w or 1 kw transmitter and other required installation equipment. Quote price. Box 975D, BROADCASTING.

Wanted — Commercial field strength meter, must be reasonable. Box 2E, BROADCASTING.

Wanted for AM station — frequency monitor, modulation monitor, turntables, consoles, 7/8 coaxial cable, limiting amplifier, 205 ft. tower and lights. Box 248, Sutherland, Nebraska.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

Miscellaneous

We offer, frequency measuring service commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Situation Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

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Employment Specialists
P. O. Box 413—Phila. 5

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

For Sale

Equipment

BROADCASTERS
ATTENTION!
FOR SALE

2 Lehigh Towers
325 feet high
Complete with lighting
Just painted
and
a 5000-1000 watt
TRANSMITTER
well known make
complete with spare
parts and tubes
presently in operation
19 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget

Write Box 20E
BROADCASTING

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

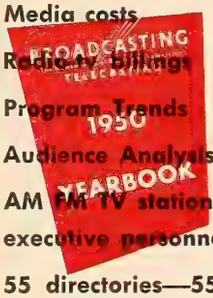


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- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index



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650

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

YEARBOOK Special

ROSEY'S NEW SUCCESS

WJAS Sportscaster Is Hit on Morning Show

WITH all the grace and coordination of the big league stars whose performances he has so often described, A. K. (Rosey) Rosewell is now threatening to smash radio's best batting averages with his new morning show, *Rosey Bits*, on WJAS Pittsburgh.

Rosey, whose WJAS broadcasts of the Pittsburgh Pirates games earned him one of the highest Hoopers of any broadcaster handling baseball, is featured in an hour-long show mainly compounded of his original poetry, with music by Lee Kelton's band.

WJAS reports that by far the biggest chunk of fan mail is for the man who introduced to Pirates fans unusual baseball phrases like "dipsey doodle," "open the window, Aunt Minnie" and "put 'em on and take 'em off." His listeners number many of long standing including 3,000 shut-ins in Pittsburgh homes and hospitals who have been listening to him ever since he began broadcasting some of his original poetry in the home-made crystal set days.

The big mail pull, however, is from the "lady of the house," for whose ear both Rosey and WJAS officials worked out the show.

Just before his new program opened, a group of civic, educational, professional and religious leaders in Pittsburgh gave Rosey a big send-off at the William Penn Hotel. Typical of the guests were Baseball Commissioner A. B. Chandler and former New Jersey Governor Harold G. Hoffman, for whom Rosey campaigned in 1926.

"But the new program doesn't drag in baseball by the hair," Rosey claims." There's enough going on around this town now—new building, new ideas, and new shows—to provide lots of radio copy. I'm kind of glad, just the same, that I got a lot of poetry off my chest in the early days—it comes in pretty handy right now on the new WJAS show."

ADAM J. YOUNG

Reveals New Realignment

EXPANSION of Adam J. Young Jr. Inc., station representative, has caused departmental realignment, President Adam J. Young Jr. told the recent annual meeting of the firm's board of directors.

Chief adjustments were in the Canadian department. There, in keeping with the company policy of maintaining separate sales departments for each operation, it has assigned John Carter, long with the U. S. AM department, as assistant to Director Tom F. Malone in New York-Canadian sales.

Part of the increased Canadian business is due to the company's work for the newly-formed Trans-Quebec Network, which will provide coverage via CKAC Montreal, CHRC Quebec City and KCRS Jonquiere as basic stations and CHMC New Carlisle, CKBL Matane and CFJB Riviere-Du-Loop, as affiliates.

NAB SERIES

Offers Concerts on Tape

A SERIES of 13 hour-long recorded concerts by 13 leading orchestras of Europe will be made available to U. S. stations free, the Unaffiliated Stations Committee of the NAB has announced.

The special series will be tape-recorded in Europe under auspices of the ECA and will begin in April. Stations desiring to use the programs may obtain information from Ted Cott, vice president of WNEW New York and chairman of the NAB Unaffiliated Stations Committee.

Each of the transcriptions will include a five-minute intermission commentary on Marshall Plan activity by Bill Murray, commentator for the Armed Forces Radio Service in Europe.

Transcriptions with commentary in Italian and other foreign languages also will be made available. Arnold Hartley, vice president of WOV New York and chairman of the foreign language subcommittee of NAB, was associated with Mr. Cott in the development of the series.

'MASTER INDEX'

Electronics Volume Issued

1947-1948 ELECTRONIC ENGINEERING MASTER INDEX. Edited by John F. Rider. New York: Electronics Research Publishing Co. Inc. 339 pp. $19.50.

THIS volume, third in a series, is a subject index to the contents of electronic and allied engineering publications printed throughout the world from January 1947 through December 1948.

Edited by John F. Rider and containing more than 18,000 new entries, the *Master Index* lists almost three times the number of publications listed in previous volumes. Among these publications are more than 230 of the major international scientific magazines, journals and proceedings, resulting in a comprehensive bibliography of the electronic and allied engineering arts.

WCAU Contracts

WCAU Philadelphia reports a greater volume of radio contracts on hand than at any other time in its 27-year history, according to Donald W. Thornburgh, president of WCAU-AM-FM-TV. New business in the latter part of 1949 and the first weeks of 1950 brought the outlet 15 contracts. Sponsorships of individual programs, participations and spot announcements total 1,190 accounts, he said.

NARSR COUNCILS

Hasbrook, Rhodes Elected

DICK HASBROOK of Avery-Knodel was elected chairman of the Los Angeles Council of the National Assn. of Radio Station Representatives Jan. 26. He succeeds Lincoln Simonds of Weed & Co.

Ray Rhodes of Paul H. Raymer Co. was elected chairman of the San Francisco Council Jan. 19, succeeding Lindsey Spight of John Blair & Co.

The announcements were made by T. F. Flanagan, NARSR managing director, who also said the San Francisco and Los Angeles councils are joining in arranging an award for spot radio campaigns. Purpose of the award, he said, is to promote the best use of spot radio on the West Coast.

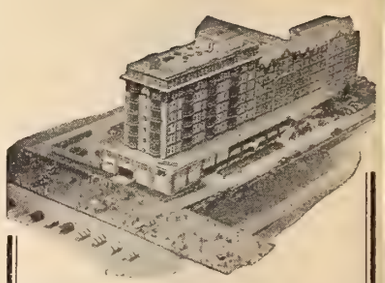
MRS. JANE PRALL DIES

Widow of Ex-FCC Chairman

MRS. JANE B. PRALL, 78, widow of Anning S. Prall, former FCC Chairman, died Jan. 28 at her home, 160 College Ave., Westerleigh, Staten Island. Mr. Prall served on the FCC from June 1935 until his death in July 1937.

Mrs. Prall formerly was vice president of the Federation of Women's Clubs of New York City, past president of the Port Richmond Women's Club and a founder and member of the Staten Island Better Films Council. Surviving are a son, Bryan W. Prall, and two sisters, Mrs. Margaret B. Knox and Mrs. Sadie A. Hall, all of Staten Island.

WCSS Amsterdam, N. Y., adds *Family Theatre* series to its schedule of transcribed programs.



HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and inclosed Solaria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management
Exclusive Penna. Ave. and Boardwalk

Upcoming

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.
Feb. 9-10: CBC board of governors meeting, Ottawa.
Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.
Feb. 14: Sports Broadcasters Assn. dinner, Hotel Park Sheraton, New York.
Feb. 15-17: Radio Mfrs. Assn. meeting, Stevens Hotel, Chicago.
Feb. 17: California State Broadcasters Assn. annual business meeting, Roosevelt Hotel, Hollywood.
Feb. 20-24: Hearing on radio frequency allocations assignments, House Interstate & Foreign Commerce communications subcommittee, Washington.
Feb. 23: Illinois Broadcasters Assn., Springfield, Ill.
Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.
Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.
March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.
March 3-4: Western Radio-Television third annual conference, Seattle, Wash.
March 5: Radio and Television Award Dinner, New York.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.
March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.
March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.
March 29-31: ANA convention, Homestead, Hot Springs, Va.
March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulpher Springs, W. Va
March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.
May 4-7: Institute for Education by Radio, Columbus, Ohio.
May 9-11: IRE-AIEE-RMA Conference, Washington.
May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

ANTI-TRUST LAWS

Harsher Penalties Asked

PENALTIES for violations of the Clayton and Sherman anti-trust laws should be raised appreciably above present levels, officials of the Justice Dept. and Federal Trade Commission told a House Judiciary monopoly subcommittee last Wednesday.

Herbert Bergson, assistant attorney general, Justice Dept. Anti-Trust Division, and James W. Cassedy, associate general counsel of FTC, told members the present $5,000 fine was outmoded, and placed their support behind legislation (HR 6679) by Rep. Francis Walter (D-Pa.) to raise the amount to $50,000 to discourage potential anti-trust offenders. Mr. Bergson said the Justice Dept. did not favor the top figure as "mandatory" but only as a maximum fine which it could impose.

BOGGS ELECTED

WMCA Board Member, V.P.

NORMAN BOGGS, for the past year general manager of WMCA New York, last Thursday was elected vice president and a member of the board.



Mr. Boggs

He has been with the station since Feb. 14, 1949. Before that he was president and general manager of WLOL Minneapolis and prior to that he was with WGN Chicago as general sales manager and director of its New York office.

Helen S. Straus, vice president, also was elected to the board of directors. The two vacancies on the board were created by the recent resignations of Irving L. Straus and R. Peter Straus, sons of Nathan Straus, president of the station.

Irving Straus, an account executive, is now in business for himself, while his brother, R. Peter, previously director of special events, has joined the International Labor Organization at Geneva, Switzerland.

CBC SESSION

Governors To Meet at Toronto

FIRST CBC board of governors meeting to be held at Toronto for many years, is being held at Royal York Hotel, Toronto, Feb. 10-11, with several applicants for new AM licenses to be heard, as well as new regulations regarding bingo games by radio. The CBC board will consider passing a regulation against the broadcasting of bingo and similar games and will hear representations at its public hearings Feb. 10.

New AM stations are being requested by Pierre Brisson for 1 kw on 1380 kc at Victoriaville, Que., and by Gibson Bros. Ltd., for 250 on 1230 kc at North Vancouver. CJSH-FM Hamilton, has application in for increase in power from 745 w on 102.9 mc. to 9,200 w on same frequency. A number of stations are requesting permission for share transfers.

Canada's Hearings

ROYAL Commission on Arts, Letters and Sciences which is holding hearings currently throughout eastern Canada on broadcasting and radio control, is expected to have its report ready for submission to Parliament at Ottawa sometime this fall. Commission is headed by Hon. Vincent Massey, one-time Canadian ambassador to Washington. Hearings have been completed in western and central Canada, are now being conducted in the Atlantic coast provinces, and final hearings will be held at Ottawa this spring. Commission's report will set policy for radio and television in Canada for at least a generation.

FCC Actions

(Continued from page 114)

Decisions Cont.:

BY THE SECRETARY

The Northern Colorado Bcstg. Co., Area Fort Collins, Col.—Granted license for new remote pickup KA-5317.

J. F. Tighe, Area Porterville, Calif.—Granted CP for new remote pickup KA-5625.

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—Granted CP for new remote pickup KA-2479.

Blue Ridge Bcstg. Co., Area Gainesville, Ga.—Granted CP for new remote pickup KA-3948.

Middlesex Bcstg. Corp., Area Cambridge, Mass.—Granted CP for new remote pickup KA-5627.

KCKN Bcstg. Co., Area Kansas City, Kan.—Granted CP and license for new remote pickup KA-5626.

American Bcstg. Co Inc., Area New York—Granted mod. CP to change frequencies to 152.75, 152.99, 153.47 mcs. and change power to 30 w and change equipment KA-5106.

WNLC-FM New London, Conn.—Granted CP for extension of completion date to 8-18-50.

Following granted mod. CPs for extension of completion dates as shown: WGGH Greenwich, Conn., to 8-8-50; KCRK Cedar Rapids, Ia., to 8-18-50; KSBR San Bruno, Calif., to 8-15-50; WIOD-FM Miami, Fla., to 8-22-50; WAGA-FM Atlanta, Ga., to 8-12-50; WPKY Princeton, Ky., to 3-15-50.

WDAY Fargo, N. D.—Granted license covering installation of new trans.

General Electric Co., Schenectady, N. Y.—Granted CP for new experimental TV relay KEA-99.

KCRV Caruthersville, Mo.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WOR-TV New York—Granted mod. CP for extension of completion date to 8-15-50.

WAGA-TV Atlanta, Ga.—Granted mod. CP for extension of completion date to 8-28-50.

WLWT Cincinnati—Granted mod. CP for extension of completion date to 9-4-50.

Scripps-Howard Radio Inc., Cincinnati—Granted license for new experimental TV relay KA-4883.

WABG Greenwood, Miss.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WDEL-TV Wilmington, Del.—Granted mod. CP for extension of completion date to 8-23-50.

The Master Bcstg. Co., Rio Piedras, P. R.—Granted license for new remote pickup KA-4917.

Peninsular Bcstg. Corp., Area Coral Gables, Fla.—Granted license for new remote pickup KA-5126.

KLON Long Beach, Calif.—Granted license new non-commercial educational FM station (88.1 mc) Chan. 201; 10 w.

WEBR Buffalo, N. Y.—Granted license for new FM station; (96.9 mc) Ch. 245; 9.4 kw; 340 ft.

WIKB Iron River, Mich.—Granted license new AM station; 1230 kc, 250 w unl.

General Teleradio Inc. (formerly Bamberger Bcstg. Service, Inc.) New York — Granted mod. of license to change frequencies to 26.17, 26.27, 26.37, 26.13, 26.47 mc, for KA-4610-11-12.

KENM Portales, N. M.—Granted mod. CP to change type trans. and make changes in ground system.

WHWC Madison, Wis.—Granted mod. CP to change type of trans. and make changes in ant.

WKLK Cloquet, Minn.—Granted mod. CP for approval of ant., trans. and studio location and change type trans.

Mid-Continent Bcstg. Co., Omaha, Neb.—Granted CP for new remote pickup KAA-991.

WAAF-FM Chicago—Granted mod. CP for extension of completion date to 7-14-50.

WJBY-FM Gadsden, Ala.—Granted mod. CP for extension of completion date to 8-15-50.

WLPM-FM Suffolk, Va.—Granted mod. CP for extension of completion date to 6-28-50.

WJAR-FM Providence, R. I.—Granted license new FM station; Chan. 238 (95.5 mc) 14 kw, 575 ft.

WDUQ Pittsburgh, Pa.—Granted license for changes in existing noncommercial educational FM station; Ch. 218 (91.5mc) 2.75 kw, minus 5 ft.

WBEH New Orleans—Granted license for new noncommercial FM station; Ch. 207; (89.3 mc) 10 w.

KWAT Watertown, S. D.—Granted license covering change in frequency, increase in power, install new trans. and DA-N and change trans. location.

KGCK Sidney, Mont.—Granted license covering change in power and install DA-N.

KFPW Fort Smith, Ark.—Granted license covering change in frequency.

WISN Milwaukee, Wis.—Granted license covering changes in trans. equipment and DA.

WPCF Panama City, Fla.—Granted license for new AM station and change studio location. 1400 kc 250 w unl.

KERG Eugene, Ore.—Granted license new AM station; 1280 kc 1 kw DA-N, unl.

KRSN Los Alamos, N. M.—Granted license for new AM station; 1490 kc 250 w unl.

KLAS Las Vegas, Nev.—Granted license to change studio location.

KFVD Los Angeles, Calif.—Granted CP to install new trans.

WVSC Somerset, Pa.—Granted mod. CP for approval of antenna, trans. and studio locations.

KENE Belen, N. M.—Granted mod. CP to change studio location.

KNBH Los Angeles—Granted mod. CP for extension of completion date to 8-15-50.

WOI-TV Ames, Ia.—Granted mod. CP for extension of completion date to 5-15-50.

January 31 Applications . . .

ACCEPTED FOR FILING

License for CP

WCDL Carbondale, Pa.—License to cover CP new AM station.

Modification of CP

KOOK Billings, Mont.—Mod. CP new AM station for extension of completion date.

License for CP

WMVA-FM Martinsville, Va.—License to cover CP new FM station.

KVTT Dallas, Tex.—License for CP new FM noncommercial educational station.

License Renewal

WKRT-FM Cortland, N. Y.—Request for license renewal FM station.

(Continued on page 120)

Florida

Profitable fulltime facility located in one of America's great growth areas.

$75,000.00

Iowa

One of the best potentials in midwest radio—wide coverage—profitable.

$60,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 119)

Applications Cont.:

TENDERED FOR FILING

AM—1010 kc

WSUA Bloomington, Ind.—CP to change from 1010 kc 1 kw D to 1010 kc 500 w D and move from Bloomington to Columbus, Ind. (Contingent on grant of assignment of license of WSUA to Syndicate Theatres Inc.).

AM—1260 kc

KSMI Seminole, Okla.—CP to change from 1260 kc 500 w D to 1260 kc 1 kw unl. DA.

APPLICATION FORFEITED

KBYR Anchorage, Alaska—Aleutian Bcstrs. FORFEITED Jan. 23 application to change from 1240 kc to 1450 kc.

February 1 Decisions . . .

BY COMMISSION EN BANC

Authority Granted

WCLE Clearwater, Fla. — Granted final extension of authority to remain silent to March 1, 1950.

Oral Argument Continued

On petitions filed by NAB and Loew's Inc. continued oral argument in matter of establishment of uniform policy to be followed in licensing of radio stations cases in connection with violation by applicant of laws of U. S. other than Communications Act. of 1934, as amended, from Feb. 13 to April 24, and date before which briefs and appearances must be filed is continued from Feb. 6 to April 10.

Extension Granted

Granted temporary extension of licenses to June 1, 1950, for following commercial TV stations: General Electric Co. WRGB Schenectady, N. Y.; American Bcstg. Co. Inc. WENR-TV Chicago; Columbia Bcstg. System Inc. WCBS-TV New York; National Bcstg. Co. Inc. WNBW and aux. Washington, D. C., and WNBT New York.

February 2 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Brazoria County Broadcasting Co., Freeport, Tex.—Designated for hearing in Washington, application for new station on 1460 kc 250 w.

KCNA Tucson, Ariz.—Designated for hearing in Washington April 20 application to change facilities of KCNA from 1340 kc 250 w unl. to 580 kc, 5 kw-D 1 kw-N install new trans. change trans. location and install DA-2.

KMMO Marshall, Mo.—Designated for hearing application for mod. of license to increase hours of operation of KMMO from D to unl. using 100 w-N with non-directional ant. on 1300 kc 500 w-D and made KGLO Mason City, Iowa and WJDX Jackson, Miss., parties to proceeding. Hearing to be held in Washington April 21.

Petition Denied

KWCO Chickasha, Okla. — Denied petition of KWCO to sever from consolidated proceeding and grant application for unl. time on 1560 kc, 250 w.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,100	2,062	184		311	271
FM Stations	732	490	279	*6	49	28
TV Stations	99	32	79		350	182

* Four on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Texas Star Bcstg. Co., Dallas, and KTRH Houston, Tex.—Announced final decision granting application of Texas Star for new station on 740 kc, 10 kw day, 5 kw night, directional, and denying bid of KTRH (now operating on 740 kc with 50 kw using directional day and night) for permit to change daytime directional. Proposed decision issued last May [BROADCASTING, May 23, 1949]. Decision Feb. 2.

Belle City Bcstg. Co., Racine, Wis., and Metropolitan Bcstg. Co., Milwaukee—Announced decision denying as in default application of Metropolitan for new station on 1470 kc with 500 w daytime and granting application of Belle City Bcstg. for new station on 1460 kc with 500 w daytime. Proposed decision issued last fall [BROADCASTING, Oct. 24, 1949]. Decision Feb. 2.

Coast Radio Bcstg. Corp., Los Angeles; Huntington Bcstg. Co., Huntington Park, Calif., and San Gabriel Valley Bcstg., Monrovia, Calif.—Announced final decision to grant application of Coast Radio for new station on 1540 kc with 5 kw day only and to deny bids of Huntington Bcstg. and San Gabriel Valley Bcstg. for same facilities in their respective cities. Proposed decision was last September [BROADCASTING, Oct. 3, 1949]. Decision Feb. 1.

Beer & Koehl, Ashland; Mt. Vernon Bcstg. Co., Mt. Vernon; Zanesville Bcstg. Co., Zanesville, and Mound Bcstg. Corp., Newark, all Ohio—Announced decision granting Beer & Koehl station on 1340 kc with 250 w fulltime and denying competitive bid of Mt. Vernon Bcstg. for same facilities. Adopted separate decision severing from consolidated proceeding and denying applications of Zanesville Bcstg. and Mound Bcstg. for same assignment as they did not protest proposed decision [BROADCASTING, April 25, 1949]. Comr. George E. Sterling dissented in Ashland-Mt. Vernon decision because he considered evidence insufficient to warrant grant deviating from FCC engineerig standards. Decisions Feb. 1.

KXXL Reno, Nev.—Adopted as final, initial decision of Dec. 28, 1949 [BROADCASTING, Jan. 2, p. 59] denying renewal of license to KXXL and dismissed as moot application for assignment of license from Edward Margolis, Frederick W. Kirske and Byron J. Samuel to Chet L. Gonce. Final decision Feb. 1.

WARM Scranton, WBAX Wilkes-Barre, Pa.—Announced decision to grant application to change from 1400 kc 250 w unl. to 590 kc 5 kw unl. DA eng. cond., and denied application of John Stenger to change facilities of WBAX from 1240 kc 250 w unl. to 590 kc 1 kw unl. DA. Final decision Feb. 1.

INITIAL DECISIONS

Belleville, Ill.—Announced initial decision by Examiner Leo Resnick to grant application of "Belleville News-Democrat" for new station on 1260 kc 1 kw unl. DA-N and to deny WTMV East St. Louis, Ill. change of facilities from 1490 kc 250 w unl. to 1260 kc 1 kw unl. DA. Decision Jan. 30.

Olney, Tex.—Announced initial decision by Examiner Elizabeth C. Smith to deny application of Olney Bcstg. Co. for station on 1590 kc 250 w D as in default. Applicant failed to appear at hearing either in person or by counsel. Decision Jan. 30.

Jacksonville, Fla.—Issued initial decision by Examiner Jack P. Blume to grant application of City of Jacksonville for extension of completion date of television station WJAX-TV. See story this issue. Decision Jan. 31.

OPINIONS AND ORDERS

Roy Hofheinz and W. N. Hooper d/b as Louisiana Bcstg. Co., New Orleans; Bayou Bcstg. Co., Baton Rouge, La., and KGBC Galveston, Tex.—By memorandum opinion and order granted petition of Bayou Bcstg. insofar as its requested ruling on each of its exceptions in matter of its application for new station on 1540 kc, 50 kw day, 10 kw-night directional, denied by FCC last May in ruling granting Louisiana Bcstg. 1540 kc directional, 50 kw day, 25 kw night, and KGBC to switch from 1 kw day, to 1 kw day, 250 w-night directional, on 1540 kc [BROADCASTING, May 23, 1949]. Bayou petition denied in that it sought reversal of grant, or reopening of hearing to receive evidence re protection proposed to XENC Celaya, or further argument before Commission en banc. Comrs. Walker and Jones dissented on grounds Texas Star "has not satisfied its burden of proving that the grant to it is warranted despite the great interference to KSEO" Durant, Okla. They preferred grant to KTRH. Comr. Sterling dissented for same reason and further on ground Texas Star did not meet provisions of Sec. 3.24 of rules. Decision Feb. 2.

WCEC Rocky Mount, N. C.—Commission in memorandum opinion and order denied application of Josh L. Horne for SSA to operate WCEC on 810 kc with 1 kw from 5 a.m. until local sunrise in addition to presently authorized hours of operation, and dismissed motion by WGY Schenectady requesting said application be designated for consolidated hearing. Order Feb. 2.

WTNB Birmingham, Ala.—By memorandum opinion and order granted amendment by Thomas N. Beach to cure defective verification of his application for CP. Further ordered that Pilot Bcstg. Corp. is granted permission to file amendment within 30 days showing that it is applicant for CP to change facilities of WTNB. If such amendment is filed application for CP will be set for comparative hearing with mutually exclusive application of Johnston Bcstg. Co. for new station at Birmingham on 850 kc, 5 kw-D, 1 kw-N on issues specified by Commission. Petition for final grants filed by Thomas N. Beach and Johnston Bcstg. were denied. Decision Jan. 27.

WHAT and WTEL Philadelphia, WRAW and WEEU Reading, Pa.—Announced memorandum opinion and order denying petitions by WTEL, WRAW and WEEU for reconsideration of FCC's final decision to abolish share-time arrangement between WHAT and WTEL by assigning 250 w daytime on 860 kc to WTEL and 250 w fulltime on 1340 kc to WHAT [BROADCASTING, Oct. 3, 1949]. Dismissed as moot petitions by WTEL and WRAW seeking stay of effective date for re-assignments and ordered re-assignments shall become effective in 30 days. Ordered Feb. 2.

WHOM Jersey City, N. J.—Granted motion to file brief and participate as amicus curiae, concerning general question of broadcasting of foreign language programs, in oral argument scheduled Feb. 6 in matter of Pilgrim Bcstg. Co. et al, Boston applicants for 950 kc. Ruling Feb. 2.

Order Adopted

WALT Tampa, Fla.—Adopted order amending Commission order of June 8, 1949, designating for hearing application of WALT to enlarge issues.

February 2 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WCEN Mt. Pleasant, Mich.—CP to change from 1150 kc 500 w D to 1150 kc 1 kw D.

AM—1460 kc

WHGB Harrisburg, Pa.—CP new AM station to change from 1400 kc 250 w unl. to 1460 kc 5 kw unl. DA-N AMENDED to request DA-2.

AM—1320 kc

WRIO Rio Piedras, P. R.—CP new AM station to change from 1140 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl.

License for CP

WGRA Cairo, Ga.—License to cover CP new AM station.

Modification CP

KCHC El Paso, Tex.—Mod. CP AM station to change from 860 kc 500 w D to 860 kc 1 kw D.

Modification CP new FM station for extension of completion date: WASH Washington, D. C.; WKAT-FM Miami Beach, Fla.; WTBO-FM Cumberland, Md.; WOR-FM New York; WTOL Toledo, Ohio.

Renewal of License

KING-FM Seattle, Wash.—Request for license renewal, FM station.

KFI-FM Los Angeles—Mod. CP new FM station to change ERP to 16.8 kw.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WNAC-TV Boston to 6-1-50; KSTP-TV St. Paul, Minn. to 9-16-50.

Non-Docket Actions . . .

AM GRANTS

Moberley, Mo.—Moberley Bcstg. Co. granted new AM station on 1220 kc, 250 w D; estimated cost $12,500. Jerrell A. Shepherd, sole owner, is 40% owner of KXRJ Russellviile, Ark. Granted Feb. 2.

Torrington, Wyo.—Joseph P. Ernst granted new AM station on 1490 kc, 250 w unl.; estimated cost $19,450. Mr. Ernst sole owner is also owner of KWOR Worland, Wyo. and KWRL Riverton, Wyo. Granted Feb. 2.

Ely, Nev.—White Pine Bcstg. Co. granted new AM station on 1230 kc 250 w unl.; estimated cost $13,786. David L. Hensen, chief engineer Sevier Valley Bcstg. Co., Richfield, Utah and Dale V. Bradley employe Denver Rio Grande railway are equal partners in company. Granted Feb. 2.

Ukiah, Calif.—Bartley T. Sims granted new AM station on 1400 kc 250 w unl.; estimated cost $15,935. Mr. Sims is vice president, general manager and 10% owner of KXRX San Jose, Calif. Granted Feb. 2.

Moundsville, W. Va.—James D. Sinyard granted new AM station on 1470 kc, 1 kw D; estimated cost $8,420. Mr. Sinyard was at one time 50% owner and general manager WHBO Tampa, Fla. Granted Feb. 2.

Smithfield, N. C.—Selma-Smithfield Bcstg. Co. granted new AM station on 1270 kc 1 kw D; estimated cost $9,145. Co-partners are: J. Fred Horton, owner Horton Lab., dental lab, Wilson, N. C. and John S. Townsend announcer-engineer-traffic manager WGTM Wilson. Granted Feb. 2.

WCAV Norfolk, Va.—Cavalier Bcstg. Corp. granted switch in facilities from 860 kc 1 kw D to 850 kc 1 kw unl. DA-2. Conditions. Granted Feb. 2.

WLOW Norfolk, Va.—Commonwealth Bcstg. Corp. granted switch in facilities from 1410 kc 1 kw D to 1400 kc 250 w unl. and move station to Portsmouth, Va. Denied SSA to operate on 1400 kc, 250 w unl. at present site.

TRANSFER GRANTS

KNOB (FM) Long Beach, Calif.—Granted assignment of license from Cerritos Bcstg. Co. to new partnership of same name and ownership with exception of Walter A. Nelson who sells 20% interest for $3,000. Ownership set up now: Raymond B. Tarian, 43⅓%; Jay E. Tapp, 33⅓% and John W. Doran 23⅓%. Granted Jan. 31.

KRMG Tulsa, Okla.—Granted acquisition of control in All-Oklahoma Bcstg. Co., permitte, by Sen. Robert S. Kerr (D-Okla.) and Grayce B. Kerr through transfer of stock from minority stockholders. Dean Terril sells all common stock (3.82%) for $420.01 and all his preferred stock (3.47%) for $573.04. W. R. Wallace sells part interest common stock (3.33%) for $366.66 and part of his preferred stock (11.67%) for $1,925. Combined holdings of the Kerrs now equals 59.48%. KRMG is assigned 50 kw-D 10 kw-N on 740 kc, directional. Granted Feb. 2.

Deletions . . .

FOUR FM authorizations were reported deleted by FCC last week. Total

o date this year: AM 3; FM 13; TV, one. Effective dates and reason for withdrawal follow:

WJMX-FM Florence, S. C.—Atlantic Bcstg. Co. Jan. 27 CP. Not financially able at this time to continue with FM in view of recent AM grant. Will reapply.

Following cancelled for failure to prosecute:

WPRN Princeton, Ind. — Princeton Pub. Co. Jan. 26 CP.

WOLS-FM Florence, S. C.—Florence Bcstg. Co. Jan. 26 CP.

WEMB-FM San Juan, P. R. — El Mundo Bcstg. Co. Jan. 26 CP.

New Applications . . .

AM APPLICATIONS

Streator, Ill.—Carl H. Meyer 1430 kc, 250 w daytime. Estimated cost of construction $10,600. Mr. Meyer sole owner has been consulting radio engineer in Chicago since 1940. He is radio engineer for WFJS (FM) Freeport, Ill. Filed Jan. 31.

Boone, N. C.—Wilkes Broadcasting Co., 1450 kc, 250 w unl. Estimated construction costs $9,532. Wilkes Bcstg. Co. is licenseee of WKBC North Wilkesboro, N. C. Doris B. Brown president of Wilkes Bcstg. is also ⅓ owner WASL Annapolis, Md. Filed Jan. 31.

Sayre, Pa.—Thompson K. Cassel, 1540 kc 1 kw D. Estimated construction cost $20,738.72. Mr. Cassel is 99% owner and station manager of WDAD Indiana, Pa., 24% interest in WLEA Hornell, N. Y. and owns 25.8% of stock of WCHA-AM-FM Chambersburg, Pa. Filed Feb. 2.

Beaver Dam, Wis.—Evans Radio Co., 1430 kc 1 kw D, estimated cost of construction $15,500. Evans Radio Co. is licensee of WTWT Stevens Point, Wis. Filed Feb. 2.

TRANSFER REQUESTS

KFIO Spokane, Wash.—Transfer of control of Spokane Bcstg. Co. from Arthur L. Smith to Louis Wasmer for consideration of $30,000. Mr. Smith is retiring because of ill health. Mr. Wasmer previously owned KGA Spokane which he sold to Gonzaga U. He has 43% interest in KOL Seattle and 22% in KXLL Missoula, Mont. KFIO operates with 250 w unl. on 1230 kc. Filed Jan. 31.

KSWO Lawton, Okla.—Assignment of license from Oklahoma Quality Bcstg. Co. co-partnership consisting of R. H. Drewry, J. R. Montgomery and Ted R. Warkentin and Robert Scott to partnership of same name and one new individual G. G. Downing who purchases 3½% of 53% from R. H. Drewry for $816.10. KSWO is assigned 1380 kc 1 kw unl. DA-2. Filed Jan. 31.

KRHD Duncan, Okla.—Transfer of percentage interest in Duncan Bcstg. Co. from G. G. Downing to R. H. Drewry. Mr. Downing sells his 3.5% interest to Mr. Drewry for $371.18. Mr. Drewry presently owns 41.5% interest and after transfer will have 45%. KRHD is assigned 250 w-D 100 w-N on 1350 kc. Filed Jan. 31.

KBTV (TV) Dallas, Tex.—Assignment of license from Potter Television Bcstg. Co. to A. H. Belo Corp. for a consideration of $575,000. Mr. Potter finds his extensive business interests require more of his attention and demands of television station are too great to allow this. The A. H. Belo Corp. is licensee of WFAA-AM-FM Dallas. KBTV is assigned Ch. 8 (180-186 mc) 13.5 kw aur.; 27 kw vis. Filed Jan.30.

WNBH New Bedford, Mass.—Assignment of license from Bristol Bcstg. Co. to E. Anthony & Sons Inc. (parent company). Transfer is requested with view to simplifying corporate structure and for business reasons. Bristol Bcstg. is licensee of WOCB Yarmouth which is seeking similar transfer. WNBH is assigned 1340 kc 250 w unl. Filed Jan. 31.

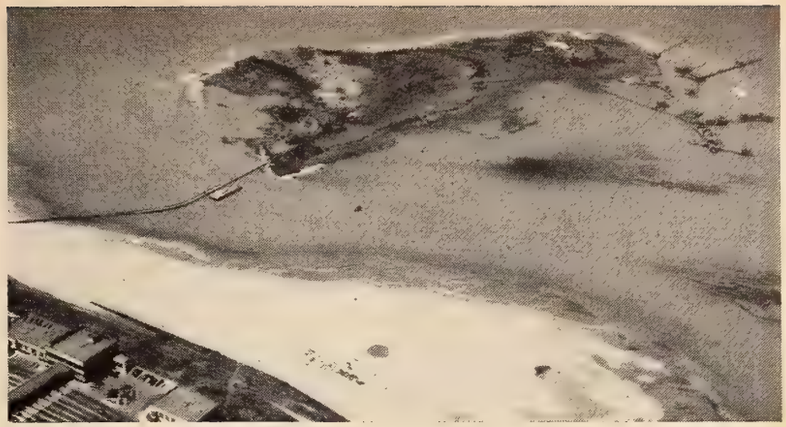
WITA San Juan, P. R.—Acquisition of control of Electronic Enterprises Inc., by Antonio Ayuso Valdivieso through purchase of 49.6% interest of Virgle H. Meador and .4% interest of Gloria Meador. Mr. Meador is unable to contribute additional monies for station, proportionate to his stock holdings. Mr. Valdivieso who presently holds 50% interest pays the Meadors $12,500 for their interests, plus responsibility of such debts as Electronic Enterprises may have. WITA is assigned 1400 kc, 250 w unl. Filed Feb. 2.

WMMJ Peoria, Ill.—Assignment of license of Mid-State Bcstg. Co. to Julian B. Venezky, receiver in bankruptcy. WMMJ was granted request to cease operation from Oct. 23, 1949 to Dec. 29, 1949 pending financial reorganization [BROADCASTING, Oct. 31, 1949, p. 35] and further extension was granted until Feb. 21, 1950. Mr. Venezky hopes to effect a sale for the benefit of his creditors in that time. WMMJ is assigned 1020 kc 1 kw D. Filed Feb. 2.

KSWA Graham, Tex.—Assignment of license from George W. Smith Jr., Clay E. Thompson Jr., Harland V. Newsom and Guy C. Hutcheson a partnership d/b as Graham Bcstg. Co. to new corporation Southwestair Inc. composed of same partners with exception of Mr. Smith. Mr. Smith wishes to liquidate and sells his holdings of 53.332% for $8,850.44. Holdings in new corporation C. E. Thompson 70%; H. V. Newsom 10%; Noel E. Thompson 10% and Guy C. Hutcheson 10%. KWSA is assigned 1330 kc, 500 w D. Filed Feb. 2.

KSRO Santa Rosa, Calif.—Assignment of license from Ruth W. Finley individual and sole owner of KSRO to a corporation with no change of ownership. Mrs. Finley requests change of form of ownership to improve her tax position and formulate a policy of estate planning involving her extensive properties. KSRO is assigned 1350 kc 1 kw unl. DA-1. Filed Feb. 2.

WKNY Kingston, N. Y.—Assignment of license from Kingston Bcstg. Corp. to newly formed corporation Monadnock Radio Foundation Inc. Principals in Monadnock own WKNE Keene, N. H. and wish to extend their radio interests. Purchase price of WKNY is $80,000. Interests on Monadnock include: Luette S. Close 2.00%; WKNE Inc. 61.04%; Joseph K. Close, president 22%; Lyman Spitzer 10%; George Smith, treas. .20%; Phillip Faulkner, vice president and Mildred M. Smith 4.76%.



Airplane view of KROW Island, opposite the toll gates on the San Francisco-Oakland Bay bridge (lower left).

* * *

KROW OAKLAND

Island Is Transmitter Site

KROW ISLAND in San Francisco Bay will be the site of a new 5 kw fulltime transmitter to be constructed by KROW Oakland within the next four months. Final contracts for the $200,000 construction project will be let this week and work will begin immediately.

The new transmitter already is completed by RCA and is in process of shipment. Upon completion, the new transmitter station will provide KROW with the only fulltime 5 kw signal among independent Bay Area stations. The station's present 1 kw transmitter is located at 1520 Eighth Ave., Oakland.

KROW Island, consisting of 14 acres, was created years ago from dredgings pumped out in the course of deepening channels leading into the Port of Oakland. It lies 200 feet north of the toll plaza on the Oakland approach to the San Francisco-Oakland Bay Bridge.

AFRA Convention

ANNUAL American Federation of Radio Artists convention will take place at Chicago's Sheraton Hotel Aug. 10-13. Details will be announced later.

SEATTLE TALENT

AFRA Quizzes Admen on Use

A SURVEY of 300 advertising experts was launched Feb. 1 by the Seattle AFRA group to discover why greater use is not made of local talent in radio programming. Directed at station executives, advertising agencies and advertising managers of local business firms, the 28-item questionnaire asks types of programs used, why, determining factors in choice, constructive criticism, etc.

The survey, expected to take two months, will be conducted through personal visits by a corps of between 20 and 30 AFRA members. The resulting yes-no answers then will be tabulated. In each case, additional comments also are invited. The findings later will be available for examination by all interested persons.

Sam Pearce, KOMO Seattle announcer and president of the AFRA group, explained that there has been a growing concern among Seattle radio talent at the dearth of locally produced programs.

Preparation of the questionnaire was in the hands of a committee under the chairmanship of Bob Hurd, KOMO producer. Other members are Carl Person, KJR Seattle writer; Dick Keplinger, freelance commentator and newscaster, and Scott Easton, KOMO announcer.

Lang-Worth Clients

LANG-WORTH Feature Programs Inc., New York, announced last week that KXGI Ft. Madison, Iowa, became a new subscriber for the eight - inch Lang-Worth library while 24 other stations renewed contracts. Renewing are:

KWSL Lake Charles, La.; WELL Battle Creek, Mich.; KWYO Sheridan, Wyo.; WTIC Hartford; WELI New Haven; WEEI Boston; WMAZ Macon, Ga.; WJHP Jacksonville, Fla.; WTOC Savannah; WOMI Owensboro, Ky.; WILK Wilkes-Barre; WNOR Norfolk, Va.; WRVA Richmond, Va.; KTUL Tulsa; WRAK Williamsport, Pa.; WKBB Dubuque; WLRD (FM) Miami Beach; Melody Inc. (wired music), Miami Beach; WOXF Oxford, N. C.; KRDU Dinuba, Calif.; WLOF Orlando, Fla.; WALT Tampa; WHAP Hopewell, Va.; WPTF Raleigh, S. C.

GAME CHARGES

Wis. League Takes Stand

EDWIN WILKIE, former district attorney of Dane County (Madison), Wis. will be retained as counsel for The League of Wisconsin Radio Stations, it was decided at a meeting of the league last week.

Mr. Wilkie attended an all-day league conference Monday in the Plankinton House, Milwaukee, and assisted in drawing up a hard-hitting resolution designed to discourage the U. of Wisconsin from charging commercial broadcasting stations for carrying university football games. The league, whose members now pay $100 for originating broadcasts of the games, went on record as "opposed to the principle of assessment of fees for booth rentals" at the Wisconsin Stadium.

"If the State of Wisconsin has an operating headache because of its broadcast activities, it should get out of the business and let experienced commercial operators handle them." observed Sidney H. Bliss, president of WCLO Janesville and WGEZ Beloit.

Letter Released

Previously, League President Ben Laird had released copies of a letter he and Vice President Joseph D. Mackin had written the university Board of Regents in December lamenting the fact that no provision has been made at the institution for radio coverage of athletic events "without overlapping responsibility between the university Radio Committee and the Dept. of Intercollegiate Athletics."

The letter objected to the following university policies:

Denying faculty members and students permission to appear as individuals on commercially sponsored broadcasts; prohibiting commercial announcements from the buildings and grounds of the university where commercially sponsored programs are involved; permitting commercial exploitation through newspaper advertisement of broadcasts from the university station; prohibiting rebroadcasts of university station programs unless each program unit is carried in its entirety as a continuous, uninterrupted performance; and permitting political campaign speeches to be made over the university station.

Lobbying Probe

CONCURRENT resolution (H Con Res 62) to create a joint Senate House committee to probe lobbying activities was turned aside by the Senate last week at the request of Sen. Scott Lucas (D-Ill.), Senate majority leader. The proposal was originated and passed last session by the House which then set up its own lobbying group, headed by Rep. Frank Buchanan (D-Pa.). Group currently is scrutinizing compliance of registrants, and those who failed to register, under the Lobbying Act.

At Deadline...

NBC-TV SATURDAY PLAN ACCEPTED BY 20 STATIONS

TWENTY NBC-TV affiliates have agreed to carry all or part of new Saturday night 2½-hour show beginning Feb. 25, network reported Friday.

Of stations responding to NBC-TV time request, eight reportedly agreed to carry whole program. Total weekly program cost for time, talent and production (based on full 22-interconnected station network) will approximate $90,000, James Nelson, television advertising and promotion director, announced. Of $90,000, at least $50,000 to be spent for talent and production.

NBC-TV hopes to sell 15 one-minute commercials per week (three per half-hour), with up to 15 advertisers each receiving one commercial per week. Commercials time-slotting to be rotated. Cost per week per announcement will be $6,202 for time and talent—more than same spot would cost on regular station basis but cheaper than magazine or newspaper space, NBC contends, citing impact of big-name variety show.

JERRY STOLZOFF NAMED V.P. BY CRAMER-KRASSELT

APPOINTMENT of Jerry Stolzoff, radio-TV director Cramer-Krasselt Co., Milwaukee, as vice president in charge of both media, and Ken Hegard, formerly public relations director of Goodwill Industries and previously with WTMJ and WFOX Milwaukee, as TV account executive, announced by Milwaukee agency.

New TV test campaign by Moeller Mfg. Co. (Snap-Tite Bottle Stoppers), including film participations on WNBQ (TV) Chicago and KSTP-TV Minneapolis-St. Paul and live spots on WABD (TV) New York *Kathi Norris Television Shopper*, also announced.

NEW OWNERS GET WNEW

OWNERSHIP of WNEW New York passed officially Friday from Arde Bulova and Milton Biow, former principal stockholders, to new owners, including group of Providence, New York and St. Petersburg businessmen and Ira M. Herbert, WNEW vice president in charge of sales, and Bernice Judis, vice president and general manager. FCC approved transfer fortnight ago.

Radio Correspondents

(Continued from page 4)

Agriculture Secretary Charles F. Brannan; Gen. Clifton B. Cates, Marine Corps Commandant; Supreme Court Justice Tom Clark; Walter Compton, DuMont TV Network; Wayne Coy, FCC Chairman; Rep. Robert Crosser (D-Ohio), chairman, House commerce committee; Elmer Davis, ABC; Charles R. Denny, NBC; Dr. Allen B. DuMont, DuMont Network; Stephen T. Early, Under Secretary of Defense; Rex R. Goad, Transradio Press; Oliver Gramling, AP; Bill Henry, Mutual; Bob Hope; Supreme Court Justice Robert H. Jackson; Sen. Ed C. Johnson (D-Col.), chairman, Senate commerce committee; Louis Johnson, Defense Secretary; Howard L. Kany, AP Radio; Robert E. Kintner, ABC; Mortimer W. Loewi, DuMont Network; Sen. Scott Lucas (D-Ill.); William R. McAndrew, NBC; Sen Kenneth McKellar (D-Tenn.); Rep. Joseph W. Martin Jr. (R-Mass.); Francis P. Matthews, Navy Secretary; Justin Miller, NAB president; Supreme Court Justice Sherman Minton; Edward J. Noble, ABC; J. R. Poppele, TBA president; Rep. J. Percy Priest (D-Tenn.); Rep. Sam Rayburn (D-Tex.), Speaker of House; Joseph H. Ream, CBS; Supreme Court Justice Stanley F. Reed; George E. Reedy, Arrowhead Network; Charles G. Ross, Presidential press secretary; Charles Sawyer, Commerce Secretary; Willard F. Shadel, CBS; John W. Snyder, Treasury Secretary; Frank Stanton, CBS; Theodore G. Streibert, MBS; W. Stuart Symington, Air Force Secretary; Sen. Charles W. Tobey (R-N. H.); Niles Trammell, NBC; Francis W. Tully Jr., Yankee Network; Chief Justice Fred M. Vinson; Albert L. Warner, ABC-WMAL Washington; James E. Webb, Under Secretary of State; Sen. Kenneth S. Wherry (R-Neb.); Frank White, Mutual; Rep. Charles A. Wolverton (R-N J.).

WWJ ADOPTS POLICY FOR LABOR DISPUTES

POLICY governing future labor-management disputes involving public interest—guaranteeing without charge minimum of one hour Class A time weekly for "joint" use by disputants—set forth by WWJ-AM-FM Detroit. Issue arose after Luckoff, Wayburn & Frankel, Detroit agency, had requested time for its client, the UAW-CIO, now involved in dispute with Chrysler Corp.

Harry Bannister, WWJ general manager, in policy statement to agency, noted that "any use of WWJ's facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of facilities must serve, in effect, to make WWJ a partisan." Under procedure, parties to controversy must agree in advance among themselves to use facilities jointly, then jointly request use of time, for presentation or rebuttal, or for joint forum discussion. WWJ would furnish moderator for latter.

EXCISE TAX WOULD BOOST TV SETS AT LEAST 5%

EXCISE tax on TV receivers proposed Friday by President Truman would mean increase in retail price of 5% to 7%, according to first manufacturer estimates. Tax was proposed in message to Congress asking cut in many excise levies as business aid.

TV tax of 10% at factory level would raise estimated $40 million, Secretary of Treasury John W. Snyder told House Ways & Means Committee.

Radio Mfrs. Assn. to consider proposed tax at mid-winter meeting starting Feb. 15 in Chicago. Last year radio excise tax produced $40 million compared to $60 million in 1948.

AFM SUSPENSION OF PAUL TO BE APPEALED

JERRY FAIRBANKS Productions Hollywood, Friday prepared to appeal suspension-fine levied by American Federation of Musicians against Edward Paul, firm's musical director. AFM charged Mr. Paul with "alleged violation" of union's rules banning recording of any music for TV films, though AFM members have been allowed to play for "live" and kinescoped shows.

Fairbanks firm describes charges as "vague" and sometimes "inaccurate;" cites past negotiations for scales and working conditions for TV film music; asserts it was forced to record background music outside of country.

MONTGOMERY'S HOOPER

ROBERT MONTGOMERY's Lucky Strike show, Mon., 9:30-10:30 p.m., made 35.2 Hooper on premiere last week over NBC-TV network. NBC claims this is record for TV premiere. Previous week *The Goldbergs*, which plays opposite on CBS-TV, had 34.9 Hooper which put it in top ten.

PEEL FOR CENSUS POST

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., nominated Friday by President Truman to be director of U. S. Census Bureau, to succeed late James Capp.

DuMONT Network affiliates to meet Feb. 7-8 in New York. DuMont Labs last Friday gave short demonstration of color system at Passaic, N. J.

Closed Circuit

(Continued from page 4)

Ill., reportedly filing for patents on single-beam three-color direct-view receiver tube and one for cameras.

SEVERAL agencies pitching at Peter Paul Candy, New York (Mounds candy bar), account which is currently being handled by Platt-Forbes, New York. Decision expected within fortnight.

SEVERAL WEEKS may elapse before FCC unburdens itself of WBAL Baltimore renewal case involving application of Drew Pearson and Robert S. Allen for 50,000 w facilities of Hearst-owned outlet. FCC was divided 3-3 with Comr. Jones not participating. Absence in Cuba of Comr. Hyde who voted with Comrs. Sterling and Hennock for WBAL renewal, presumably will preclude final consideration until his return.

AMERICAN TOBACCO Co., New York, through BBDO, New York, lining up all TV spot availabilities Saturday nights between 8 p.m. and 11 p.m. on number of television stations.

WITH LOSSES of less than $15,000 in 1949, KSTP-TV St. Paul-Minneapolis is in black ink including depreciation and salaries assigned to its TV operation. That's the story being told by Stanley Hubbard, president and general manager.

STAFF of NBC's New York owned-and-operated stations, WNBC and WNBT (TV), until operated as integrated unit, will be split. Separate program departments for radio and television to be established. Sales staff will be split between AM and TV, although reporting to common director. New cost accounting system under controller to be established.

FCC Chairman Coy's best guess on lifting TV freeze, reportedly confided during closed hearings before House Appropriations subcommittee: Probably some time next fall.

NAB Board Posts

(Continued from page 4)

ville; James D. Shouse, WLW Cincinnati; Lloyd E. Yoder, KOA Denver.

Medium Stations—Kenyon Brown, KWFT Wichita Falls, Tex.; Charles C. Caley, WMBD Peoria, Ill.; H. Quenton Cox, KGW Portland, Ore.; John Esau, KTUL Tulsa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Rex Howell, KFXJ Grand Junction, Col.; Leonard Kapner, WCAE Pittsburgh; James H. Moore, WSLS Roanoke, Va.; J. Arch Morton, KJR Seattle, Wash.; Robert Tincher, WNAX Yankton, S. D.; O. F. Uridge, WQAM Miami, Fla.; F. Van Konynenburg, WTCN Minneapolis; A. D. Willard Jr., WGAC Augusta, Ga.

Small Stations— Burton Bishop, KTEM Temple, Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; M. L. Greenebaum, WSAM Saginaw, Mich.; Hugh M. P. Higgins, WMOA Marietta, O.; Edgar Kobak Jr., WTWA Thompson, Ga.; Merrill Lindsay, WSOY Decatur, Ill.; Frank Loggan, KBND Bend, Ore.; R. T. Mason, WMRN Marion, O.; Patt McDonald, WHHM Memphis, Tenn.; Harry McTigue, WINN Louisville; Marshall Pengra, WATO Oak Ridge, Tenn.

FM Stations—Leonard Asch, WBCA (FM) Schenectady, N. Y.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Willard D. Egolf, WBCC-FM Bethesda, Md.; Frank U. Fletcher, WARL-FM Arlington, Va.; Gerald S. Harrison, WMAS-FM Springfield, Mass.; E. Z. Jones, WBBB-FM Burlington, N. C.; Craig Lawrence, WCOP-FM Boston; Martin L. Leich, WMLL (FM) Evansville, Ind.; Ben Strouse, WWDC-FM Washington.

Television Stations—Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOIC (TV) Washington.

MBS BOARD MEETING

BOARD of directors of MBS late Friday wound up two-day quarterly meeting in Washington. Action confined to routine matters, it was stated officially after meeting. Network programming policies discussed but no formal action taken. Board members visited President Truman at White House Friday and had Secretary of Commerce Charles Sawyer as luncheon speaker. They attended Radio Correspondents Assn. dinner Saturday night.



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

BUTTERNUT RENEWS FOR 12th CONSECUTIVE YEAR

YANKTON, S. DAK., JAN. 1— WNAX announced today that Paxton and Gallagher, makers of Butternut Coffee, had renewed their sponsorship of Whitey Larson's 10:00 p.m. 15-minute news period.

This makes the 12th consecutive year that Butternut has carried a schedule on WNAX.

Commenting on the renewal, Robert R. Tincher, station general manager, said, "the renewals year after year by

ADVERTISING Stays WHERE IT Pays

Paxton and Gallagher, makers of Butternut Coffee, began an advertising schedule on WNAX January 2, 1939. Recently they began their twelfth uninterrupted year on WNAX, with a 52-week renewal of a Class A quarter-hour news strip.

Like many other blue chip advertisers, Butternut has found that WNAX advertising is a continuing good investment. These advertisers renew their WNAX schedules year after year because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a **buying income of nearly $5-billion—greater than Milwaukee, San Francisco or St. Louis . . . accounted for $4-billion in retail sales—greater than Los Angeles, Philadelphia or Detroit.***

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.



FEBRUARY 13, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

this cover cost WOR $600.00 to tell you—

...that one sponsor made $8.00 in sales for every dollar he spent on WOR.

...that the sponsor of a one-minute commercial talked to 11—yes, 11!—people for every penny he spent on WOR.

...that over 44% of all spot advertising placed in New York is placed on WOR.

But (we're referring to the cover's cost) it's worth it...
and it's worth your time to phone or write

WOR

—that power-full station at 1440 Broadway, in New York

Ace Aerialists

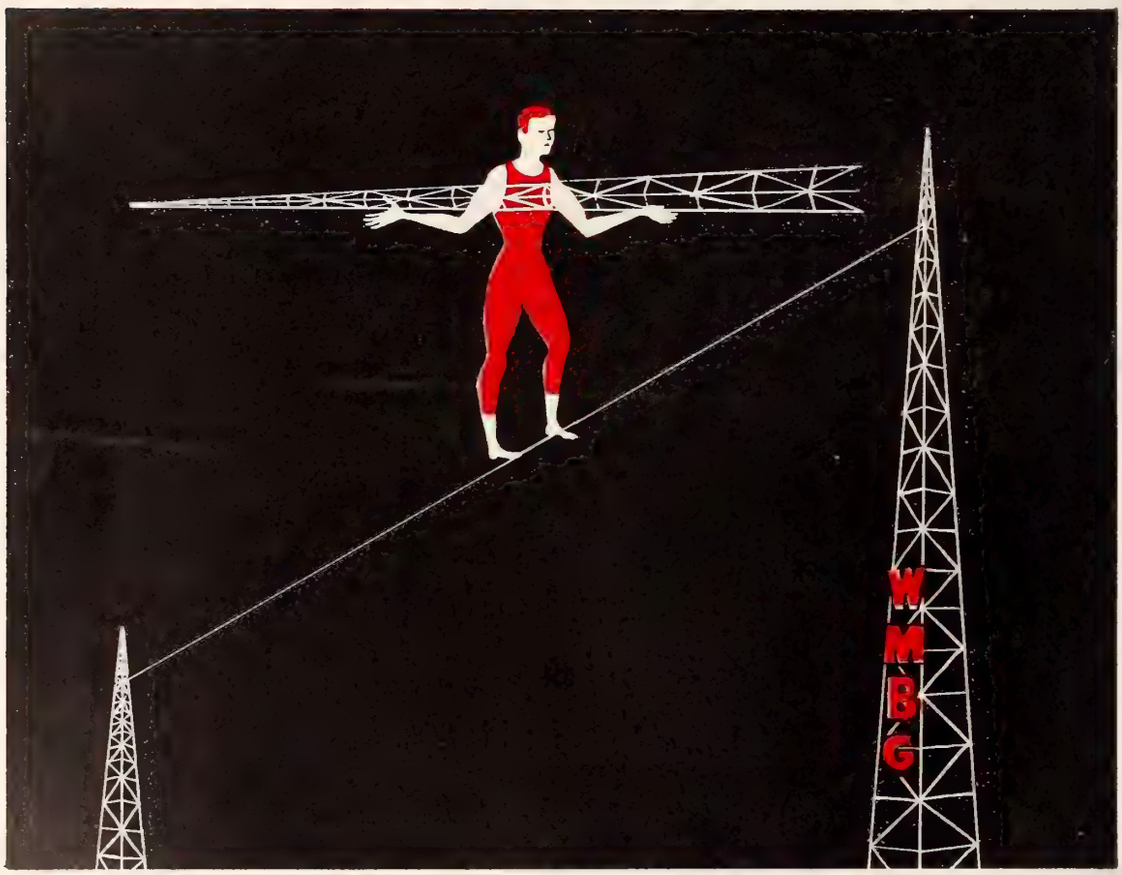
Mastery in the air combines experience, skill, initiative, and split-second timing.

Who on the Virginia broadcast scene best epitomizes these qualities?

Who but WMBG . . . first in Virginia to broadcast a commercial program, first to broadcast during the daylight hours, first to install a merchandising department, holder of many firsts.

Who but WTVR . . . the South's first television station, first in the nation to sign an NBC affiliated contract.

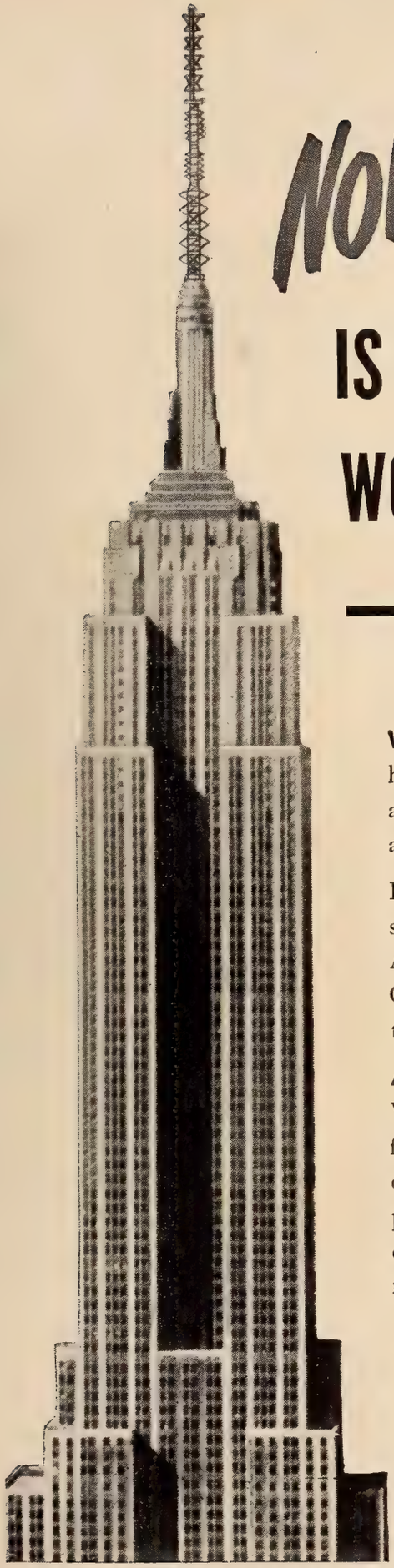
Who but the Havens & Martin Stations, FIRST STATIONS OF VIRGINIA.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



Now! WJZ-TV

IS TELECASTING FROM THE WORLD'S TALLEST BUILDING —THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building . . . the highest building in the world . . . the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It's the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world's Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—*everything* under one huge roof to save you time and money in television production!

WJZ-TV CHANNEL 7 NEW YORK

American Broadcasting Company

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

SHARP revisions in promotion film "Lightning That Talks" were indicated last week following preview at NAB board meeting at Chandler, Ariz. Preponderant view was that film, produced by All-Radio Presentation Committee, as distinguished from NAB, required radical surgery, and several directors have announced intention of postponing or canceling presentation in their area unless sweeping changes are made.

IN RE "Lightning" NAB board acted to make known its views to All-Radio Presentation Committee and to networks which had helped underwrite project (Mutual did not participate). Sequence dealing with newspaper readership versus listening drew strongest criticism.

BBDO, New York, preparing spot announcement campaign for Jelke Good Luck margarine, Chicago, to start late February and early March.

SAME AGENCY also has recommended radio and TV spot schedule for early spring to United Fruit Co. Definite decision for all media expected early this week.

WITH VIEW of utilizing economic knowhow of Richard P. Doherty, its labor relations and

(Continued on page 90)

Upcoming

Feb. 15-17: Radio Mfrs. Assn., Stevens Hotel, Chicago.
Feb. 17: California State Broadcasters Assn., Roosevelt Hotel, Hollywood.
Feb. 20-24: House Interstate & Foreign Commerce communications subcommittee hearing on radio bills, Washington.
Feb. 23: Illinois Broadcasters Assn., Springfield, Ill.

(Other Upcomings on page 78)

Bulletins

ELECTION of two new vice presidents of Broadcast Music Inc. announced Friday. Roy Harlow, former director of station relations, becomes vice president in charge of station relations, and Jean Geiringer, active in foreign business of BMI, becomes vice president in charge of foreign relations. New officers elected at meeting of board of directors, which also approved BMI's 10th anniversary celebration, reaching peak at NAB convention April 12-19.

ELGIN AMERICAN Division of Illinois Watch Case Co. appoints Russel M. Seeds Agency, Chicago, to handle estimated $1 million account. George Bayard, executive vice president, is account executive. Media details to be set in fortnight; both radio and TV expected to be used as in the past.

Business Briefly

FALSTAFF BUYS ● Falstaff Brewing Corp. will sponsor Meredith Willson show, three times weekly, quarter-hour transcribed, in special 40 station market in more than 20 states [CLOSED CIRCUIT, Jan. 30]. Mr. Wilson to double as maestro and emcee. Agency: Dancer-Fitzgerald-Sample, New York.

UNIVERSAL PROMOTES ● Universal-International, New York, ready to use spot announcements in most key cities to promote motion picture, "Francis." Budget for film said biggest in company's history, topping expenditure on "The Egg and I," greatest to date.

FILM DEBUT DEFERRED; ANNUAL DINNER PROPOSED

PREMIERE showing of All-Radio Presentation film, "Lightning That Talks," slated March 1 in New York, postponed Friday. All-Radio planning committee to meet Tuesday in New York to consider changes proposed by NAB board after Chandler, Ariz., preview, according to Gordon Gray, WIP Philadelphia, president of All-Radio.

NAB board members invited to take part in re-editing discussion. New York launching dinner has portents of becoming annual event at which radio would fete customers and prospects with such talent as Bob Hope, Arthur Godfrey and Fred Waring's troupe in line.

NAB Board Votes Million Dollar Coverage Plan

NAB BOARD at closing meeting at Chandler, Ariz., Friday voted to proceed with plan for organization of new million dollar Audience Measurement Corp. to succeed Broadcast Measurement Bureau, expected to commence dissolution next month (see early story page 19).

Board adopted report submitted by NAB General Counsel Don Petty for BMB, providing for cooperation with advertisers and agencies in creation of new all-inclusive corporation. Next step is formal meeting of BMB tripartite board in early March to evaluate Study No. 2, released Jan. 31, and begin dissolution. Emphasis was placed on protection of NAB $100,000 loan to BMB in dissolution process, which would include payment of obligations and securing of BMB's physical assets and properties.

Five well-known broadcasters have expressed to President Justin Miller their willingness to serve as incorporators of new company. They are J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, and Clair R. McCollough, Steinman Stations.

Report states that upon approval of advertisers, agencies and broadcasters who will be incorporators, articles of incorporation will be filed in Delaware, and first meeting of new board will be authorized to adopt by-laws. Proposed corporation would have $1 million authorized capital. All stock would be $10 par, common.

Formal SEC procedure probably not necessary if no more than 30,000 shares are sold during any one year. Taking over of BMB activities, assets and liabilities, Mr. Petty said, will depend upon (a) acceptance of second BMB study; (b) extent of financing of new corporation; (c) action of board of directors of BMB and new corporation.

Decision to appoint a general manager completed work of NAB's Structure Committee, which has had project under way for more than year.

New organization chart of NAB evolved as result of board action at Chandler meeting Friday, which authorized appointment of newly-created post of general manager and elimination of Radio Division, looks like this: At top level, President Miller, to whom new general manager reports. Bracketed under general manager at same level are Television, BAB, secretary-treasurer, and FM. At second level, still reporting to general manager, are engineering, employe-employer relations, government relations, public affairs, research and legal.

Selection of person to fill general managership subject to board confirmation. Board was probing for names last Friday, and it was indicated that selection would be made outside present staff, although this was by no means definite. Maximum salary is $25,000.

Special meeting of NAB board will be held co-incident with annual convention in Chicago next April to confirm selection of new general manager.

Board agreed tentatively that annual series of district meetings should start shortly after Labor Day and continue through October, with interval in November of about 20 days to allow for national political elections and for regular quarterly board meeting.

Commenting on board action, Judge Miller said:

"The need for a person to assist me in administering association affairs becomes evident when one remembers that I spent all but 50 of the working days in 1949 outside of Washington, principally on district meetings and speaking tours in behalf of our members."

Board authorized Judge Miller to appoint staff members for terms longer than one year.

Immediate audit of NAB's books was ordered. The auditing system will be revised to accommodate accruals from BAB revenues from sale of its services.

Board, after hearing report on Lorain-Mansfield anti-trust case, decided against participation at this time. Similarly, board marked time on occupation tax cases, stemming from

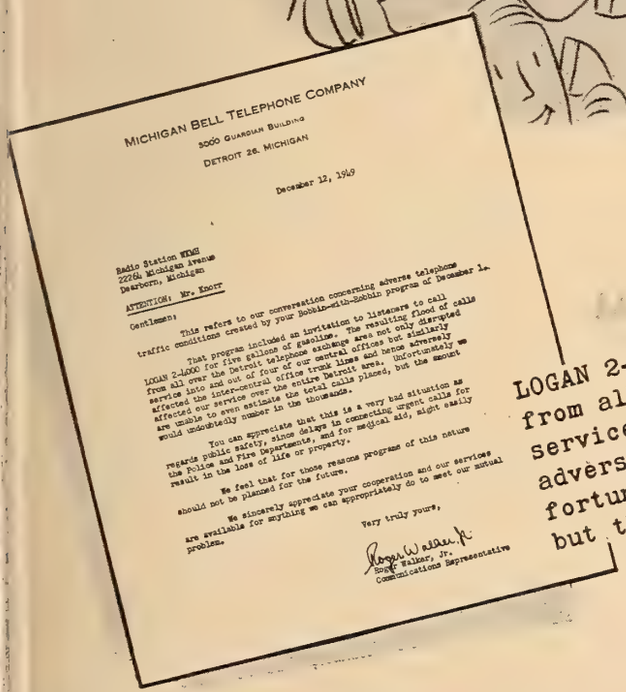
(Continued on page 90)

The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result? . .

the calls that cracked The Michigan Bell . . .

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please . . . never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.



MICHIGAN BELL TELEPHONE COMPANY
2000 GUARDIAN BUILDING
DETROIT 26, MICHIGAN

December 12, 1949

Radio Station WKMH
22256 Michigan Avenue
Dearborn, Michigan

ATTENTION: Mr. Knorr

Gentlemen:

This refers to our conversation concerning adverse telephone traffic conditions created by your Bobble-with-Bobbin program of December 1.

That program included an invitation to listeners to call LOGAN 2-4000 for five gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

You can appreciate that this is a very bad situation as regards public safety, since delays in connecting urgent calls for the Police and Fire Departments, and for medical aid, might easily result in the loss of life or property.

We feel that for those reasons programs of this nature should not be planned for the future.

We sincerely appreciate your cooperation and our services are available for anything we can appropriately do to meet our mutual problem.

Very truly yours,

Roger Walker, Jr.
Communications Representative

That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives



Cut YOURSELF A PIECE OF CAKE—

as large a piece as you choose!

● Flint's huge $288,000,000 retail sales cake is well worth cutting and WFDF's sales knife is the tool to use to get your share!

Why? Because the majority of Flint's retail sales go to advertisers on WFDF for a very good reason:

According to Hooper, more Flint trading area radios are tuned to WFDF morning, afternoon and night than to all four of the other local stations combined! Through the day, WFDF has two to five times as many listeners as any other local station.

And remember this! Prosperous industrial activities in Flint make possible the exceptionally high $5,764 *average effective buying income per Flint family.*

For a sizeable share of Flint's big retail sales use WFDF and cut yourself a piece of cake—as big a piece as you choose!

WFDF
ABC

910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Allen Riley.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza 5-8355*

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral 6-4115*
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Memo to

WORLD-Affiliate Stations!

Another sensational money-making series --- exclusive in your World Program Service Library --- will be mailed to you on February 17th --- Watch for it!

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies



HOWARD STEELE JOHNSON appointed manager of public relations for Cunningham & Walsh Inc., New York. He served in varied publicity and public relations activities with C & W's predecessor, Newell-Emett Co.

ELAINE WALL BROWN, formerly with press department of MBS, named director of radio publicity and promotion by Dancer-Fitzgerald-Sample Inc., New York. She succeeds **PAT SWEENEY,** resigned to form his own public relations firm [BROADCASTING, Feb. 6].

FRANK BLUMER, formerly sales promotion director for WJW Cleveland and before that with Foster & Davies Inc., Cleveland, rejoins Foster & Davies as head of newly formed client-service section.

MARLEN E. PEW Jr., for past eight years director of public relations for Maxon Inc., Detroit, resigns to open his own public relations organization at 415 Lexington Ave., New York.

WILLIAM J. McKENNA Jr., formerly with Young & Rubicam and McCann-Erickson, New York, joins copy department of Duane Jones Co., same city.

RICHARD N. MELTZER and **CLARENCE B. HOROWITZ** form Consolidated Adv. Agency Inc., 785 Market St., San Francisco. **EVELYN A. LADD** named media director.

HAROLD M. MITCHELL, with Alfred J. Silberstein, Bert Goldsmith Inc., New York, since 1939, appointed vice president and member of the board of firm.

NEWTON O. WASSON and **JOE ROACH** join Tatham-Laird Inc., Chicago, as members of merchandising and copy departments, respectively.

RICHARD TEVIS, partner of recently disbanded Boone, Sugg, Tevis & Walden, San Francisco, joins Knollin Adv., same city, as account executive.

FREDERICK W. REYNOLDS Jr., with Lennon & Mitchell copy staff eight years, appointed vice president in charge of copy.

KARL SCHULLINGER, former manager of Pedlar & Ryan Hollywood office, joins Young & Rubicam, New York, as radio and television supervisor. Prior to his association with P&R, he was with Foote, Cone & Belding, New York, as manager of radio department and account executive on Lucky Strike account, and before that he was with CBS.

LOUIS FAUST, formerly timebuyer with William Esty, New York, joins Biow Co., same city, in similar capacity.

HAROLD D. ROACH, formerly manager of Benton & Bowles Inc., Toronto, and **WILLIAM E. BARFOOT,** formerly of J. J. Gibbons Ltd., Toronto, join Toronto office of Young & Rubicam Ltd., as account executives.

JOHN G. DAVIS, formerly sales manager with Phillips & Assoc., Los Angeles (art service), joins W. B. Geissinger & Co., that city, as account executive. Another addition to agency is **JO JACOBS,** formerly with KOOL Phoenix, as executive assistant.

JOSEPH R. WALLACE, previously with Lever Bros. as chief analyst in market research department, joins staff of Harold Cabot & Co., Boston.

LEWIS G. KAY, sales executive for WJAS Pittsburgh for past 18 years, joins Pete Wasser Co., Pittsburgh as vice president and treasurer. **WILLIAM B. PHILLIPS,** with Wasser Co. for past year, named junior member of firm which becomes Wasser, Kay & Phillips Inc.

EDWARD HERBERT joins Campbell-Mithun, Chicago, as account executive. He worked previously on account staff of W. W. Garrison Agency, same city.

BOB BAUMRUCKER, formerly head of his own agency in San Jose, Calif., joins BBDO, San Francisco, as account executive. His former San Jose accounts will be serviced in the future by Benet Hanau & Assoc., that city.

WAYNE TISS, vice president in charge of Hollywood office of BBDO, is in New York for month's conferences during which time he will attend annual agency convention.

PHILIP WHITE, account executive at Needham, Louis & Brorby, Chicago, appointed chairman of publicity committee which will cooperate with Illinois Div., American Cancer Society, in its fund-raising drive which starts April 1. Working with him will be **WALTER SCHWIMMER,** president of Radio Features; **BUCKINGHAM GUNN** of radio-TV department at Foote, Cone & Belding; **HOWARD B. KETTING,** vice president, Ruthrauff & Ryan, and **WILLIAM HOLLANDER,** advertising-publicity director of Balaban & Katz theatre chain which owns WBKB (TV) Chicago.

Grocer's Valentine



KAY WEST
winner
of the
"Life-Line
of America"
Trophy

presented
by
Grocery
Manufacturers
of America,
Inc.





Pictured with Kay West at G.M.A. reception at Waldorf-Astoria are (left) Mr. Paul S. Willis, President Grocery Manufacturers of America, Inc., (right) the Honorable Clark Clifford, Special Counsel to the President of the United States.

AGAIN the selling power of KEX gains *national* recognition! "For outstanding interpretation of the Food Life-Line of America" the Grocery Manufacturers of America award First Prize to Kay West, whose participation program (1:30-2:00 PM, Monday through Friday) is *must* listening with so many women in Oregon and Washington.

Whatever your product, you can attract a tremendous Pacific Northwest audience through the program power and kilowatt power of Portland's KEX! For availabilities, check KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

YOU'RE IN GOOD COMPANY with participations on the "Kay West" Program:
Grand Central Market • Celanese Corporation • Nalley's Potato Chips • Fleischmann's Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company

KLZ

DENVER'S No. 1 HOOPER STATION

Look at KLZ's audience increase!

Mornings . . . 44.7% Increase
Afternoons . . 21.3% Increase
Evenings . . . 41.9% Increase

Source: Hooper Index, Nov.—Dec., 1948 and 1949

MORE THAN EVER ...Your Best Buy in the Rocky Mountain Market

KLZ
DENVER
5000 W CBS 560 KC
Represented by
THE KATZ AGENCY

New Business



ALLIED KNITTING MILLS (Fashionkit ties) buys all available spots on WGYN (FM) WGHF (FM) and WFDR (FM), all New York, in connection with airing of basketball games which Allied is sponsoring carried by New York independent FM stations [BROADCASTING, Jan. 30].

JOHN WOOD Co., Chicago and Conshohocken, Pa. (Penfield and Merion automatic water heaters), enters radio and TV for first time Feb. 17 when it releases one-minute TV spot, six one-minute recorded commercials and four station breaks to its wholesalers and dealers nationally for co-operative sponsorship. Additional broadcast advertising may be used later. Agency: Waldie & Briggs, Chicago. **Peter Frantz** is account executive.

IDAHO CREAMERIES, Boise, Ida., (Arden milk & Sunfreeze ice cream), appoints Ross Jurney & Assoc., Salt Lake City, to handle advertising and begins sponsorship of *Story Princess*, children's show, over network of southern Idaho stations. Account executive is **A. H. Garrigues.**

ALTES BREWING Co., Detroit, purchases total of 1,040 five-second spot announcements, and 560 chainbreaks over WXYZ Detroit. Spots are to be carried between today (Feb. 13) and end of year. Agency: McCann-Erickson, Detroit.

LOUIS L. LIBBY FOOD PRODUCTS, Long Island, N. Y., appoints Paris & Peart, New York, to handle advertising of its line of pre-cooked frosted foods. Test campaign which includes radio currently being used in New England.

HAPPINESS TOURS Inc., Chicago, sponsoring *Crusade in Europe* on WENR-TV (ABC) Chicago for 26 weeks, Sunday, 3:35-4 p.m. (CST) through Engel Adv., same city.

BOSCO, New York (chocolate milk drink), through Robert W. Orr & Assoc., New York, starts advertising campaign using participation programs in following markets: One in New York, one in New Haven and four in Boston.

L'CHAYIM KOSHER WINE, Fresno, launches spot campaign, through CVA Corp. in major national markets including New York, Chicago, Milwaukee, San Francisco and Los Angeles. Biow Co., San Francisco, is agency directing campaign.

Network Accounts • • •

GREEN SPOT Inc., Los Angeles (canned orangeade), Feb. 1 renewed for four weeks Tues., Thurs., quarter-hour sponsorship of half-hour *Surprise Package* on 14 ABC Pacific stations and plans to expand to five quarter-hours weekly on 70 stations in 12 states. Agency: Philip J. Meany Co., Los Angeles.

S. C. JOHNSON & Son, Racine, Wis. (wax) to sponsor *Fibber McGee & Molly* on TV if March 1 Hollywood audition is favorable. Program would be live in Hollywood, kinescoped in East, starting in September. Agency: Needham, Louis & Brorby, Chicago.

PILLSBURY MILLS Inc., Minneapolis, buys sponsorship of 10:15-10:30 a.m. segment of hour-and-15-minute *Arthur Godfrey Time* on alternate days on CBS beginning April 10. Agency: Leo Burnett Co., Chicago.

VACUUM FOODS Corp., New York (Minute Maid products), March 6 starts sponsorship of quarter-hour weekly *This Is Bing Crosby* on seven CBS California stations, Monday, 2:30-2:45 p.m. (PST). Agency: Doherty, Clifford & Shenfield Inc., New York.

Adpeople • • •

J. HARRY APELER, former southern regional sales manager for Lever Bros., Atlanta, appointed eastern regional sales manager with headquarters in New York; HERMAN L. WIENEKE, formerly Philadelphia division sales manager, succeeds Mr. Apeler in Atlanta, and H. HOWARD YATES, formerly field supervisor in Houston division, becomes Philadelphia division sales manager, following Mr. Wieneke.

HOMER REPLOGLE, formerly national sales manager, promoted to newly created position of vice president in charge of trade relations of American Home Foods. LAWRENCE J. SAUERS, eastern regional manager, succeeds Mr. Replogle as national sales manager. EVERETT B. ALLEN, sales control manager, promoted to merchandising manager of American Home Foods.

The

ARROWHEAD NETWORK

WEBC - Duluth-Superior
WISC - Madison
WHLB - Virginia
WEAU - Eau Claire
WJMC - Rice Lake
WMFG - Hibbing

Covering 453,114 Radio Homes in Minnesota and Wisconsin

announces the appointment of

RA-TEL
REPRESENTATIVES, INC.

as national representatives
effective February, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

St. Paul-Minneapolis Representatives
Bulmer & Johnson

Marlin E. Smythe
National Sales Manager

WEBC
Duluth-Superior



where everyone in radio hangs his hat...

It's symbolic, of course—but it's also true. BROADCASTING-TELECASTING is the common meeting ground of everyone concerned with radio and TV, and it's been that way since back in 1931 when the first issue of BROADCASTING came off the press.

There are a lot of measurements that traditionally gauge the success of a publication. You can apply them, one by one, to the stature of BROADCASTING—and the result is consistently good.

But the one we like best... the one we think makes the most significant sense... is the way BROADCASTING appeals with equal magnetism to all the *different* groups of people who depend on broadcasting for their livelihood. It's a *balanced* kind of circulation.

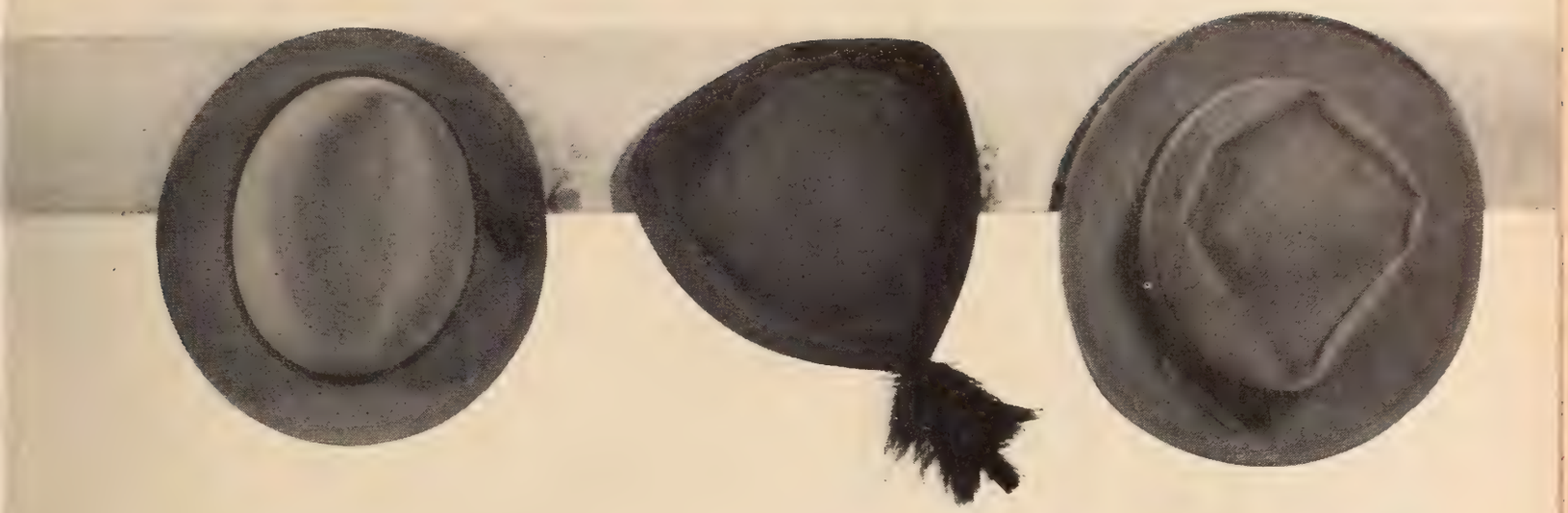
That includes the advertisers themselves, agency account executives, agency time buyers—as well as the men who actually run stations. What's more, BROADCASTING is *first choice* among the people who control life-blood advertising budgets spent on radio. You can reach them all with a single roll down the BROADCASTING alley.

Figures? Proof? Sure. "First choice among advertisers, agencies, time buyers... "BROADCASTING carries more radio news, features, advertising linage than any other..." "Survey after survey shows..."

Facts—of course. But what they actually mean is a lot more important *to you* than the comparisons themselves.

They mean that—to influence the *really* important people who decide what advertising expenditures shall be spent where—you need one *and only one* publication. It does the whole job.

Yes, BROADCASTING is the name. Everybody hangs his hat there. It's a good place for you to be seen by the people you want for your clients.



FOR DATA DEMONS...

- The largest and oldest publication in its field, with 15,300 weekly paid circulation.
- More paid circulation among radio advertisers and agencies than any competing publication.
- The highest survey-proven readership of all radio trade journals.
- Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling *more than 85%* of all national radio expenditures.
- More advertising linage annually than all other radio journals combined.
- An advertising cost—to reach these decision-making advertiser and agency readers—*of less than one cent per impression!*



for 20 Years!...

Mobile's DOMINANT STATION

WALA

SHARE OF AUDIENCE *

1st	8 A.M.—12 Noon	(Mon. through Fri.)	29.4
1st	12 Noon—6 P.M.	(Mon. through Fri.)	41.0
1st	6 P.M.—10 P.M.	(Sun. through Sat.)	46.2
1st	12 Noon—6 P.M.	(Sun. Afternoon)	31.2
1st	8 A.M.—6 P.M.	(Sat. Daytime)	31.9

* HOOPER STATION AUDIENCE INDEX NOV.—DEC. 1949

Now-as always... Mobile's Best Buy

See Your Nearest Headley-Reed Office.

WALA

NATIONAL BROADCASTING COMPANY AFFILIATE

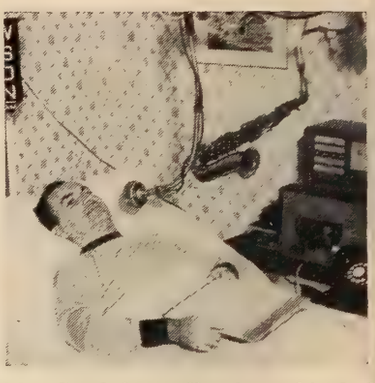
PAPE BROADCASTING CO., INC.

MOBILE 15, ALABAMA

Feature of the Week

SOMETHING more than courage threads the story of Hugh Edward Sandefur's record program on WSON-AM-FM Henderson, Ky. Accolades for an m.c. who knows his music and knows how to introduce numbers on his show are commonplace. But when the m.c. is, and has been for some time, flat on his back with arthritis, that's another story.

According to General Manager Hecht S. Lackey, Mr. Sandefur has suffered with his affliction for about 15 years. It has left him with his hands free but his body nearly immobile. From his bed Mr. Lackey introduces his platters over a mike that has the gooseneck anchored to a specially built overhead frame. A telephone line connects him with the station. Beside the bed is a power unit and amplifier which steps up the sound that is carried by phone line to WSON's transmitter. At program time, mike cut-out is used to connect Mr. Sandefur with Engineer Vernon Nunn who spins the platters.



Mr. Sandefur talks from his bed

* * *

While tireless effort is put into this program alone, Mr. Sandefur also composes music and lyrics, plans improvements for his program, answers fan-calls and produces a daily radio column for the Henderson (Ky.) *Gleaner and Journal.*

* * *

On All Accounts

TOM LOSEE's parents wanted him to be a doctor. Tom never got his M.D. but instead followed his own inclinations and ended up with an M.E. after his name—for McCann-Erickson. Account executive on Westinghouse, the Brooklyn-born and Duke-educated Mr. Losee has been with the agency for 14 years.

Tom began his business career with the Abraham Strauss department store in Brooklyn. He advanced there to the position of assistant buyer before leaving for a merchandising job with the American Can Co.



TOM

In 1936 he joined McCann - Erickson, and a scant year later he was promoted to the post of account executive on the Axton-Fisher account where he helped service a $400,000 spot campaign.

In 1939, he became account executive for Nujol, Mystol, and Flit which had a million - dollar radio appropriation.

When, in 1944, the agency acquired the Westinghouse business, the tested talents of Mr. Losee were appropriately rewarded and he was named account executive.

That he has merited the authority has been repeatedly illustrated by the success he has achieved with the programs under his guidance. These include the *Ted Malone Show,* five times weekly on ABC; and one of the most successful prestige programs on television, *Studio One,* Monday on CBS-TV.

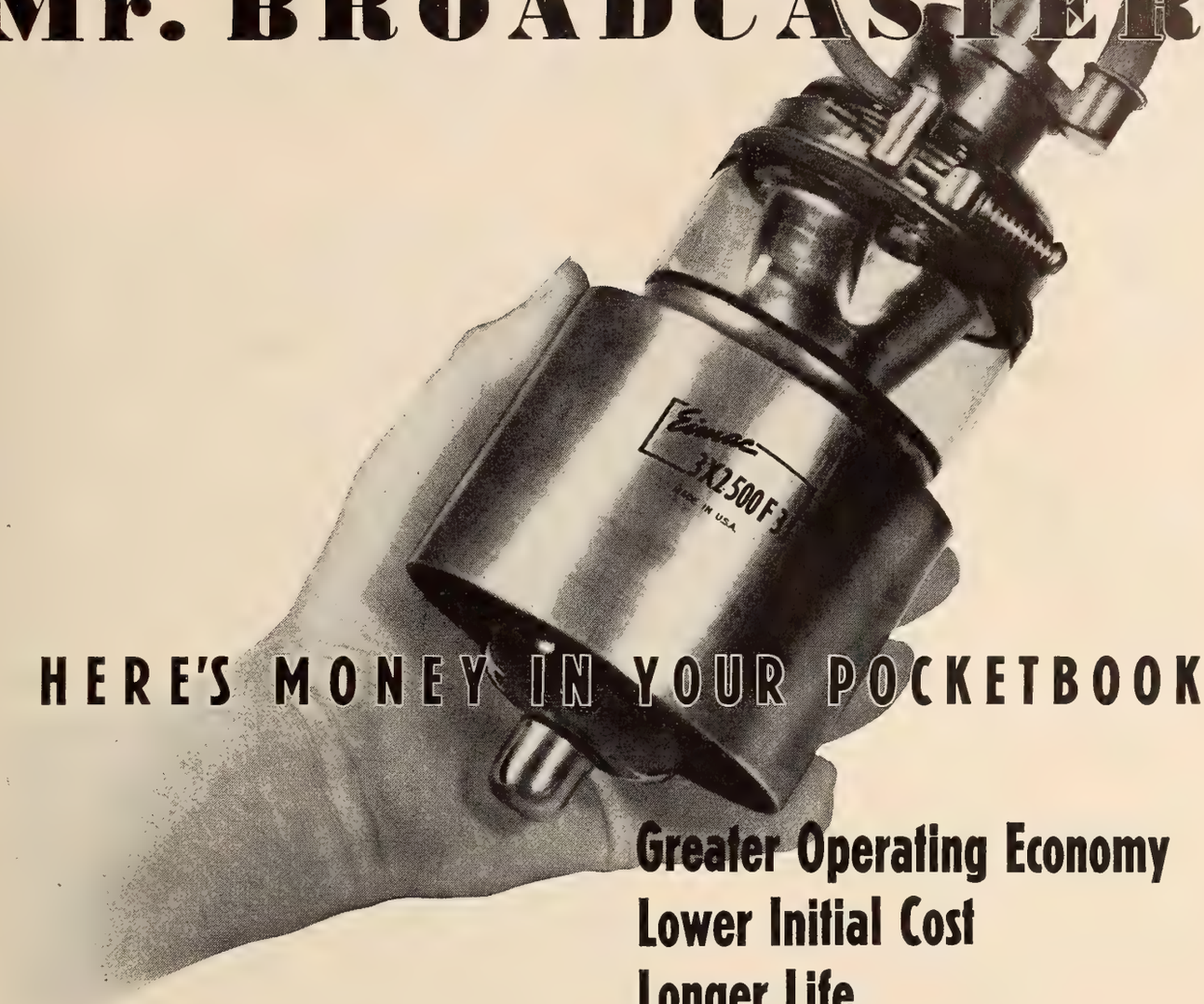
Hundreds of case history letters from distributors describing the potency of *Studio One* flow across Tom's desk. In fact he estimated, as a result of this response, that Westinghouse can demonstrate its products more effectively in more homes in one week through its TV show than it could in one month in the old manner of store demonstrations.

When McCann-Erickson bought the program for Westinghouse last May it was carried on 12 stations. Today less than a year later, approximately 41 stations are carrying it.

One of radio's most popular executives, Tom Losee was born on July 14, 1912, a twin brother of Wilmot Losee, sales manager of WINS New York. He is married to the former Powers model, Jeanne Grandeman. They have two children, Tom, 9, and Alan, 5. The family lives in West Hempstead, L. I.

Tom's hobbies are tennis, golf and swimming.

Mr. BROADCASTER



HERE'S MONEY IN YOUR POCKETBOOK

Greater Operating Economy
Lower Initial Cost
Longer Life

You save from every angle when you buy and use transmitters employing Eimac tubes. Saving starts with the initial tube cost . . . you save again every hour you're on the air because of higher tube operating efficiency . . . and you save still further by staying on the air more hours without service shutdown.

Take as an example of Eimac tube economy the rugged 3X2500F3 triode pictured above. Initial cost is $180.00 each, yet as power amplifiers they will provide 5 kw output per tube . . . that's lots of watts per dollar cost. The dependability of this tube and its high frequency version (type 3X2500A3) has been proven over many years by thousands of hours of life in AM, FM, and TV service.

These tubes are the nuclei around which modern transmitter circuits have been developed and built.

Let us send your engineering staff complete data on the 3X2500F3 and other Eimac tubes for broadcast service. A letter to us will bring the material by return mail.



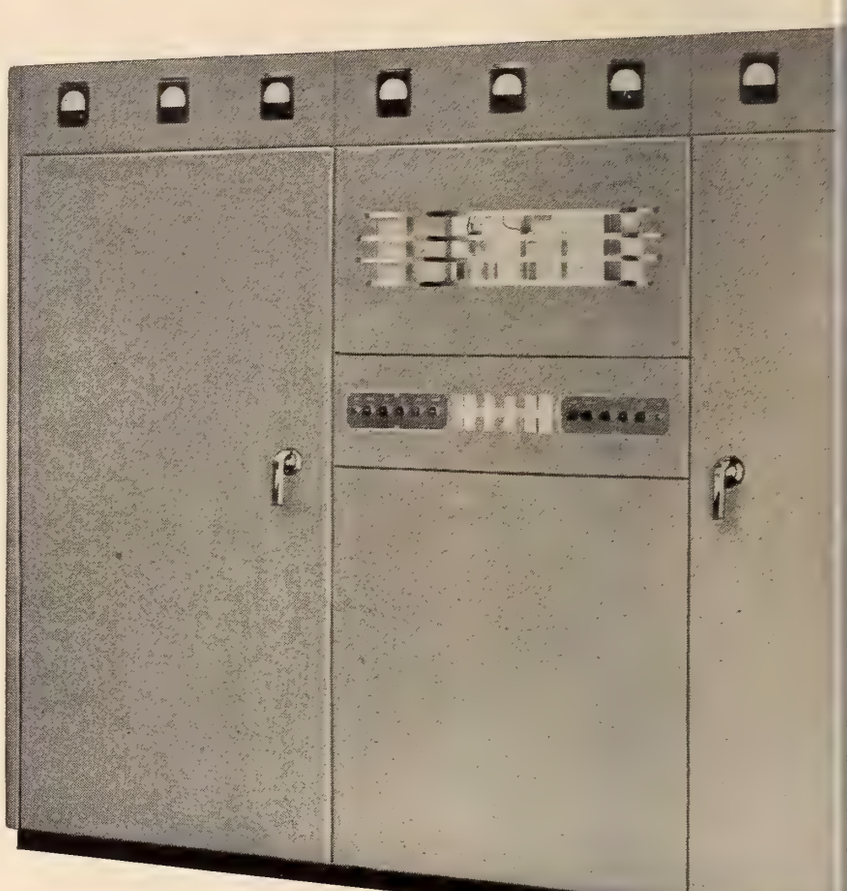
249

EITEL-McCULLOUGH, INC.
San Bruno, California

Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California

NEW

FOR THE '50 DECADE
FIVE THOUSAND WATT T

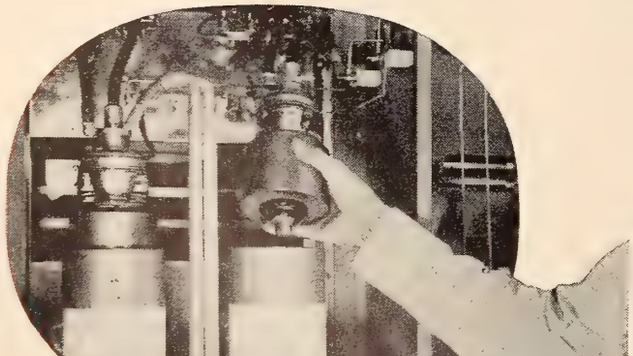


GATES
RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Mr. Broadcaster:

Each new year has brought improvements in Gates engineering design, many have benefited every broadcaster. Believing stanchly in progress, we firmly believe this latest Gates engineering achievement will provide a new high in quality radio broadcasting and like all engineering progress should be--provide impressive price reduction and of much more importance almost unbelievable operating expense reduction.

Gates Radio Company



5KW. TUBES ARE NOT COSTLY—

In the Gates BC-5B transmitter plus proof in years of grueling F. M. high frequency service where ruggedness is mandatory. The Eitel-McCullough 3X2500F3 tubes are both modulators and power amplifiers in the new Gates BC-5B.

FIVE KW. BC-5B TRANSMITTER SI

Has five R. F. stages w amplifier; four audio s Class B modulators. Inve will meet full F. C. C. Three power supplies. former and reactor. ±1.5 Db. Noise 60 D unweighted; Distortion 3 even better in between. illustrated) 165″ by 49′ Power and modulation consumption at 100%

WASHINGTON, D. C.
GATES RADIO COMPANY
WARNER BLDG.
TEL. METROPOLITAN 0522

INTERNATIONAL
ROCKE INTERNATIONAL CORP.
13 E. 40th ST., NEW YORK CITY
TEL. MURRAY HILL 9-0200

GATES RADI
MANUFACTURING EN
QUINCY, IL

GATES ANNOUNCES A NEW MODERN TRANSMITTER REDUCING OPERATING EXPENSE



over
$1000.00
ANNUALLY

EXPENSE PRIMER

Average per set tube cost all other makes $1310.00
Gates per set tube cost 695.00
Gates Savings $615.00

Average power consumption at 100% modulation
All other makes 21½
Power consumption Gates BC-5B transmitter 18½
Gates Savings 3 K.W.

or based on 18 hour schedule at 2½¢ kilowatt hour or 7½¢ hourly savings, This is in a year $492.75

Minimum expected Savings where using only one set of tubes per year. $1107.75

Auditor's Comment—
This means Gates BC-5B Savings will practically pay for the transmitter cost during a 10-year write-off period.

But that's not all . . . . . .

FICATIONS:

gle 3X2500F3 power
e with pair 3X2500F3
edback employed but
ements when omitted.
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se 30-10,000 cycles
ow 100% modulation
50 and 7500 cycles,
space with phasor (as
phasor 125" by 49".
ents excluded. Power
ation only 18.5 KW.

There is no investment in power tube cooling radiators and about one-half ordinary investment in spare tubes. With one major blower — less motors to maintain and consume current. Lower plate voltage (5000 volts compared to the usual 8000) means reduction of insulation problems and greater immunity to breakdowns and costly part replacements. Power factor at 5KW. is 90%.

And performance — thoriated tungsten power tube filaments provide consistent 60 Db. or better noise reduction while tube and component adjuncts contribute naturally to lower distortion, especially at higher frequencies.

A NEW HIGH IN — PERFORMANCE — QUALITY — ECONOMY — GATES BC-5B

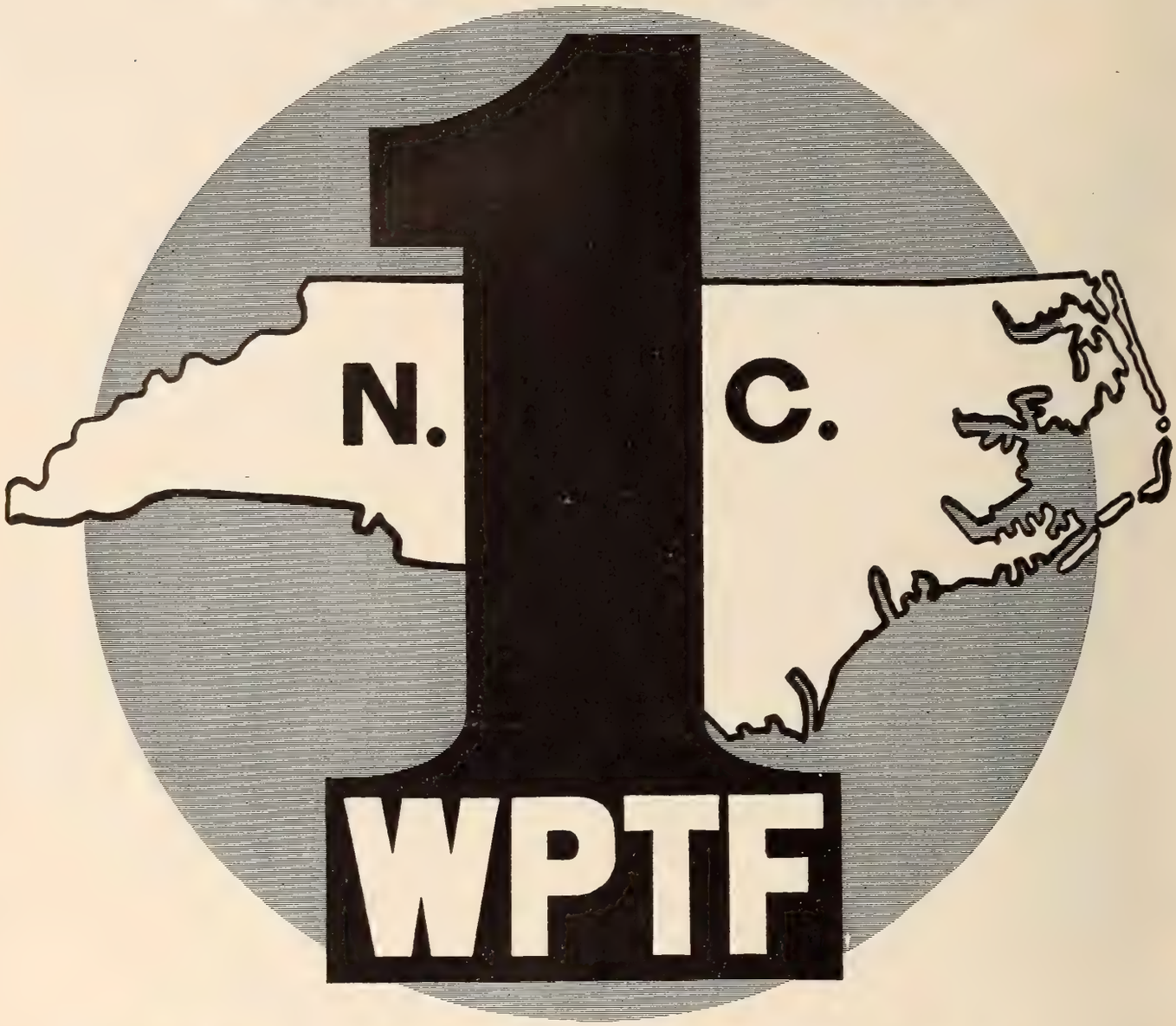
Say Men! —that puts 5 kw. operating expense almost in the 1 kw. class.

COMPANY
ERS SINCE 1922
S. A.

HOUSTON
GATES RADIO COMPANY
2700 POLK AVE.
TEL. ATWOOD 9056

CANADA
CANADIAN MARCONI COMPANY
MARCONI BLDG., MONTREAL, QUE.
TEL. ATLANTIC 9441

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE



AND NORTH CAROLINA'S

No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 38, No. 7 WASHINGTON, D. C., FEBRUARY 13, 1950 $7.00 A YEAR—25¢ A COPY

JUDGE IS BOSS

NAB General Manager To Be Appointed

By SOL TAISHOFF

IN A NONE too tranquil atmosphere, the NAB Board of Directors' meeting at Chandler, Ariz., last week handed to President Justin Miller plenary powers to run the association and to hire and fire virtually as he sees fit.

There was one exception. The board authorized appointment of a general manager to whom all staff directors would report. The No. 2 executive would serve exclusively at Washington headquarters and direct the business affairs of the organization.

The board itself is to name a committee from its membership to advise in selection of the general manager whose appointment must have board confirmation.

Also to be appointed is a field representative whose duties generally will relate to new membership and membership service.

No Names Mentioned

There were no names mentioned for the post of general manager. Whether President Miller would go outside the present NAB staff was not indicated. The post, it was conjectured, would pay from $17,500 to $25,000 per annum. A. D. (Jess) Willard Jr., who retired as executive vice president last July and who now is president of WGAC Augusta, Ga., was paid $25,000.

Creation of the new post came after a proposal for appointment of an executive committee of the board was tabled. The Structure and Finance Committees met in special session Thursday night to evolve the final plan, ratified by the full board the following morning.

The plan contemplates assignment of all operating functions to the general manager, with President Miller to direct policy and to serve as radio's spokesman. But the general manager would report to the president, not the board.

Action climaxed a three-day session at which there was an evident undercurrent as to the manner in which NAB affairs have been administered in recent months. In giving Judge Miller a "blank check" the board approved the recommendations not only of the Judge himself, but of the Structure Committee headed by Clair R. McCollough, president of the Steinman Stations of Pennsylvania and Delaware.

It was indicated that G. Emerson Markham would continue to head the recently created Television Division. Ralph W. Hardy, who has served as head of the newly created Radio Division, was expected to be named to another executive assignment, probably that of Director of Government Affairs. Under the reorganization plan, the Radio Division as such would become non-existent.

Implicit in the board's action was placement of full responsibility for NAB policy in the hands of Judge Miller.

A number of board members felt Judge Miller had spread himself too thinly by attending all district meetings and by otherwise hitting the trail when Washington affairs of paramount importance should have commanded his major attention. The board itself, however, was disposed to assume most of the responsibility for this condition.

Judge Miller, who, in September rounds out five years as paid president ($50,000 per year, plus expenses), has a contract which runs until Feb. 28, 1954. It is terminable, however, by mutual agreement on one year's notice. If this should occur prior to 1954, it will be on the basis of a $12,500 annual retainer under which Judge Miller would serve as counsellor to the association until 1954.

Vote for BAB

Broadcast Advertising Bureau, created last April as radio's business-getting organization, was given a confidence vote with the approval of budget of $200,000 for the next fiscal year (beginning in April). With the revenue to be derived from the sale of information brochures, estimated at about $50,000, BAB's gross budget should be in the neighborhood of a quarter million dollars.

Maurice B. Mitchell, BAB director, and William B. Ryan, general manager of KFI Los Angeles, chairman of the Broadcast Advertising Committee, made the presentation and walked off with practically everything they sought. BAB headquarters will remain in New York but a branch office shortly will be established in Chicago.

In the face of declining income and expanded operation, the board grappled at length with its budgetary problems. The Finance Com-

(Continued on page 76)

NAB BOARD HIGHLIGHTS

- **Judge Miller given sweeping policy powers in new reorganization.**
- **General manager authorized, staff directors reporting to him.**
- **Field director to be appointed.**
- **Radio Division abolished.**
- **Small station dues increased; minimum dues doubled.**
- **Present 12½% discount in dues revoked.**
- **Budget raised about $100,000 to nearly $800,000.**
- **All-Radio film revision demanded.**
- **BAB given $200,000 budget and vote of confidence.**

FREE TIME REVOLT

Discrimination Hit

By ED JAMES

(See Editorial page 40)

STATIONS throughout the country were in revolt last week against further donations of free time to organizations conducting paid advertising campaigns in other media.

The sharp station reaction was provoked by word that radio had been excluded from advertising appropriations for Army and Air Force recruiting in the first half of 1950 [BROADCASTING, Feb. 6].

Although Grant Advertising, Chicago agency now handling the Army account, advised BROADCASTING that radio would get a large share of the budget beginning in July, the fact that no radio time was included in the Army's national advertising plans until then was enough to encourage some stations to suspend Army programs and announcements they had been carrying gratis.

It was believed likely that the Army incident would serve as an agent for the crystallization of widespread action by stations on the entire subject of the abuse of radio's historic willingness to donate its time to public service causes.

That this subject was one of national interest among broadcasters became evident a fortnight ago when the NAB Unaffiliated Stations Committee adopted a resolution calling upon the NAB board to review the entire problem of free time [BROADCASTING, Feb. 6].

Protests to Grant

The revolt of stations against the discriminatory practice followed by organizations that solicit time from radio while buying space in other media was manifest in several ways.

Many stations protested to Grant Advertising and, on a perhaps more immediately responsive front, to their Congressmen. The exact volume of such correspondence was not disclosed, but it was known to be considerable.

Some stations reported they had cancelled all further Army shows and announcements pending the restoration of radio to the national advertising appropriation.

Broadcast Advertising Bureau and national station representatives were keeping stations advised on the Army issue, and BAB has planned talks with the Army.

The protests to Grant Advertising were of no more than academic significance insofar as the Army-Air Force budget for the first half of 1950 was concerned. The exclusion of radio from those funds, it was learned, was made when the Army account was being handled by Grant's predecessor, Gardner

(Continued on page 75)

LEVER MULLS

Bob Hope Tape Request

LEVER Bros. executives, Bob Hope and his manager, Jimmy Saphier, met in New York last week to settle three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedian is understood to feel that the new management might be persuaded to allow him to do so.

The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At week's end the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, *The Clock*, on NBC-TV, effective March 29. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY

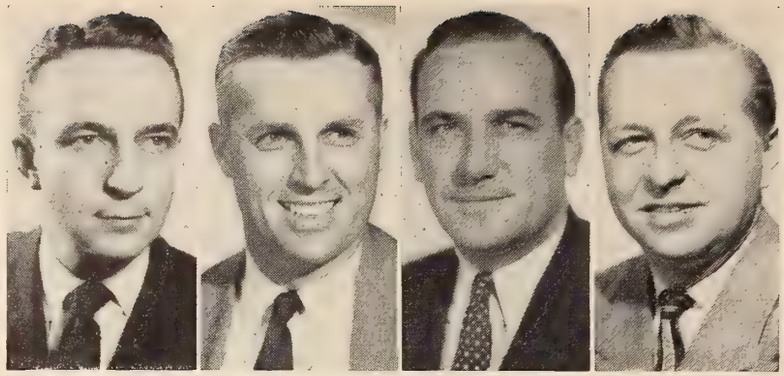
Truman Not to Name Board

PRESIDENT TRUMAN does not plan to appoint a board to study use of radio frequencies, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartment Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman

NAB PRESIDENT Justin Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hoover Report, according to Dr. Robert L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with the aims of the committee, adding it "is giving the people of America a priceless chance to understand the complex problems of their government."



Mr. Warren Mr. Stevens Mr. Gannon Mr. Norman

* * *

NBC SHIFT

WNBC-WNBT (TV) Sales, Program Staffs Are Split

SALES and program staffs of NBC's New York stations, WNBC and WNBT (TV), were split last week into radio and television entities [CLOSED CIRCUIT, Feb. 6].

The separated sales staffs were placed under a single director of sales. Appointed to that post was Donald A. Norman, former assistant manager of the integrated stations.

Coincident with the announcement of Mr. Norman's new job, the resignation of John C. Warren, sales manager of both WNBC and WNBT (TV), was announced. Mr. Warren will devote full time to his own business, The J. C. Warren Corp., New York, engaged in development and manufacture of magnetic recording devices.

Reporting to Mr. Norman, in addition to the separate radio and television sales staffs, will be Murry Harris, director of advertising and promotion—an integrated service.

Stevens Appointment

The appointment of George C. Stevens, former traffic and sales service director, as controller for both radio and television, was also announced. Mr. Stevens will take charge of the stations' finances, office service and personnel functions under a new cost accounting system being adopted by all NBC owned-and-operated stations.

Press, public affairs and news departments of both stations remain integrated under the direction of Schuyler Chapin. Hay Heitin, news and special events supervisor, and Wini Schaefer, press representative, will report to Mr. Chapin.

Harvey J. Gannon continues as program manager of WNBC with the newly separated radio program department under his direction. Reporting to Mr. Gannon will be Earl Harder, radio operations supervisor; Clay Daniel, radio production supervisor; Thomas J. Page, director of agriculture, and Joseph Rothenberger, AM continuity assistant.

A new television program department has been created under John H. Reber Jr., continuing as WNBT program manager. Catherine Clarke, television operations supervisor, and Raymond Johnson, television continuity assistant, report to Mr. Reber.

The appointments were announced by Thomas B. McFadden, manager of both stations.

Ryan To SCBA Board

WILLIAM B. RYAN, general manager of KFI-AM-TV Los Angeles, has been elected to the board of directors of the Southern California Broadcasters Assn. He fills the unexpired term of Harry Witt who resigned, leaving the radio industry to become vice president of Harry Kem Co., Beverly Hills real estate, property management and insurance firm. [BROADCASTING, Jan. 30]. Term runs until June 1. A former NAB district director, Mr. Ryan currently is chairman of NAB Broadcast Advertising Committee.

First 15 Pacific Hooperatings—January 1950

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)	6	American Tobacco (BBDO)	42.7	39.0	+3.7	1
Charlie McCarthy (CBS)	6	Coca-Cola (D'Arcy)	36.3	—	—	—
Bing Crosby (CBS)	6	Liggett & Myers (C&W)	26.4	20.3	+6.1	8
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	24.7	29.0	—4.3	3
Walter Winchell (2 mos.) (ABC)	6	William R. Warner (K&E)	24.5	30.2	—5.7	2
Bob Hope (NBC)	6	Lever Bros. (BBDO, All products: JWT, Lux; Ayer, Surf)	20.9	25.7	—4.8	5
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	20.9	25.7	—4.8	6
Radio Theatre (CBS)	6	Lever Bros. (JWT)	20.6	22.5	—1.9	7
Red Skelton (CBS)	6	P & G (B&B and Seeds)	20.2	13.5	+6.7	37
Burns & Allen (CBS)	6	Block Drug (C&P)	19.1	14.2	+4.9	29
Big Town (NBC)	6	Lever Bros. (SSC&B)	18.8	12.0	+6.8	48
My Friend Irma (CBS)	6	Pepsodent Div.-Lever (FC&B)	18.5	15.5	+3.0	21
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	18.4	9.4	+9.0	68
Groucho Marx (CBS)	6	DeSoto-Plymouth (BBDO)	17.9	16.9	+1.0	16
Mr. Dist. Attorney (NBC)	6	Bristol-Myers (Y&R)	17.8	14.3	+3.5	28

PACKARD SPOTS

Starts Five Week 'Blitz'

PACKARD Motor Car Co. announced today (Monday) a five-week "blitz" radio spot campaign on about 250 stations covering some 300 dealer cities. The company said the total expenditure probably will exceed the estimated $250,000 cost as dealers themselves support the drive locally.

Announcements include two 15-second spots to focus attention on Packard's "low price story" and three others have been distributed for possible dealer sponsorship on local stations, Hugh W. Hitchcock, Packard director of advertising, explained.

Transcriptions are tailored to regional tastes, with some announcements designed for listeners in northern localities and others produced primarily for southern and Pacific Coast audiences, Mr. Hitchcock said.

Top-flight talent is heard on the commercials which have been placed nationally through the Detroit office of Young & Rubicam Inc.

NEUBERT TO NBC

Heads Merchandising Unit

H. NORMAN NEUBERT, public relations manager of R. H. Macy & Co., New York, since 1943, has joined NBC to organize and supervise a merchandising department for the network's six radio and five television owned and operated stations.

Mr. Neubert will assume his new duties March 1, according to James M. Gaines, director of NBC O&O stations, who made the announcement last week. He will set up a merchandising program for the 11 stations.

Prior to 1943, Mr. Neubert was divisional advertising manager of Macy's men's store for a year and before that an account executive with Morton Freund Advertising Agency. Mr. Neubert is chairman of the public relations committee, National Retail Dry Goods Assn., and is a member of the New York Sales Executive Club.

Affiliate Suit

ATTORNEYS for Salt River Valley Broadcasting Co. won a continuance against CBS through March 7 Thursday in Chicago's Federal District Court [BROADCASTING, Feb. 6]. Firm of Damon, Hayes, White & Hoban asked the court for another time extension to answer a brief filed there by CBS attorneys Feb. 6. Salt River Valley, licensee of KOY Phoenix and affiliated in ownership with KTUC Tucson, last November brought the complaint against CBS, charging switch of its affiliation to KOPO Tucson and KOOL Phoenix was without proper notice.

CUBAN SHUFFLE

Appointments Revive NARBA Optimism

APPOINTMENT of a new top-level slate of communications officials in Cuba delayed U. S.-Cuban negotiations on NARBA assignments again last week, but revived U. S. optimism for a successful outcome.

President Carlos Prio Socarras announced the appointments in a Feb. 3 broadcast, one week after the surprise resignation of Communications Minister Arturo Illas and the selection of Carlos Maristany as acting minister [BROADCASTING, Feb. 6].

The appointments:

Sergio Clark, a former minister of communications, was returned to that post.

Dr. Jose R. Gutierrez, head of the Cuban delegation to the NARBA conference at Montreal last fall, was appointed deputy minister.

Guillermo Morales, formerly inspector general of radio, was named director of communications.

Ledo Antonio Marti, an engineer, was made inspector general of radio.

Favorable Reaction

News of the appointments brought a generally favorable reaction in U. S. broadcasting quarters. It was greeted as an antidote for dampened spirits occasioned by the resignation of Mr. Illas and the temporary appointment of Mr. Maristany, chairman of the 1946 Cuban delegation which won substantial NARBA concessions.

Mr. Maristany, it was reported, plans to run for election to the Cuban Congress from the Province of Matanzas.

Mr. Clark, the new minister, is described as an able executive who is generally respected by U. S. broadcasters. He was minister in 1946, before the NARBA conference of that year was held.

With the shakeup among radio officials, the negotiations between U. S. and Cuban delegations with respect to NARBA assignments was further delayed. Slated to open Feb. 1, the discussions had been delayed during the first week by the resignation of Mr. Illas.

Authorities were hopeful late last week that the conferences could get into full swing and begin to show progress in the near future. Purpose of the sessions is to reach agreement on Cuban and U. S. channel rights. Differences on this score forced the current recess in the full NARBA conference last December when the U. S. rejected Cuban demands as being too far-reaching.

The full conference is to resume in the U. S. at some time between April 1 and Sept. 1. Mexico, which has not participated up to now, has indicated a willingness to join the sessions if she is given time to prepare, which would indicate a resumption nearer Sept. 1 [CLOSED CIRCUIT, Feb. 6].

Meanwhile, FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation to Havana, and his colleagues were treated to a detailed exposition of Cuba's NARBA position as seen by Dr. Nicholas Mendoza, former director of radio.

In a full-page article titled "NARBA, or The Case of the Dog in the Manger," which appeared in the *Havana Post* of Feb. 3, Dr. Mendoza said: "Since technical progress has not eliminated interference, Cuba proposes to retain the Sovereign Rights to use all channels, and insists on the conclusion of a Regional Agreement that will reduce interference to a minimum."

Failure Cited

Calling attention to U. S. failure to decide the long-pending clear-channel case, he asserted: ". . . while indecision reigns, the dog in the manger neither assimilates its clear channels, or allows Cuba to munch at them."

Dr. Mendoza charged that the old NARBA's 650 mile rule "was nothing more than a clever subterfuge" to keep Cuba from using U. S. channels.

He summed up Cuba's attitude toward U. S. clear channels as follows:

. . . Cuba will respect adequate protection to the U. S. station's effective service area of today, in conformity with principles of good engineering, and as regulated by the Atlantic City Radio Regulations, but will simultaneously use their identical channels in Cuba, even if that implies placing a useful signal in Florida, because the stipulation not to use those channels was a self-imposed limitation valid only during the term of the contract, and NARBA's extension has expired.

Will Cuba agree to accept similar limitations as to some of the old clear channels? Without a doubt, the answer is YES! Provided: That it finds it reasonable; that in so doing, it obtains guarantees that it can satisfy its broadcasting needs; that it arrives at that conclusion freely; and this can be achieved only across a conference table where the ebb and flow of give and take may seek its level in balanced compromise.

Dr. Mendoza, who was one of the leaders in the original NARBA movement, said that since NARBA expired last March 29 "Cuba has not grabbed or assaulted the property of any other nation, nor of any of its citizens." Cuba has, he said, "made use, and is determined to continue making use of those facilities it needs."

Warning Sounded

He sounded an implied warning that Cuban demands now may be even farther reaching than those of the past. He noted that the requests Cuba made in 1945, in 1946, and in 1947 all fell short of those made at Montreal last fall.

He said AM channel demands have virtually reached their peak in the U. S., but that "Cuba will need at least 10 years to reach a similar peak. From now on, while pressure for new facilities in the standard band will tend to decrease in the USA, the same pressure will continue increasing in Cuba."



PROGRAM scheduling and other problems of "Mutual" interest commanded the attention of these station and network executives in Hollywood recently after the Arizona Network aligned itself with Don Lee-Mutual. L. to r: Albert D. Johnson, general manager, KOY Phoenix; Pat Campbell, vice president in charge of station relations, Don Lee, and John L. Hogg, KOY president. Arizona Network comprises KTUC Tucson, KSUN Bisbee and KOY.

STATION CONTRACTS

SCOTUS Hits FCC

THE SUPREME COURT made clear last week that FCC has no authority to meddle with the rights granted in contracts between radio stations and others.

The Commission's disapproval of a contract, the court held, does not in itself invalidate the contract.

The ruling came in a 7-0 decision upholding an award to Southern Broadcasting Stations Inc. in its suit against the Georgia School of Technology (WGST Atlanta) for recovery under a contract which FCC banned [BROADCASTING, June 13, Dec. 12, 1949].

In an opinion which also questioned FCC's handling of the case, Justice Stanley F. Reed wrote for the court:

. . . Under the present statute, the Commission could make a choice only within the scope of its licensing power, i.e., to grant or deny the license on the basis of the situation of the applicant.

It could insist that the applicant change its situation before it granted a license, but it could not act as a bankruptcy court to change that situation for the applicant. The public interest, after all, is in the effective use of the available channels, and only to that extent in what particular applicant receives a license.

The Commission has said frequently that controversies as to rights between licensees and others are outside the ambit of its powers. We do not read the Communications Act to give authority to the Commission to determine the validity of contracts between licensees and others.

"The Commission may impose on an applicant conditions which it must meet before it will be granted a license," the opinion said at another point, "but the imposition of the conditions cannot directly affect the applicant's responsibilities to a third party dealing with the applicant."

'Hard Choice'

The Court recognized the "hard choice" which required FCC to condone violations of its rules by approving the license application, or else "deprive the public of the advantage of a station under the management of the [school's] Board of Regents."

FCC legal authorities denied the ruling would affect FCC's famed Port Huron decision or other policy regulations, including relatively new rules banning station sales in which time is reserved as part of the sales price.

The Port Huron decision prohibits censorship of political broadcasts but takes the position that state libel laws will not apply since political censhorship is forbidden by the Communications Act in specific terms.

Private attorneys contended the Supreme Court decision should at least have the effect of inducing FCC to proceed more cautiously in cases involving station contracts.

They also felt the decision intensifies the broadcaster's dilemma.

If the Commission approves a broadcaster's contract and then changes its mind, they said, the broadcaster would face (1) denial of license for failure to abrogate the contract, or (2) the possibility of being sued if he does abrogate it.

They pointed out that the Supreme Court's decision leaves WGST in the same position which FCC in its decision had tried to avoid—that is, faced with liability under a contract which the Commission feared would endanger its financial stability.

The contract, drawn up in 1943 to replace a management agreement to which FCC had objected, provided for the state-owned Georgia Tech to buy out the management group, Southern Broad-

(Continued on page 78)



The Old and New West

HELPS RADIO SELL FOR BORAX

By FLORENCE SMALL

THE PACIFIC COAST Borax Co., Los Angeles, spends half a million dollars a year on advertising, and for 20 years its every appropriation has been channeled into radio.

For two decades the company has relied exclusively on radio to sell its products, 20 Mule Team Borax and Boraxo. Recent sales data reveals that radio has responded yeomanly to the trust, doubling the already prodigious sales of the products since 1940.

* * *



Mrs. McCANN

THE 20-Mule team re-assembled for the Death Valley Centennial Celebration held in the valley on Dec. 3, 1949. Wagons shown are the original wagons, largest ever made.

* * *

For the past five years the destiny of the account has ridden high on the stalwart shoulders of *The Sheriff*, an action-primed western program heard on ABC Friday, 9:30-9:55 p.m.

But for all his derring-do, *The Sheriff*—all man and two yards high—owes his existence, as well as a great measure of sales success, to a woman. That woman is Mrs. Dorothy McCann, vice president of McCann-Erickson.

Mrs. McCann's first affiliation with the Borax account dates back to 1930 and marked a significant sign post in the productional development of radio itself.

* * *

Dramatic Shows Then Were New to Radio

Most of the radio programs of that day were musical shows. There were only one or two dramatic offerings on the air. One of them was *Real Folks*, sponsored by the Chesebrough Mfg. Co. (who now sponsors *Dr. Christian*). *Real Folks* was Mrs. McCann's first radio production, started in 1928. Its mushrooming success led the McCann-Erickson agency to recommend to the Pacific Coast Borax Co. that it embark on the new dramatic form to sell its products.

* * *

Show Runs Continuously From 1930 to 1944

In spite of the deep rooted feeling in the radio industry that the audience would not understand drama which they could only hear and not see, the Pacific Coast Borax Co. had the vision to realize that radio drama could become the most basic entertainment of all. And so a new dramatic radio show *Death Valley Days*, was launched. Depicting stories of the Old West in the region where borax was mined, the show was inaugurated on Sept. 30, 1930, on NBC.

It rapidly became one of the favorite listening periods on the air, bringing a new breadth and romantic flavor to radio. Continuing unbrokenly to 1944, the program was heard for the latter three years on CBS.

In 1944, however, the program, which in a sense set a pattern for modernity, was itself supplanted by a more modern program. Seeking to retain the feel of the West while adding the extra allure of mystery, Mrs. McCann conceived the idea for *The Sheriff*. It was an immediate success; old listeners remained and new ones were added. And most significantly, sales of 20 Mule Team Borax and Boraxo continued to build.

The program has a consistent Hooper rating of 9 or 10 and is considered by the network to be one of its anchor shows for Friday night programming. The role of the Sheriff is played by Don Briggs. His girl-friend, Jan Thackery, is portrayed by Helen Claire. His consultant on psychology, the Professor, is played by William Podmore.

* * *

History of Borax Co. Is Drama Itself

Hardly less enthralling than one of its dramatic presentations is the history of the Pacific Coast Borax Co. itself. That history actually



TWO DECADES ago, the Pacific Coast Borax Co. turned to radio with a conviction that broadcasting could do a selling job for them. So strong was its faith in the medium that every advertising dollar was channeled to broadcasting. It's been that way ever since. The consistent Hooper and the continuing allegiance of the listeners to the sponsor's products was all the proof that Pacific Coast Borax Co. needed . . . and received.

. . . . . The Story of a Firm Whose Advertising Has Been Exclusively Radio

began with the chance visit of a tramp prospector to the Nevada desert cabin of Aaron and Rosie Winters, a pair of disenchanted but hospitable gold seekers.

The stranger told the Winters of a mineral reputably abounding in that area. He referred to it as borax, a term then unknown to the Winters. The prospector showed them a sample of the material, and prophesied that greater fortunes would be made from this treasure of the earth than from gold.

Electrified, Aaron Winters recalled that he had seen an abundance of what looked like the mineral in an area of nearby Death Valley. But he kept the recollection to himself.

* * *

Containing his eagerness, he inquired of the stranger how one could tell borax from the similar appearing white flaky rock germane to the area. In reply, the itinerant prospector took from his pack a flask containing a chemical mixture, poured some for the Winters, and explained that if, with the application of this chemical and a lighted match, the material turned green, it was indeed borax.

The next morning Aaron and Rosie Winters trundled excitedly across the desert, down into Death Valley and to the region where he had remembered seeing the white substance. Eagerly they collected their samples and waited for dark to make the fateful acid test.

With the fading of day's last shadow, Aaron Winters nervously deposited his find in a prospector's tin. Rosie Winters held the chemical over the tin and poured. Aaron struck a match and held it to the substance. The material glowed green! The Winters had made their find—and with it had founded a new industry.

* * *

20-Mule Teams Used To Transport Mineral

The development of the industry, however, had to wait on the surmounting of imposing physical difficulties. The borax had to be mined and moved. Death Valley is the lowest point in the western hemisphere, flanked on either side by tremendous volcanic ranges. The nearest railroad was 165 miles away.

To overcome this geographical obstacle, the mine operators (who had since bought out Aaron Winters' interest for $20,000) brought in 20-mule teams. Twenty mules, pulling giant wagons weighing 8,000 pounds, each loaded with 10 tons of borax, carried the commodity across the 165 miles to the railroad, thus solving the transportation problem and suggesting the name for the product.

* * *

Currently, borax is mined in the Mojave Desert just south of the original discovery in Death Valley. A great mill works day and night preparing the raw product for shipment to the refinery. Locomotives haul the borax up to the main line of the railroad.

20 Mule Team Borax is used specifically as a laundry aid—to sweeten the wash, help the soap to do a faster, better job. Housewives use it also for dishwashing, for cleaning kitchen pots and pans, to clean wood work, nickel, enamel, porcelain. 20 Mule Team Borax also is used in many manufacturing processes.

Boraxo is a special combination of 20 Mule Team Borax and fine toilet soap. It is used as a hand cleaner. Boraxo is supplied in dispensers in most of America's big industrial plants, for the use of workers.

* * *

Today the Pacific Coast Borax Co. is owned and operated by Borax Consolidated Ltd., London, Eng. Desmond Abel-Smith is chairman of the board and Frederick A. Lesser and A. H. Reid are joint managing directors.

In America, company headquarters are located in Los Angeles with Frank M. Jenifer, president, and J. M. Gerstley, vice president and general manager.

CANDID shot during a recent program catches the dramatics of (l to r) Don Briggs (the Sheriff), Helen Claire (Jan) and William Podmore (the Professor), central characters in the show.



WDSU CHANGES

AM-TV Programming Divided

DIVISION of the WDSU Broadcasting Services' radio and television program departments into two separate operational entities was announced last week by Robert D. Swezey, general manager of the New Orleans outlets.

Mr. Swezey said managers were appointed for each media after the WDSU plans board concluded that executive personnel would be unable to divide their duties and obtain maximum results.

Stan Holiday, appointed radio program manager, also will serve in an advisory capacity to television. Ray Rich has been appointed television program manager and will be available in an advisory capacity to radio. Television operation will be handled by Carl Junker. Mr. Swezey also announced the appointment of Leroy Laudermann as musical director.

Other Changes

The musical department under Mr. Laudermann, sports and special events under Mel Leavitt and women's programs under newly appointed Joyce Smith will continue to function interchangeably between radio and TV, Mr. Swezey stated.

Time sales for radio and television will continue to be handled by one department but the station is contemplating the establishment of separate sales forces for each medium, Mr. Swezey added.



Mr. Rich



Mr. Holiday

WCAP PURCHASE

WJLK Bids For Ownership

ACQUISITION of WCAP-AM-FM Asbury Park, N. J., by WJLK(FM) there was announced last week by Thomas B. Tighe, WJLK manager. Consideration is understood to be in excess of $50,000. Formal application for FCC approval is in preparation.

WJLK, owned by the Asbury Park *Press*, began operations on 94.3 mc with 1 kw two years ago. WCAP, assigned 250 w on 1310 kc, was established there in 1927 and since 1945 has been owned by the Charms Candy Co. WJLK and WCAP are to be combined under WJLK call letters. The WCAP-FM operation on 107.1 mc would be dropped. Headquarters for the operation will continue in the Asbury Park Press Bldg.



Drawn for BROADCASTING by Sid Hix

"Due to technical difficulties beyond our control, the program 'Precocious Prodigies' will NOT be heard at this time!"

TRANSIT RADIO LEGAL?

Suit Filed In D. C.

FIRST step was taken in testing the legality of transit broadcasting, in at least one city, with the filing of a suit in Federal District Court in Washington, D. C., on Feb. 8.

Opponents of radio-equipped vehicles in Washington also looked for results in Congress. A bill (HR 7150) introduced Feb. 6 in the House by Rep. Walter Norblad (R-Ore.) and referred to the House District Committee, would prohibit "commercially sponsored radio broadcasts on streetcars and busses in the District of Columbia." A fine of $1,000 would be imposed upon a company for each day it continued to violate the law.

At the U. S. court in Washington, a bill of complaint seeks a permanent injunction against Capital Transit Co. (WWDC-FM Washington provides broadcasting services) to bar operation of any form of broadcasting in its vehicles. The suit was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, Washington [BROADCASTING, Feb. 6]. Mr. Spaulding is legal counsel for the Transit Riders Assn.

Meanwhile, a decision is awaited on another maneuver by the association and Washington Attorneys Guy Martin and Franklyn Pollak—appeal for a rehearing before the Public Utilities Commission which ruled transit radio "not inconsistent with public convenience, comfort and safety."

Mr. Spaulding told BROADCASTING the complaint would "be carried to the Supreme Court if necessary." He added, however, that the injunction request would be dropped should the commission "modify or rescind its action." Date for the opening of argument has not yet been set.

The complaint read in part:

"Through the operation of these installations defendant violates its public and contractual duty to transport its patrons, including plaintiff's members, quietly; it inflicts on them a nuisance; it wrongfully invades their privacy; it restricts their freedom of thought; it seeks to make an unearned and unconscionable income out of their helpless position by selling to advertisers the opportunity thus to commit aural aggression upon them; it violates also its duty as a common carrier not to interfere with the free exercise of their faculties by a significant number of riders, which may lessen their efficiency and even endanger their health."

CHICAGO DISPUTE

Mediation Effort Seen

CHICAGO office of the Federal Conciliation and Mediation Service is expected this week to call a meeting of management from WHFC Cicero and WSBC-WXRT (FM) Chicago on complaint of International Brotherhood of Electrical Workers (IBEW), Local 1220. The union is seeking wage increases for six engineers at each station as an aftermath of salary gains from four other Chicago stations where it has jurisdiction.

Local 1220 seeks mediation after a unanimous strike vote by card holders at WSBC and its FM affiliate, WXRT. Robert Miller, station manager, was notified last week of the intention to strike, 30-day notice of which was given to the federal board. Congressman Richard W. Hoffman, owner of WHFC, also has been informed officially of the union wage demands.

BMI CLINIC

Pacific Coast Sessions Set

FIRST Pacific Coast BMI program directors' and librarians' clinic will be held at KHJ Hollywood studios on Wednesday (Feb. 15). Approximately 200 persons are expected to attend.

Robert J. Burton, BMI New York vice president in charge of publisher relations, as principal speaker will discuss "Application of Copyright Law in Broadcasting." Calvin J. Smith, vice president and genearl manager of KFAC Los Angeles and NAB 16th District director, will tell of the "Importance of a Clinic at Program Level."

Other speakers and their subjects are as follows: Carl Brewster, KFVD, "Building Station Personality Through Programming"; Charles Clifton, KRKD, "Programming for the Listener"; Carlton Adair, KHJ, "Importance of Program Content and Sequence"; Robert Brown, KNBH (TV) "TV Versus AM and TV Programming Problems." Disc jockey session will be participated in by Al Poska, KFI; Bill Anson, KFWB; Tom Hanlon, KNX; Bob McLaughlin, KLAC. All stations are in Los Angeles.

"Who Licenses What Tune?" will be discussed at music clearance roundtable. Participants include Alex Petry, NBC; Marty Hubble, ABC; Robert Shepherd, KHJ; Anne Brenton, CBS; Charles Hamilton, KFI.

Participating in librarians' panel and discussion are Norma Barnett, KGFJ Los Angeles; Dale Babcock, KFI; Nancy Basche, KNX; Edith Kent, KFAC; Jerry Sybilrud, KMPC; Jane Russell, KFWB.

Glenn Dolberg, BMI West Coast field representative, is to preside over the all-day sessions.

WCUE ON AIR

Akron Daytimer Starts

WCUE Akron, Ohio new 1 kw station operating daytime on 1150 kc made its debut yesterday (Feb. 12)



Mr. Elliot

Programming of the independent outlet features children and women's shows, "different" music library and local civic and sports news, Tim Elliot station manager, has announced. Station is licensed to Akron Broadcasting Corp.

Opening day highlighted interviews with local and national celebrities and a preview of the station's program activities with the entire staff participating.

Stress of programming will be on news coverage with a four-man staff and area correspondents contributing. The news and special events staffs are headed by Mr. Elliot. George Stroupe is business manager.

Radio Rallies Again FOR THE MARCH OF DIMES



13-year old Connie Lawler, a polio victim, beside coins contributed to the drive (see KRNT Des Moines, item in this story).

THE ENTIRE broadcasting industry this year again formed a solid front as battle lines were drawn in the annual fight against infantile paralysis. The March of Dimes campaign fund which ended Jan. 31, as well as the many associated drives to support the anti-polio cause, received the support of all phases of AM, FM and TV broadcasting.

AM and television networks set the national pace with special efforts. CBS's opening rally from New York's City Hall featured network's Arthur Godfrey as host to many civic and entertainment personalities while similar boost was given drive via CBS' television network. ABC likewise spared no talent on *America Salutes Franklin D. Roosevelt's Birthday* feature while NBC-TV sent *Howdy Doody* to conduct mass public school rally in New York. DuMont TV network staged two-hour star-studded show from Adelphia Theatre with models manning phones to accept contributions.

Program Ideas Abound

On the home town front, local stations across the nation sparked the campaign with personalities, special programs, auctions and other promotion gimmicks typical of radio's past performance in all-out drives.

Here's a cross-section of radio's public service effort, excerpted from the innumerable reports reaching BROADCASTING during the drive and its aftermath. The final resume shows:

WLAD: In Danbury, Conn., WLAD played a leading role in the March of Dimes. Danbury, "the hat center of the world," was chosen to open the national campaign because this year's slogan was "Pass the Hat." Working with representatives from the National Infantile Paralysis headquarters in New York, Joseph T. Mathers, commercial manager, organized the drive in which over 125 hats from famous people were used in a public collection taken up by high school students. In one day the students turned in over $1,400 in coins.

* * *

WLAW: Following its customary procedure on public service, WLAW Lawrence, Mass., cooperated with campaign leaders by donating part of its lobby as the focal point for the Essex County Infantile Paralysis Drive involving operations in 34 communities. The outlet also devoted two hours and 35 minutes weekly to the cause. Arthur Flynn, sportscaster, served as county radio chairman, and the distribution and guidance of the county campaign emanated from WLAW headquarters.

* * *

WNJR: An hour-long variety show broadcast from WNJR Newark, N. J., helped mark the campaign's opening in that area. Arranged by the Essex County Chapter of the March of Dimes, the broadcast featured performances by leading entertainers.

* * *

WTIC: In Hartford, Conn., WTIC opened its 10th annual Mile of Dimes campaign in cooperation with the *Hartford Courant*. By the end of the drive, the joint radio-newspaper project was expected to exceed its aim for five miles of dimes, or $$44,936. Individual and group-gifts were acknowledged daily over WTIC in noon-day broadcasts from a 50-ft. Mile of Dimes stand erected on a sidewalk in the heart of Hartford's shopping district.

* * *

WHOM: In cooperation with the anti-polio campaign, WHOM New York prepared a special series of transcriptions that were made available free of charge to all stations broadcasting in the Italian language. Ferrucio Tagliavini, Metropolitan Opera tenor, was featured on the transcriptions.

* * *

WICH: In Norwich, Conn., Sportscaster Mel Allen officially opened the New London County polio campaign at an open sports show at the town hall. Brought to Norwich by the Elks, Mr. Allen also made special wire recordings for WICH which remained on the air 24 hours a day until $5,000 was raised.

* * *

WCCO: Sixteen WCCO Minneapolis personalities participated in an "all-out" effort to raise funds for the polio campaign through the "Iron Lung Baby" contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a Minneapolis hospital since September. Prizes amounting to $16,500, including $5,000 in cash and five automobiles, were awarded before the contest closed. General Sales Manager Gene Wilkey had sworn he'd "eat his hat" if the entries in this year's contest exceeded the 1949 record. When incomplete returns reached 146,000—a healthy 12,000 more than the 1949 record—General Manager Wendell B. Campbell ordered the hat delivered to Mr. Wilkey's office. Mr. Wilkey was happy to concede.



Gen Wilkey "eats his hat."

* * *

WEIM: Over 300 telephone calls and more than $1,000 in March of Dimes pledges were accepted by Dave Rodman during two days after he devoted his regular *Rhythm with Rodman* broadcasts over WEIM Fitchburg, Mass., to that cause.

* * *

KCRC: A two-and-one-half hour broadcast over KCRC-AM-FM Enid, Okla., brought in nearly $2,700 donated by listeners during a telephone request show. Mayor Herbert Barnett made a special plea for contributions. A local cafe was the high bidder for a cake which the restaurant sold slice by slice the following day with all proceeds going to the campaign.

* * *

KTHT: In Houston, KTHT's new studios were the scene of the city's radio March of Dimes drive. Program Director Ted Nabors led the *Giant Jamboree* to a $23,000 success. The all-star show included a cross-section of the area's talent. Highlight was tender of a $20,000 check by H. R. Cullen, Houston philanthropist.

* * *

KIND: A four-hour broadcast of live talent aired by KIND gave a boost to the March of Dimes campaign in Independence, Kan. Performers from southeastern Kansas and northeastern Oklahoma donated their services in return for contributions accepted by telephone and collected by members of the Business and Professional Women's Club, sponsors of the local drive.

* * *

WLAN: The entire staff of WLAN Lancaster, Pa., joined in giving a March of Dimes party during the local fund drive. Starting at 11:15 p.m., listeners were requested to telephone re-

(Continued on page 34)

EXCISE TAXES

Hearing Planned for Feb. 15

(Also see story TELECASTING *8)*

HEARINGS on excise taxes revision are scheduled tentatively this Wednesday (Feb. 15) by the House Ways and Means Committee. Agenda calls for five days of hearings on all phases of excise tax proposals, including the Administration's request of a levy on TV receivers [BROADCASTING, Feb. 6], a committee spokesman said Thursday.

The committee acknowledged that some requests to testify from objectors to the TV tax have been received.

The House committee plans detailed hearings on the entire question of tax revision to continue possibly as long as two months. An executive session then will be held to prepare a committee bill, embodying all excise tax proposals, which is expected to be introduced by Committee Chairman Robert L. Doughton (D-N. C.).



MUTUAL executives met the Chief Executive when board members visited the White House on Feb. 3 [BROADCASTING, Feb. 6]. They are (l to r): James E. Wallen, treasurer, MBS; Emmanuel Dannett, counsel, MBS; J. R. Poppele, WOR New York; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK Cleveland; Sterling Graham, WHK and *Cleveland Plain Dealer;* Benedict Gimbel Jr., WIP Philadelphia; Theodore C. Streibert, WOR, and MBS board chairman; President Truman; Frank K. White, president, MBS; Ray Filske, auditor, WIP; Gordon Gray, WIP and J. E. (Ted) Campeau, CKLW Detroit.

WKY Affiliation

WKY Oklahoma City, which plans construction of a new building to house studios and offices, is an NBC affiliate. WKY was incorrectly listed as an ABC affiliate in BROADCASTING, Jan. 30. KTOK is the ABC affiliate in Oklahoma City.

FOREIGN LANGUAGE

12 Stations Form Network

ORGANIZATION of the Foreign Language Quality Network, comprising some 12 affiliate stations in major cities, is now completed, Claude Barrere, general manager of the network, announced last week.

Network headquarters are at 70 E. 45th St., New York City.

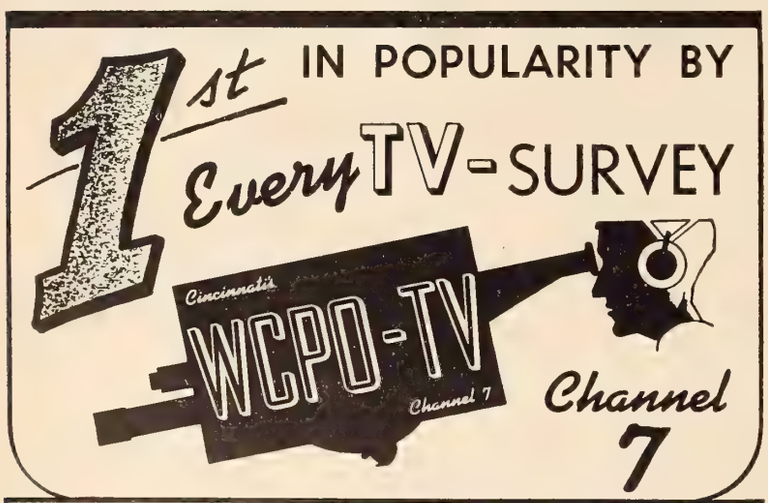
Appointment of Irving Collin, former sales manager of WLIB New York and assistant sales manager of WHOM Jersey City, N. J., as sales manager of the network also was announced. Mr. Collin, a co-founder of SESAC, has had 15 years experience in foreign language broadcasting.

FLQN plans to aid national and regional advertisers and their agencies in reaching station audiences, particularly those in Italian and Polish markets. Network will offer data on these markets and information on new programs, as well as on established features. Time availabilities, combination rates and other material also will be obtainable, Mr. Barrere said.

Network stated that it already had made two sales, one to a toy distributor, the other to Trans World Airlines, through BBDO.

FCC Actions

TOTAL of three new AM stations and improved facilities for an existing outlet granted by FCC last week in final decisions and routine actions. Initial decisions favoring grant of another new AM outlet and better assignments of three existing stations also reported. Eight outlets granted transfers. Details of these and other actions may be found in FCC Roundup on page 88 and Actions of the FCC beginning on page 80.



Sunday thru Saturday	WCPO-TV	TV Station 'B'	TV Station 'C'
C. E. HOOPER 6:00 pm-10:30 pm Nov.-Dec. Latest	54.3%	31.5%	14.2%
PULSE (January) 6:00 pm - Midnite	48.7%	27.0%	24.3%
VIDEODEX (January) 6:00 pm - Midnite	46.7%	36.5%	16.8%

WCPO-TV
Channel 7
Affiliated with the Cinti. Post
Represented by the BRANHAM CO.

WCPO-TV
CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

CANADA HEARING

Private Stations Report

PART PLAYED by private stations in the development of cultural and school programs in the Atlantic Coast provinces of Canada has been presented by a number of eastern stations to the Royal Commission on Arts, Letters and Sciences. Hearings were held at principal cities in the Maritimes area.

The Maritime Assn. of Broadcasters, as well as stations CFCY Charlottetown, CKCL Truro, CJCH and CHNS Halifax and CKCW Moncton, presented briefs. While each station dealt with its activities, all backed up the brief of the CAB asking for an independent regulatory body for Canadian radio, and easing of restrictions laid down nearly 20 years ago. Keith Rogers, CFCY, pointed out that Canadian broadcasters should have as much security as the lumber and pulp operator and the mining company which also developed public domain areas. He said a radio frequency was as much a property under private enterprise development as a mine or a forest area.

INAUGURAL issue of *The RCA Victor Good News* publication for 45 rpm records and phonographs, sent to retailers throughout country last week.

PASADENA SHIFT

Feb. 16 Set for Shuffle

RADIO ACTIVITY involving birth, death, and change of residence takes place in Pasadena, Calif., this Thursday (Feb. 16) when KALI goes on the air, KAGH goes off, and KWKW takes over KAGH facilities.

KALI, new 1 kw AM station, goes on the air at 5 p.m. that day, operating daytime only on 1430 kc. Owner is John H. Poole, who also owns KSMA Santa Maria, Calif., and ultra-high frequency experimental television station KM-2XAZ Long Beach.

Aubrey Ison, former general manager of KAGH, will act in that capacity for the new station. Several other KAGH staff members also will be retained by KALI, including Allen Berg, program director, and Rowland Gibbs, sports director. Joe Thompson, former NBC director and assistant manager of Hollywood office, Sullivan, Stauffer, Colwell & Bayles, joins station program department. Station has offices and studios at 425 E. Green St.

KWKW, 1 kw station owned by Southern California Broadcasting Co. which purchased KAGH and KARS (FM) facilities, goes on the air at same time on the former KAGH channel at 1300 kc operating on a fulltime basis for the first time. Station will operate FM facility as KWKW-FM. William J. Beaton is general manager of the station. Dick McGeary will join the sales department at that time.



CUDDLE UP, HONEYBUNCH!

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W·I·T·H—the BIG independent with the BIG audience.

W·I·T·H, you know, regularly delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H.

That means that just a *little* money goes a *long* way on W·I·T·H. Get W·I·T·H on your schedule fast! Call in your Headley-Reed man for the story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BANK ADVERTISING

BAB Gives Selling Tips

RADIO can assist banks to use advertising effectively and at less cost than almost any medium, but broadcasters must strive in every community to keep local banking institutions sold on the strength of the medium.

Cooperatively-sponsored network programs or specially transcribed radio dramatizations, prepared by the American Bankers Assn., are generating a new source of interest among banks in radio as a retail advertising medium. Yet a disturbing decline in the use of radio is evident—a fact which should command the attention of all broadcasters.

This word of caution and a host of facts and figures are contained in a February report on banking compiled for the industry by Broadcast Advertising Bureau as part of its selling-retailers series.

Over 2,000 banks are now using radio, compared to 146 in 1937, and nearly 100 such institutions undertook co-op network ventures during 1948, BAB points out. Despite the interest in radio, however, banks have been spending the majority of their advertising appropriations in newspapers, BAB reports. On the other hand, readership of bank ads is "notably low," it adds.

Advises Analysis

Pointing out that for every 10 accounts a bank must add a new one each year, BAB urges broadcasters to analyze bank prospects; pattern program, time and frequency after bank policy; suggest use of the ABA ad services; encourage co-op advertising among regional associations; exhibit the BAB slide film, "How To Turn People Into Customers," before local groups; recommend exploitation of banks' seasonal business; capitalize on increase in banks' checking services.

The ABA advertising service is available for as little as $150 for 52 programs in towns under 20,000 population, with possibility of participating sponsorship and thus lower cost, BAB points out. ABA service includes Series A (30 dramatizations covering all types of loans) and Series B (26 dramatizations written around theme of money management).

The report, which also covers bank functions, classifications and other aspects, cites banks' local sponsorship of such programs as Fulton Lewis jr., *America's Town Meeting of the Air*, and others. During 1947, for example, 97 banks sponsored 46 co-op programs on 1,059 stations comprising the four networks. Favorite show format was newscasts.

Report can be obtained from BAB, 270 Park Ave., New York 17, N. Y.

IDEA MAKER

KIRO Airs Student's Show

AN idea that originated in the classroom will be introduced to the public Feb. 24 over KIRO Seattle in a 15-minute program form, called *Mystery Movie Star*. The show, which offers a $100 prize to a listener guessing a star's name, was conceived in Prof. Milo Ryan's radio avertising class at the U. of Washington.

When Prof. Ryan assigned a term paper—to study needs of a Seattle business concern and work out a hypothetical radio advertising campaign — Student Harry Schmidt plunged into the project with high fury. Harry's "problem firm" was the Hamrick Theatres, a Seattle chain, for which he worked up an idea and a script—and received a good grade. Prof. Ryan was so impressed with the results that he took the program idea to KIRO.

From there, the program-ball started rolling. Account Executive Tom Chase, of KIRO, presented the details to Hamrick, the sale was consummated and the show scheduled. Mr. Chase helped Harry polish for broadcast. Chief clue in weekly quiz involves dialing the telephone and counting clicks. Promotion tie-ups are being used by the station and Hamrick. Sidelight: Harry Schmidt, while not writing term papers or studying, is a concessions manager for a competing theatre chain.

AFA Meet Planned

THE 10th District convention of the Advertising Federation of America will be held in Amarillo, Tex., Oct. 22-24, according to Monte Rosenwald, president of the Amarillo Ad Club and chairman of the convention committee. Mr. Rosenwald, a partner in Southwest Advertisers, Amarillo agency, announced that convention committee chairmen had been appointed and that plans for the session were being formulated at a series of organization meetings.

COMPLAINT by Federal Trade Commission that Continental Radio Tube Co., Chicago, engaged in deceptive and misleading practices in the sale of radio tubes has been generally denied by Continental Corp., Chicago. Hearings will be held, FTC added.



Sales multiply too—

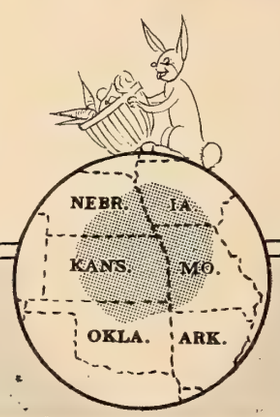
when you use WIBW!

When you use the "most listened to" station in Kansas* you're *bound* to get results. Profitable results, because WIBW is the *preferred* station on farms, in small towns, and in metropolitan market areas. Profitable results, because ours is a long-established audience . . . loyal, responsive, and with plenty of money to buy. Profitable results, because your listener cost per thousand hits rock bottom.

Let WIBW Multiply Your Sales QUICK . . . like a rabbit

* *Kansas Radio Audience, 1949*

W I B W



SERVING AND SELLING

"THE MAGIC CIRCLE"

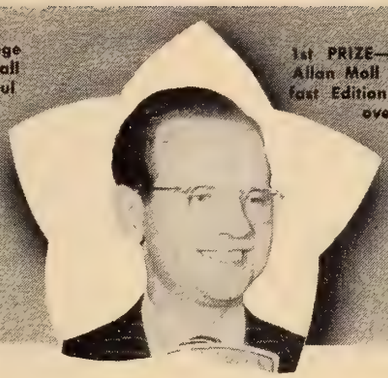
WIBW • TOPEKA, KANSAS • WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



1st PRIZE—Teen-age audience: Marshall Small and Von Paul in "Tossed Salids" over KUTA.



1st PRIZE—Men's audience: Allan Moll in "ZCMI Breakfast Edition of the News," over KDYL.



1st PRIZE—Children's Audience: The Lady Valerie and "The Land of Make Believe" over KSL.



2nd PRIZE—General Family audience: Maurice Abravanel and "Utah Symphony Hour" over KSL.



2nd PRIZE—Women's audience: Gordon Owen in "ZCMI Home Maker" program over KALL.

Radio in Salt Lake City *Gets Results*

ZCMI Department Store

has won the coveted

NRDGA GRAND and FIRST PRIZE

for Beamed Radio Programs

Plus -

3 FIRSTS • 2 SECONDS in 5 Classifications

in the 5 to 15 Million Dollar Volume Group

Again ZCMI and Salt Lake City radio stations win top honors in annual National Retail Dry Goods Association radio program contest held recently in New York City. With three first place and two second place awards for programs beamed to specific audiences in five classifications for stores with $5 million to $15 million volume, ZCMI also won the First Award and Grand Prize for groups of beamed programs. A year ago this same store won two first and one third and received "special commendation for the best overall job of radio programming for a retail store."

Special credit is due the following additional persons who are responsible for these achievements: Harold H. Bennett, vice president and general manager of ZCMI; E. Geoffrey Circuit, sales promotion manager, ZCMI; Frances Peterson, advertising manager, ZCMI; Edward E. Kash, radio and television director of the David W. Evans Advertising Agency; Francis Urry, producer of "Land of Make Believe," KSL; Ted Kimball, producer, "ZCMI Utah Symphony Hour," KSL; Gordon Owen, creator, "Home Maker," KALL.



WDSU-TV

hits a new note..

HIGH "SEE"!

ONE 3-MINUTE SPOT SELLS OVER $1500.00 TO TV-WISE NEW ORLEANIANS!



Inexpensive upholstery fabrics were featured in a 3-minute spot by a local department store. No other advertising of any sort was used. RESULTS: Sales of over $1500.00. WDSU-TV HITS AGAIN WITH HIGH "SEE"!

Ask Your JOHN BLAIR Man!



EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK
DECEMBER 25-31, 1949
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
1	2	Lux Radio Theatre (CBS)	7,621	19.4	—2.5
2	15	Mystery Theatre (CBS)	6,992	17.8	+3.1
3	22	Mr. Keen (CBS)	6,521	16.6	+3.8
4	5	Godfrey's Talent Scouts (CBS)	6,364	16.2	—2.0
5	6	Fibber McGee & Molly (NBC)	6,167	15.7	—1.5
6	14	Mr. Chameleon (CBS)	5,774	14.7	—0.2
7	10	Bing Crosby (CBS)	5,774	14.7	—1.3
8	17	F.B.I. in Peace & War (CBS)	5,735	14.6	+0.8
9	20	People Are Funny (NBC)	5,696	14.5	+1.1
10	64	Fat Man (ABC)	5,617	14.3	+5.0
11	30	Mr. District Attorney (NBC)	5,617	14.3	+2.0
12	1	Jack Benny (CBS)	5,499	14.0	—7.9
13	47	This is Your F.B.I. (ABC)	5,460	13.9	+3.0
14	3	My Friend Irma (CBS)	5,421	13.8	—5.1
15	46	Crime Photographer (CBS)	5,421	13.8	+2.9
16		Beulah (CBS)	5,342	13.6	+1.1
17	21	Dr. Christian (CBS)	5,303	13.5	+0.3
18	29	My Favorite Husband (CBS)	5,303	13.5	+0.9
19	42	Suspense (CBS)	5,264	13.4	+2.1
20	11	You Bet Your Life (CBS)	5,185	13.2	—2.7

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LEGAL CLINIC

N. Y. Radio-TV Sessions Set

LAWYERS will receive a thorough grounding from experts in the many legal problems of radio and television in a series of six weekly sessions to be held under the auspices of the Practicing Law Institute in New York beginning Feb. 28.

Program of lectures and panel discussions, to be held each Tuesday at the Roosevelt Hotel, were announced last week by David M. Solinger, New York attorney and course chairman. Speakers will include representatives from the networks, NAB, FCC, ASCAP and other fields.

Business aspects, practices and techniques for lawyers who represent stations, advertisers, advertising and talent agencies and copyright owners will be covered, with emphasis on current problems. Subjects marked for discussion comprise program content, agreements with announcers and entertainers, package agreements, licensing and special problems peculiar to television.

Those scheduled to participate, in addition to Mr. Solinger, include:

Gustav Margraf, NBC vice president and general attorney; Robert P. Myers, NBC assistant general attorney; Joseph A. McDonald, ABC general attorney and vice president; Howard L. Hausman, CBS vice president; Don Petty, general counsel, NAB; Herman Finkelstein, ASCAP; Edward G. Wilson, J. Walter Thompson Co.; Harry Plotkin, assistant general counsel, FCC.

Jules Herbuveaux Sr.

JULES HERBUVEAUX Sr., 77, father of Jules Herbuveaux, television manager at NBC's Central Division, died Feb. 6 in Chicago after a long illness. Funeral services were conducted Wednesday morning, and were followed Thursday by burial in Utica N. Y. Another son and two daughters survive.

PA. BROADCASTERS

Diehm Names Sub-Chairmen

SUB-CHAIRMEN of the membership committee of the Pennsylvania Assn. of Broadcasters have been announced by Chairman Victor C. Diehm, partner and general manager of WAZL Hazleton.

The sub-chairmen are:

Dale Robertson, WSCR Scranton, Northeast District; Charles Petrie, WISL Shamokin, North Central; David Potter, WNAE Warren, Northwest; Robert R. Nelson, WARD Johnstown, Southwest; E. J. Hirshberger, WEDO McKeesport, Allegheny County Region; Thomas Metzger, WMRF Lewistown, West South Central; Arthur McCracken, WGPA Bethlehem, Southeast; Roger Clipp, WFIL Philadelphia, Philadelphia County Region.

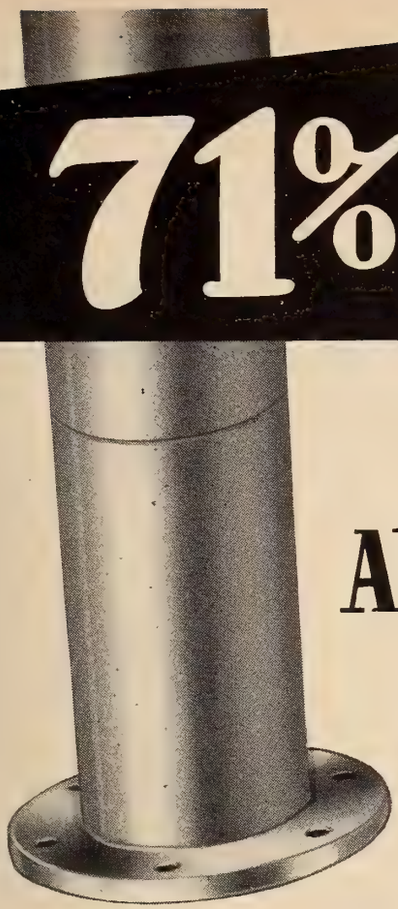
PRIZE PROGRAMS

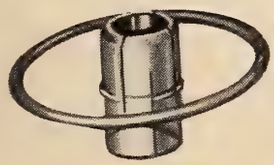
Women Show Approval

ACCORDING to a recently completed survey by Guide-Post Research, most Pittsburgh housewives are in favor of "give-away" programs. In the survey it was explained to 1,412 women that legal action was being taken to try and prohibit "give-away" programs and asked: "Do you think *Stop the Music* and similar prize programs should be banned?"

Of the women voicing an opinion, 63% were in favor of continuing the shows and 37% were for banning them. One-third of those interviewed had no opinion. Including those who are indifferent to the situation, a very small proportion of the public is against give-aways, the firm said. Replacements of prize shows will more likely arise from more interesting and less costly programs than from legal action, according to Guide-Post.

71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS







The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists

LEADERSHIP IN SERVICE TOO!

ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES



Hooper Up!*

24 HOURS A DAY

WHY *"Hooper-up"* AT WEMP?

1. 465 ft. tower delivers intensive coverage Milwaukee Retail Trading Zone.
2. In 15th Year of operation, business at new high level.
3. Year 'Round Hoopers show increasing share of audience.

SHARE OF AUDIENCE

* Hoopereport	WEMP Position May-Sept., 1949	WEMP Position Oct.-Nov., 1949	WEMP Position Nov.-Dec., 1949
10 listed stations MORNING	6	4	3
AFTERNOON	4	3	3
EVENING	3	3	3
SATURDAY	3	3	3

* Based on Hooper Station Listening Index.

WEMP AM-FM

Milwaukee, Wis.

24 HOURS of MUSIC, NEWS and SPORTS

Headley-Reed, Nat'l Reps. Hugh K. Boice, Jr., Gen'l Mgr.

GRAY NAMED

Army Secy. Heads U. of N. C.

SECRETARY of the Army Gordon Gray, broadcaster and newspaper publisher, was chosen president of the U. of North Carolina last week. According to the Secretary, he will remain at the Pentagon post for several months before assuming the university position not later than Sept. 1.



Mr. Gray

Secretary Gray is president and owner of WSJS Winston - Salem, N. C., WMIT (FM) Charlotte, and president of Piedmont Publishing Co., publisher of the *Winston-Salem Journal* and *Twin City Sentinel*. As the university's new president, Secretary Gray, who has held the Army post since last June, will succeed Sen. Frank P. Graham (D-N. C.), who resigned as university president last March when appointed to fill a U. S. Senate vacancy.

New Duties

In his new post, Secretary Gray will head UNC proper at Chapel Hill, N. C., the North Carolina State College at Raleigh, N. C., and the Woman's College at Greensboro, N. C. His name was the only one submitted to the university board of trusteees on Feb. 6, making his election unanimous. He served in the N. C. State Senate in 1939, and again in 1946. President Truman appointed him Assistant Secretary of the Army in 1947 and Under Secretary last May. A successor to Mr. Gray's secretary post had not been named at the time of his resignation announcement.

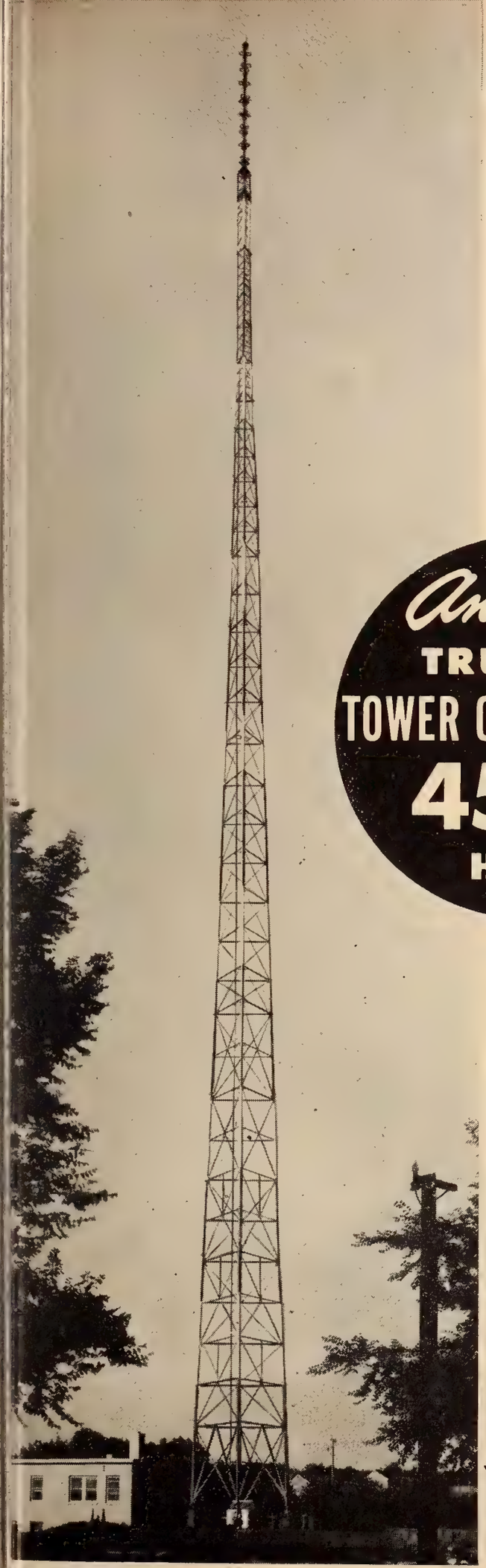
APPLIANCE TRADE

Finds Radio Ads Mean Sales

DISTRIBUTORS of home appliances throughout the Southeast are sitting up and taking notice these days of the success of radio advertising.

Responsible for this is Calvin D. Mitchell, president of Southern Appliances Inc., rated the largest distributor of home appliances in North and South Carolina. Mr. Mitchell has placed, through Boettiger & Summers, Charlotte agency, his eighth radio contract since last July. Three additional contracts are reported to be under consideration.

Southern Appliances' most recent program is a quarter-hour for Leonard (refrigerators, ranges, water heaters and freezers) on WBT Charlotte's *Grady Cole Time*. This program is directed to the farm home audience. Mr. Mitchell apparently has found in radio advertising the results he was looking for when he said: "All I ask of advertising is that it ring the cash register."



WEMP Serves the Milwaukee Empire with a Truscon Steel Radio Tower

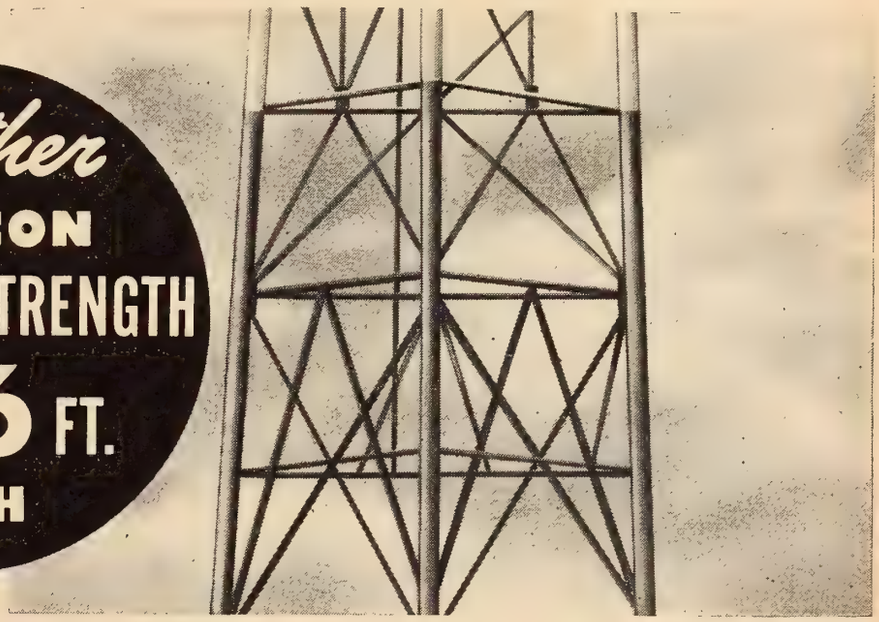
● Millions of people are concentrated in the rich industrial and agricultural area that comprises the Milwaukee empire.

Adequate coverage of this intensive listener audience made a radio tower of the most modern design a paramount requirement.

WEMP radio personnel enlisted the services of Truscon radio engineers, long skilled in designing radio towers to meet specific conditions all over America.

Promptly and efficiently, Truscon engineered and erected the 456 feet high over-all, self-supporting tower shown here, with its Western Electric 6-unit cloverleaf FM antenna.

Another TRUSCON TOWER OF STRENGTH 456 FT. HIGH



Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Sales Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

TRUSCON COPPER MESH GROUND SCREEN

March of Dimes

(Continued from page 25)

quests and pledges on behalf of the March of Dimes to the station. On the air through the night until 3:30 a.m., the program collected $302. Merchandise was awarded by local merchants to the largest contribution in each 15-minute period, and hats belonging to radio and motion picture stars were offered at auction.

* * *

KFAB: Listeners in 12 states and Canada responded after a March of Dimes jamboree over KFAB Omaha with all of KFAB's entertainers participating, station reports. Originally planned for 10:30 p.m. to midnight, the show evoked so much telephone and telegraph response that it was still going at 4 a.m. Over $800 was reported collected.

* * *

WACE: Kris Martin, disc jockey on WACE Chicopee-Springfield, Mass., brought in over $3,000 in the 1950 March of Dimes drive as a result of phone pledges in exchange for requests. For the third year, WACE cancelled all scheduled afternoon shows to air a daily disc show accepting $5 pledges over the phone. Pledges sent from listeners in six states brought the total over the $3,000 mark, according to WACE officials.

* * *

KLWT: A public service program lasting over five hours helped KLWT Lebanon, Mo., give the March of Dimes a big boost by giving the local fund over $600. Drive officials appealed to KLWT on the last day of the campaign when the goal still was not in sight. With merchandise donated by 40 merchants, Announcers Bob Shornick and Ken Corbett held a *Radio Auction*. Listeners phoned in bids and when the program ended, the entire lot of merchandise had been auctioned off.

* * *

ST. LOUIS STATIONS: In St. Louis, disc jockeys from six stations in the area joined in a special two-hour broadcast over KXLW. The jockeys' appeals for telephone pledges brought in more than $400 from 150 individuals and companies. Former Mayor of St. Louis Aloys P. Kaufman, vice chairman of the local campaign, opened the broadcast with a tribute to the disc jockeys for their generous help. Stations also represented were KMOX KST WEW KSD-TV, and WTMV E. St. Louis.

* * *

KENO: In Las Vegas, Nev., highest bidder on Si Willing's nightly recorded *Cake Sweepstakes* "took the cake." Listeners were requested to phone in their bids, and Mr. Willing went to the winner's home the following day to bake the cake. All cash pledges made during the broadcasts were turned over to the March of Dimes, with sizeable donations being collected nightly.

* * *

WTWN: For one night, from 9 p.m. until midnight, the entire staff of WTWN St. Johnsbury, Vt., contributed their time and talent to produce a show for the March of Dimes. Along with the staff were five orchestras and 15 acts featuring local talent. All sponsors whose time was taken up by the special broadcast were billed as usual by WTWN and this money was in turn donated to the March of Dimes. Sponsors were given a courtesy announcement.

KRNT: As 1,500 people cheered, 59,597 pennies were dumped onto a Des Moines stage in a "Polio Parade of Pennies," feature of the weekly broadcast of the *Hey Bob Safety Show* on KRNT. Many of the coins were contributed by Hey Bob Club membership, now totaling 12,500 youngsters, while other contributions were mailed to the KRNT show m.c., Bill Riley. The new Notre Dame football captain, Jerry Groom, a surprise guest on the broadcast, showed up with a sackful of coins from his teammates.

* * *

WMMW: The annual March of Dimes program in Meriden, Conn., got an opening kickoff from WMMW with an hour and a half of local entertainers and speakers. Mayor Howard E. Houston emceed and introduced both talent and speakers on the program. The annual WMMW auction for the campaign was held throughout the afternoon with listeners asked to phone in their pledges. Seven hundred dollars was taken in.

* * *

KYA: Almost $3,000 was poured into San Francisco's depleted March of Dimes fund a fortnight ago by Disc Jockey Del Gore of KYA. Money was contributed by listeners to an all-night *Discs for Dimes* show. Conceived by Mr. Gore, the session ran from midnight to 7:30 a.m.

* * *

WKDN: In Camden, N. J., Announcer Harry Smith of WKDN promoted the March of Dimes on his Monday-Saturday disc show, *Polka Patch*, drawing a daily average of 60 letters midway through the drive. With a 10-cent minimum set, individual contributions went as high as $5.

* * *

KVOR: Drawing on its experience during the war, when KVOR Colorado Springs, Col., sold over $3 million in War Bonds in auctions, the station ran a half-hour auction of merchant-donated items for the March of Dimes campaign. According to Everett Shupe, station and commercial manager, total raised was $750 which, together with contributions from another program, *Number Please*, accounted for about 10% of county's quota of $25,000.

* * *

KXOK: A white elephant auction sale, with all proceeds to go to the March of Dimes, was promoted on KXOK St. Louis by Charley Stookey and Hal Fredericks on their respective shows, *Song and Dance Parade* and *Town and Country*.

* * *

WDZ: During the March of Dimes fund campaign in Decatur, Ill., WDZ conducted a contest on the air between two of its staff members. Marty Roberts, the station's farm director, and Hugh Gray, staff announcer and disc jockey, competed with each other to determine which one would raise the larger amount of contributions for the Infantile Paralysis Fund. Called "Dollars for Discs," the plan called for Mr. Roberts and Mr. Gray to dedicate musical selections and announce the names of donors.

* * *

WATR WBRY WWCO: All three Waterbury, Conn., stations cooperated in the drive for funds with a five-hour long disc jockey dance jamboree at the Waterbury State Armory. An admission charge of three dimes was collected by eight disc jockeys working in half-hour shifts. The eight were Wally King, Al Vestro and Charlie Bengston from WATR, Al Dary and Bob Holczer from WBRY, Bob Crager, Gene Valentino and Jim Logan from WWCO.

* * *

WERE: In an opening day drive, WERE Cleveland kicked off the 1950 Cuyahoga County March of Dimes campaign with a collection of $10,365.12. From sign-on to sign-off, the station's talent "auctioned off" rare records, personally autographed discs, a pedigreed dog, tickets to a hit Broadway show and many other items donated by the listeners. The Cleveland March of Dimes headquarters designated WERE as the official local "kick-off" station.

* * *

WFMY-TV: When John Payne, motion picture star, appeared in Greensboro, N. C., to open the city's 1950 Infantile Paralysis Fund drive, his busy schedule didn't allow time to appear before WFMY-TV cameras. So Ted Austin, program director, and Bob Currie, production manager, equipped themselves with a Polaroid camera and flash attachment and caught up to Mr. Payne at the Central Carolina Convalescent Hospital, Greensboro's own contribution to the anti-polio fight. There, they took a picture, and within half an hour, the camera print was viewed on WFMY-TV.

* * *

WMT: In Cedar Rapids, Iowa, WMT raised $6,300 the last week of the March of Dimes Drive when the CBS outlets ran a contest pitting the morning and daytime announcers against the evening shift. The night side proved to be the better team and succeeded in drawing contributions of $1,500 more than their co-staffers, WMT reports.

* * *

WEEI: Larry Homer, WEEI announcer, was appointed by Craig Lawrence, radio chairman of Boston's March of Dimes campaign, to head the disc jockey committee of local radio stations. The jockeys operated out of the Army booth on Boston Common. Recording equipment was set up and the announcers took turns conducting programs similar to their air shows. Models circulated through the crowds with containers collecting dollars and dimes for the fund.

* * *

WLDY: The lagging polio fund at Ladysmith, Wis., was spurred when WLDY was asked by local March of Dimes officials for aid in reaching the county goal of $5,000. Disc Jockey Tom Anderson opened his *Platter Parade* program with mention of the polio crisis and said four radio-equipped cars were stationed in various parts of the city, waiting for orders to proceed to various homes for contributions. By this and other programming aids, WLDY succeeded in raising close to $2,000 for the fund.

* * *

WHAY: After an all-night March of Dimes frolic at the local high school auditorium, WHAY New Britain, Conn., reported doubling its goal for the polio drive, with proceeds amounting to over $1,000. WHAY also contributed to the campaign with solicitation of donations and pledges from listeners by Cart Clements on his *Moonlight Matinee* show. Many radio, stage and local personalities appeared on both programs.

* * *

WLOI: Contest with a first prize of an all-expense one-week trip to Florida, a $250 ladies wrist watch and daily prizes of a full year of automobile "grease jobs" helped spearhead the March of Dimes contribution by WLOI La Porte, Ind. WLOI officials report over $9,000 was collected. Listeners were asked to identify the "mystery voices" (movie stars Chester Morris and Sonny Tufts), and send an accompanying contribution with each guess. Mr. Morris spoke at a dinner climaxing the campaign.

* * *

WOTW: In Nashua, N. H., WOTW added its share to the March of Dimes when Sportscaster Ed Lecius and Colorcaster Vern Proulx pooled efforts on the broadcast of a local high school benefit game. Listeners were requested to phone in their pledges to WOTW or the local March of Dimes headquarters. By final whistle time, a substantial amount was raised, station officials report.

* * *

KRIC: Starting on the opening date of the March of Dimes drive and continuing to its conclusion, KRIC Beaumont, Tex., each night invited a Beaumont celebrity to spin the platters and make with the chatter on the air in support of the campaign. Virginia Wade Ryder, KRIC program manager, reports the program created a lot of

(Continued on page 36)

* * *



SCROLL is awarded to Edwin R. Borroff, who resigned as president of Taylor-Borroff (now Taylor Co.), to manage KPHO-TV Phoenix. At luncheon given in his honor by Chicago Radio Management Club are (l to r): Kay Kennelly, media director, Olian Advertising; William McGuineas, commercial manager, WGN; Gil Berry, Chicago sales manager, DuMont; Mr. Borroff; Art Harre, general manager, WJJD; Roy McLaughlin, president of the club who presented inscribed scroll; John Blair, president, John Blair representative firm; Jane McKendry, timebuyer, Needham, Louis & Brorby; I. E. Showerman, NBC Central Div. vice president; John H. Norton Jr., ABC Central Div. vice president; Harold Safford, program director, WLS, and Tom Peterson, Chicago manager, Taylor Co.





makes a big difference whose voice it is

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

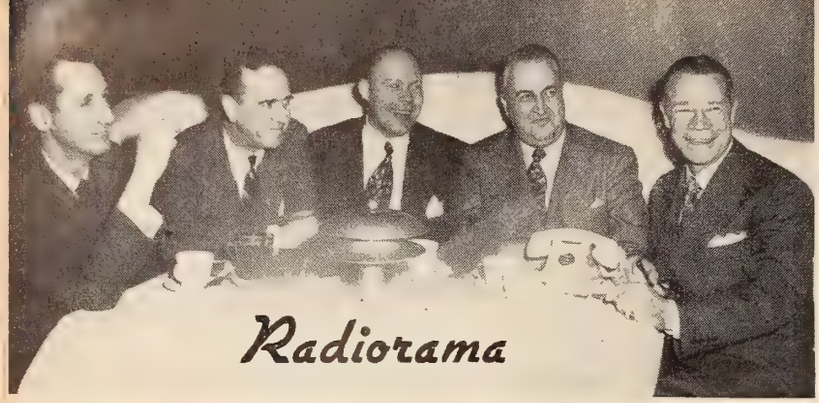
FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES



Radiorama

VETERAN stage and screen star, Joe E. Brown (r), and a group of radio executives, all old friends, exchange greetings at a luncheon in Chicago. In the group are (l to r): Al H. Morrison and William M. Ramsay, both of Procter & Gamble; Les Lear, mgr., NBC's *Welcome Travelers;* Tom Revere, Biow agency, and Mr. Brown.

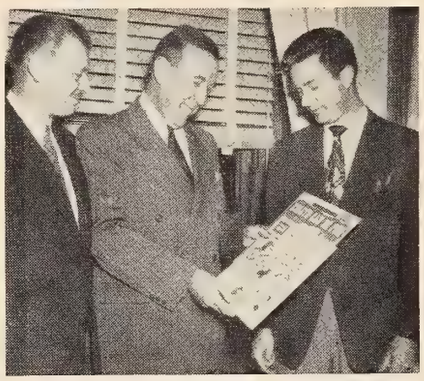
FULTON LEWIS jr. (2d r) is commissioned a member of the sheriff's posse of Dallas County during his lecture at the Dallas Athletic Club. At the ceremony (l to r): E. O. Cartwright, WRR Dallas; George Smith and William Hensen, Dallas Athletic Club; Mr. Lewis, and Sheriff Bill Decker.



PROMOTION of *Musically Yours,* half-hour nightly program on KSFO San Francisco, is discussed by (l to r): Tom Maschler, advertising director of H. R. Basford Co., appliance distributor and sponsor of show, and Wallace Aron, account executive for Beaumont & Hohman Advertising Agency.

WHEN WONS Hartford, Conn., sponsored "Frank Luther Day," the noted children's entertainer presented some of his records to Governor Chester Bowles (c) at the State Capitol. With the governor are: Mr. Luther (l) and Jim Hogan, of Post & Lesser, Hartford distributor of Decca Records.





JAMES E. EDWARDS, president of WLS Chicago and the *Prairie Farmer,* was host to nine Midwest farm homemakers at his firm's annual advertising luncheon in Chicago. Guests included Mrs. Mabel Obenchain, president of the Women's Advertising Club, who discusses the project with Mr. Edwards.

SAM B. SCHNEIDER (r), farm director of KVOO Tulsa, is thanked by Robert Koch, executive secretary of the National Agricultural Limestone Assn. Inc., for his assistance in setting up in Washington the association's radio department, designed to promote nationally the values of agricultural limestone.





March of Dimes

(Continued from page 34)

favorable comment and had a large following.

* * *

KSOO: At KSOO Sioux Falls, S. D., Program Director Ray Loftesness and Newsman Orrin Melton cooperated in getting the 175th National Air Guard Squadron in Sioux Falls for a flight to Hot Springs, S. D., to make a recorded program in the polio wards of the Lutheran Hospital. Although hampered by bad weather, airmen and studio representatives accomplished their mission and the half hour program was presented on KSOO.

* * *

WXGI: Disc Jockey Harry Curran of WXGI Richmond, Va., didn't have much of his pay check left—if any—during the March of Dimes campaign. To help put the drive over the top, Mr. Curran made a bargain with listeners to his *Curran's Corner* that he'd match in amount any contributions to the campaign they sent in along with their requests. Since he is a man of his word as well as a man of his music, and since he received many contributions, other WXGI staffers have admiringly nicknamed Mr. Curran "Empty Pockets Curran."

* * *

KORN and KIJV: When the second annual "battle of two cities" for the March of Dimes between Huron and Mitchell, S. D., was conducted KIJV Huron and KORN Mitchell cancelled all commercial programs after 9:30 that evening. Hooked together with telephone lines as last year, both stations presented talent from the Mitchell Corn Palace and the Huron College Auditorium. Listeners were urged to phone in pledges which were collected by members of the Junior Chamber of Commerce calling at homes by car.

* * *

WKRT: Impetus was given the March of Dimes by WKRT Cortland, N. Y., when one afternoon was turned over to a request show to promote the drive. Aided by a staff of telephone operators, Herb Koster and Fred Elliott did their best to play all the requests, which were sent in accompanied by pledges to the campaign.

* * *

KOIL: Omaha's March of Dimes campaign was given a helping hand by KOIL when the Downtown Kiwanis Club and Lions Club held their annual race to see which could collect and lay out the longest line of dimes in a half hour. Four KOIL loudspeakers were installed at the scene, one of Omaha's busiest downtown street intersections, as the service clubs started laying dimes collected from pedestrians. The Kiwanians emerged victorious and the March of Dimes benefited by some $700.

* * *

WSNY: In Schenectady, N. Y., the infantile paralysis fund was given $1,262.20 after WSNY cleared its commercial schedule for 13 hours and staged its March of Dimes *Radio Day.* The public was invited to phone in and make pledges of aid along with requests for selections. Announcing chores for the stint were handled by more than 40 civic and business leaders.

* * *

WBSM: For one day, WBSM New Bedford, Mass., eliminated all commercials from 7 p.m. to midnight to present an all-telephone request program devoted to accepting pledges for the March of Dimes. A total of 1,868 phone calls were received, of which 1,618 were pledges totaling $1,262.15. In addition, the local telephone office counted 2,822 incompleted calls, making a grand total of nearly 5,000.

* * *

WGLN: The Glens Falls, N. Y., area, one of the hardest hit during the last polio epidemic, got a big helping hand in the current drive on WGLN when Dorothy Beckwith and Bill Krough asked their listeners to "buy" an election via their WGLN *Bulletin Board* program. Each listener was asked to vote for a child polio victim most deserving of a television set donated by a local merchant. Each vote had to be accompanied by a contribution to the March of Dimes. To facilitate the election, a voting ballot was placed in the local newspaper.

* * *

WLOK: The tables were turned on Tommy (*Welcome Traveler*) Bartlett when WLOK Lima, Ohio, said "Welcome traveler" to him when he flew to Lima for a special interview for WLOK's *Command Performance* show. The NBC outlet had Mr. Bartlett's engineer's cap to auction off for the March of Dimes fund.

* * *

CHARLESTON DISC JOCKEYS: In Charleston, S. C., Disc Jockey Bill Hedgepeth, of WCSC, spearheaded formation of the Charleston Assn. of Disc Jockeys as an outgrowth of a cooperative effort on the part of all disc jockeys connected with the five Charleston stations to raise money for the March of Dimes. Disc jockeys played tunes requested for each dollar contributed.

* * *

WHBC-AM-FM: A dozen languages were used on one show to voice the March of Dimes appeal by WHBC-AM-FM Canton, Ohio, in that city's radio kickoff. Representatives of na-

(Continued on page 72)

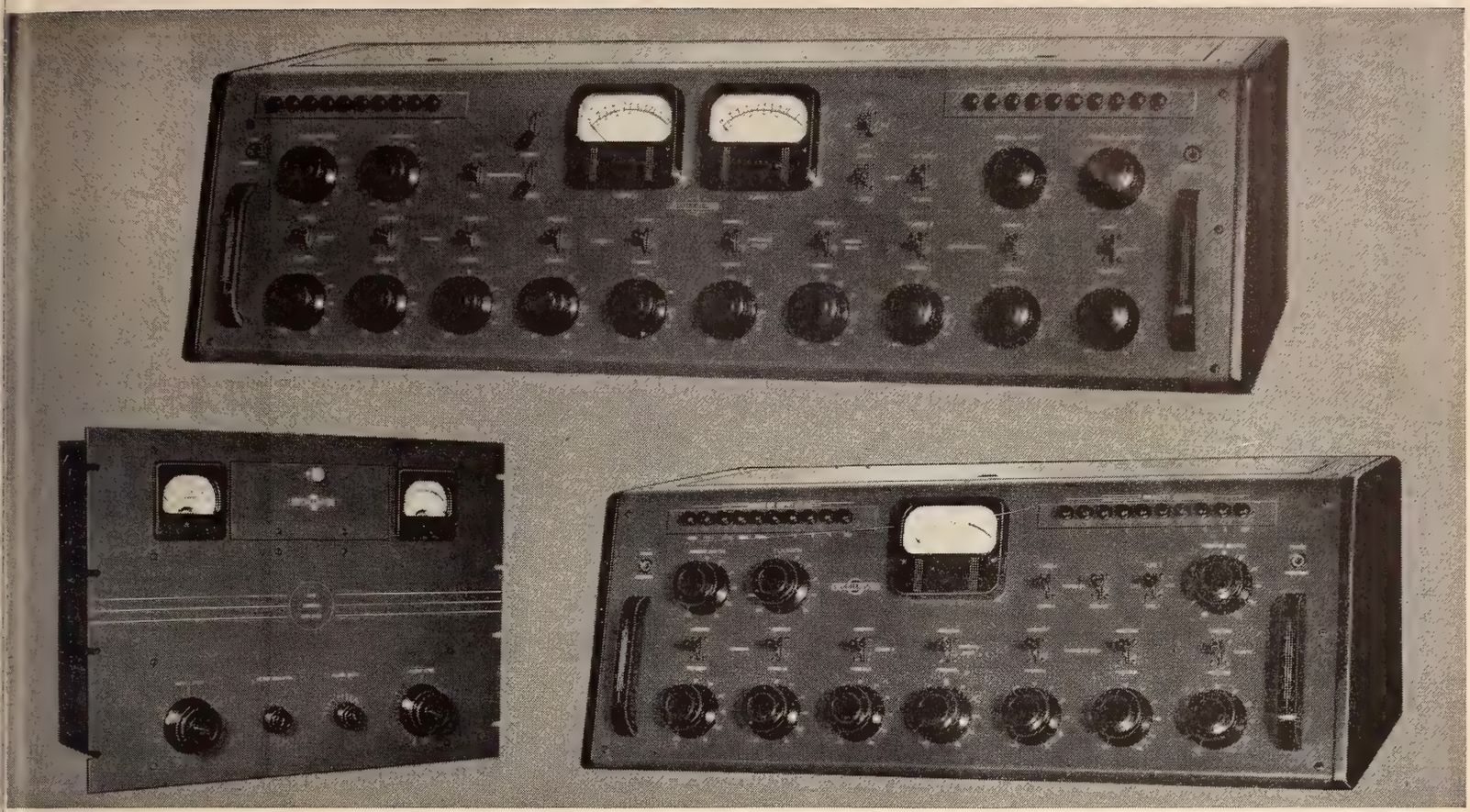
KUOM CONCERTS

Minn. U. Airs Symphony

WITH the emphasis on "humanizing their symphony orchestra programs," KUOM Minneapolis, the U. of Minnesota's non-commercial outlet, again this year is giving top priority to the planning and presentation of programs aimed at building interest in the famed Minneapolis Symphony Orchestra.

Conducted by Antal Dorati and produced by Burton Paulu, KUOM manager, 38 special programs are brought to listeners in the upper Midwest during symphony season. Eighteen of the broadcasts are designed for young listeners in schools—the other 20 for an adult audience.

The "humanizing" aspect probably receives its heaviest emphasis on the day preceding each of the scheduled young people's concerts. The *Minnesota School of the Air* presents a symphony preview at which three pupils from public, parochial and private schools discuss the next day's concert with Conductor Dorati. In addition, KUOM presents previews for adult audiences of the 20 regularly scheduled evening concerts during the symphony season.



• 26W limiting amplifier • 212A dual channel console • 212B single channel console

"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES

- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

212A FEATURES

- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES

- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

FOR BROADCAST QUALITY, IT'S ... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Dogwood Rd., Fountain City
KNOXVILLE


APPLAUSE

Coast-to-Coast Advertisers enthusiastically acclaim the new Lang-Worth 8-inch transcription

Radio Station WIBW
Topeka, Kansas
Your new 8-inch transcriptions have the finest tonal quality of any disks I have ever heard. Their outstanding clearness gives FM listeners the ultimate in transcribed music.

Radio Station WNEW
New York City, N.Y.
(TELEGRAM)
AFTER HEARING LANG-WORTH'S NEW TRANSCRIPTION MUST WIRE CONGRATULATIONS FOR BRILLIANT CONTRIBUTION TO RADIO AND RECORDING. CHIEF ENGINEER THINKS IT SUPERB. YOU'VE EARNED OUR RESPECT.

Radio Station CFCH
North Bay, Ontario, Canada
We have auditioned and compared the new 8-inch Transcription. The quality is excellent. All-in-all we think it is a marvelous idea.

Radio Station WIL
St. Louis, Missouri
Received the audition samples of the new eight inch transcriptions and think they are terrific! We are waiting with great anticipation the arrival of this library.

Radio Station WHHM
Memphis, Tennessee
We have auditioned your new 8-inch transcription samples and have found them very much to our liking, not only because of the size but the excellent reproduction.

Radio Station KFAB
Omaha, Nebraska
The quality is very good. The lack of distortion is amazing.

Radio Station KBIO
Burley, Idaho
I think that Lang-Worth really has something. Was very much amazed at the quality.

Radio Station WCAU
Philadelphia, Pa.
Just heard your new 8-inch Transcription. It's sensational! Congratulations!

Radio Station WSPR
Springfield, Mass.
Everybody at our station agrees that your NEW 8-inch transcription is the best we've ever heard.

Radio Station KCKN
Kansas City, Missouri
Our Engineering Department and Production Manager are highly favorable towards your new disc. We like the full tone range . . . we also like the uniformity of the cue-ins.

Radio Station KFFA
Helena, Arkansas
Again we commend you for the new 8-inch transcription. Hats off to the men who developed it. It's the utmost in tonal fidelity.

Radio Station WMMW
Meriden, Connecticut
We believe you have the one and only revolutionary idea in the whole transcription industry. The new 8-inch discs are marvelous! Keep them coming!

Radio Station WJEJ
Hagerstown, Maryland
Lang-Worth has out-done them all with the new 8-inch transcription. The quality is perfect. We sincerely hope that our name will be at, or near the top of the list when you start dishing them out.

Radio Station WBEC
Pittsfield, Mass.
Outstanding reproduction.

Radio Station KDAL
Duluth, Minnesota
Musical selections sounded more "life like" with more brilliance and sparkle but with no loss of bass.

Radio Station WDBJ
Roanoke, Virginia
The samples of your 8-inch transcription are A-1. With minimum surface noise and practically no distortion, they definitely hold their own with any others. The added advantages of size and weight should make them outstrip the field.

Radio Station WXGI
Richmond, Virginia
Your new 8-inch samples tested. Engineers and announcers like them very much.

Radio Station WDHN
New Brunswick, New Jersey
The program and engineering staffs are more than satisfied with the quality and modulation percentage of the new records. Congratulations for the long step forward your firm has taken in making a good product better.

Radio Station WANN
Annapolis, Maryland
Your new recording is the Rolls Royce of the transcription world. The quality is superb . . . the tone brilliant . . . the uniform, two revolutions cueing is a three-star improvement.

Radio Station WKOK
Sunbury, Pa.
The new Lang-Worth platters are terrific in every respect!! Quality better and most certainly they are great space savers. Congratulations! When do we get the new library?

Radio Station WCPO
Cincinnati, Ohio
Our entire staff endorses your new 8-inch transcription. Quality wise it is "tops". The positive cueing device is an engineer's dream fulfilled!

Radio Station KECA
Los Angeles, California
Compared with other transcriptions, the NEW Lang-Worth 8-inch recording proved entirely favorable in all respects. Thanks too for solving our space problem.

Radio Station KTSM
El Paso, Texas
Reaction here is that you have done one of the finest jobs of recording we have ever had the pleasure of listening to.

Radio Station WCPS
Tarboro, North Carolina
Remarkable "presence" and brilliancy. My reaction to the transcription was most pleasant. Made standard transcriptions sound "flat".

Radio Station WHNC, WHNC-FM
Henderson, North Carolina
It is the consensus of opinion of the management, program department, engineers and several disinterested persons that this is the best transcription they have ever heard.

Radio Station KFDM
Beaumont, Texas
We think the new 8-inch disc is the finest thing you have ever produced.

Radio Station KGVO
Missoula, Montana
Very good. Extremely low surface noise . . . in fact, none at all and it is a great improvement over the older types of transcriptions.

Radio Station WCPM
Middlesboro, Kentucky
Your new 8-inch Transcriptions are by far the best yet produced.

Radio Station KSWO
Lawton, Oklahoma
Very good. The quality of reproduction is flawless.



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Editorial

How Big Is Radio?

NOW THAT estimated net time sales of U. S. radio for 1949 have been added up ($429 million for AM broadcasting), small, carping cries may be expected to be heard protesting that radio is: (1) the Eden of profit-mongers, (2) big business and hence monopolistic, (3) both.

Such are the recurring laments of the bureaucrats and do-good economists, and the only noteworthy characteristic of all of them is that they are untrue.

According to this publication's estimates, the total time sales of AM radio—national network, regional network, national and regional non-network, and local—amounted to $428,990,000 in 1949. Now $428,990,000 is a lot of money, viewed in a lump. But no one corporation or group in the business of broadcasting got its hands, even momentarily, on more than a fraction of that sum. And no corporation or group kept as profits more than an infinitesimal fraction of the fraction.

It is interesting to compare the *sales* of the entire AM broadcasting field with the *profits* of a single corporation in another field. General Motors, for instance.

In 1948, the latest year for which GM has issued a financial report, the consolidated *net income* of the corporation and its subsidiaries was $440,447,724. That is $11 million more than the total sales of radio.

For 1949 U. S. Steel Corp. has just reported profits of $165,958,806 or bigger than the sales of the four national radio networks and regional and miscellaneous networks combined, bigger than national and regional non-network sales, and exceeded only by the $182 million of local sales made by some 2,000 stations.

To our knowledge there has been no recent interest, even by the most avid anti-big business elements of the government, in questioning the legality of either the General Motors or U. S. Steel operations, a fact we are pleased to observe.

This being so, the cries against broadcasting bigness ought to be small indeed, too small certainly to be heard above the winds of Capitol Hill or over the bleats of the bureaucrats who are disposed to regard a radio license as a key to the mint.

HAROLD TUCKER WEBSTER, one of the New York Herald Tribune *Syndicate's veteran cartoonists, has for years been using as one of his regular topics "The Unseen Audience." Through his facile pen he has taken some murderous digs at radio and radio listeners. In one of his latest on this subject Mr. Webster, perhaps unwittingly, went a long way toward making amends. His picture showed Mr. Average Man answering a coincidental poll. Mr. A. M. says: "I'm listening to the nagging backache show. My wife is upstairs listening to a toothpaste show. My son is in his room listening to a breakfast food show. My daughter is tuned to a hair tonic show. Our cook is listening to a beauty lotion show. Our dog is stone deaf and is sleeping peacefully." Sounds as though there'd be little time left for cartoon-reading by any member of Mr. W's typical family.*

Free-Time Philanthropy

DETERMINATION of a growing number of broadcasters to quit playing ready philanthropist to causes which unashamedly beg time from radio while willingly paying their way in other advertising media is a natural consequence of a long and sorry history of abuse of the public service responsibility of broadcasting.

Because it operates at the whim of government license, radio, more than any other medium, is susceptible to organized pressure. It is no secret that among organizations with a view to propound, the belief is widely held that they have but to phone a radio station, mutter darkly of letters to the FCC and forthwith be accorded—free, of course—the 7 to 8 p.m. period of Sunday evening to bespeak their cause.

It does not seem to strike such organizations as inconsistent that, coincident with their demands for free time from radio, they may be buying space from magazines or newspapers at regular rates.

Undeniably however such practice is not only inconsistent but discriminatory. The revolt of many broadcasters against further charity to the Army, at least during the first half of this year, cannot come as a surprise to any lucid mind. The wonder is that the reaction did not set in long ago.

We do not suggest that the announcement by Grant Adv., the Army's new agency, that radio will be given a considerable share of the budget for the fiscal year beginning July 1 was inspired by the recent protests of broadcasters. We doubt, however, that radio's share was at all endangered by the protests.

The record of broadcasting in providing support for good causes is unmatched by that of any other medium. The industry's reputation in this regard will be improved—not impaired—if broadcasters insist upon their inclusion in campaigns like the Army's as participants, not dupes.

Brake on Progress

IF UNCLE SAM really doesn't want to see television grow too fast—and the charge has been made—the new TV excise tax proposed by Treasury Secretary Snyder [BROADCASTING, Feb. 6] provides an excellent way of slowing this dynamic industry.

It's strange—or is it?—that this government spokesman should send the House Ways & Means Committee an eloquent argument about the way excise taxes are hurting business and the need for lower rates. Then in the same message that so forcefully explains why cuts are necessary, Secretary Snyder calls for a new 10% tax on television sets.

If excise taxes are crippling important segments of the American economy, why then are they suddenly suggested for the industry that highest government officials predicted would lead post-war socio-economic dvelopment?

Unfortunately it's the smaller companies and the small-income people who would be most seriously affected by this proposed TV set tax. Manufacturers have brought prices within reach of the average family by production ingenuity and intense competition. Now they would be facing a high—10%—tax that promises to slow down this employment-producing post-war phenomenon in American progress.

All this comes at a time when FCC's drawn-out freeze prevents normal development of an industry whose growth will assure an even greater volume of corporate tax receipts.

Sounds as though tax-wise Uncle Sam is income foolish.

Our Respects To —



GEORGE FRANCIS ISAAC

LOOK FOR the man who fashioned WCFL Chicago into a major contender for the midwest advertising dollar and you inevitably wind up with George Francis Isaac.

During the past year and a half under his tenure as commercial manager, WCFL, now with 50 kw, has rapidly extended its influence over and beyond the four-state area covered by its signal.

Day and night, wherever he may be, Mr. Issac argues quietly that WCFL is "the midwest's best radio buy." And with rates less than one-third those of Chicago's four other fulltime 50 kw stations, WCFL makes sense to dozens of Chicago and New York buyers.

If its revenues of the past year continue to mount, the nation's first and only AM labor station may well join the nation's top stations in programs and facilities. Every penny poured into its coffers since it was founded in 1926 has been ploughed back into operations. This policy is now paying off in a dominant schedule of sportscasts, sparkling local programs, network shows, and a tight workmanlike operation. This is good sales ammunition for Mr. Isaac, who invites clients to come get on the bandwagon while costs are low.

Equipment-wise, the station already boasts one of the finest transmitters known to radio engineering, and its studios and executive offices, high in the American Furniture Mart on Chicago's Lake Shore Drive are ultra-modern.

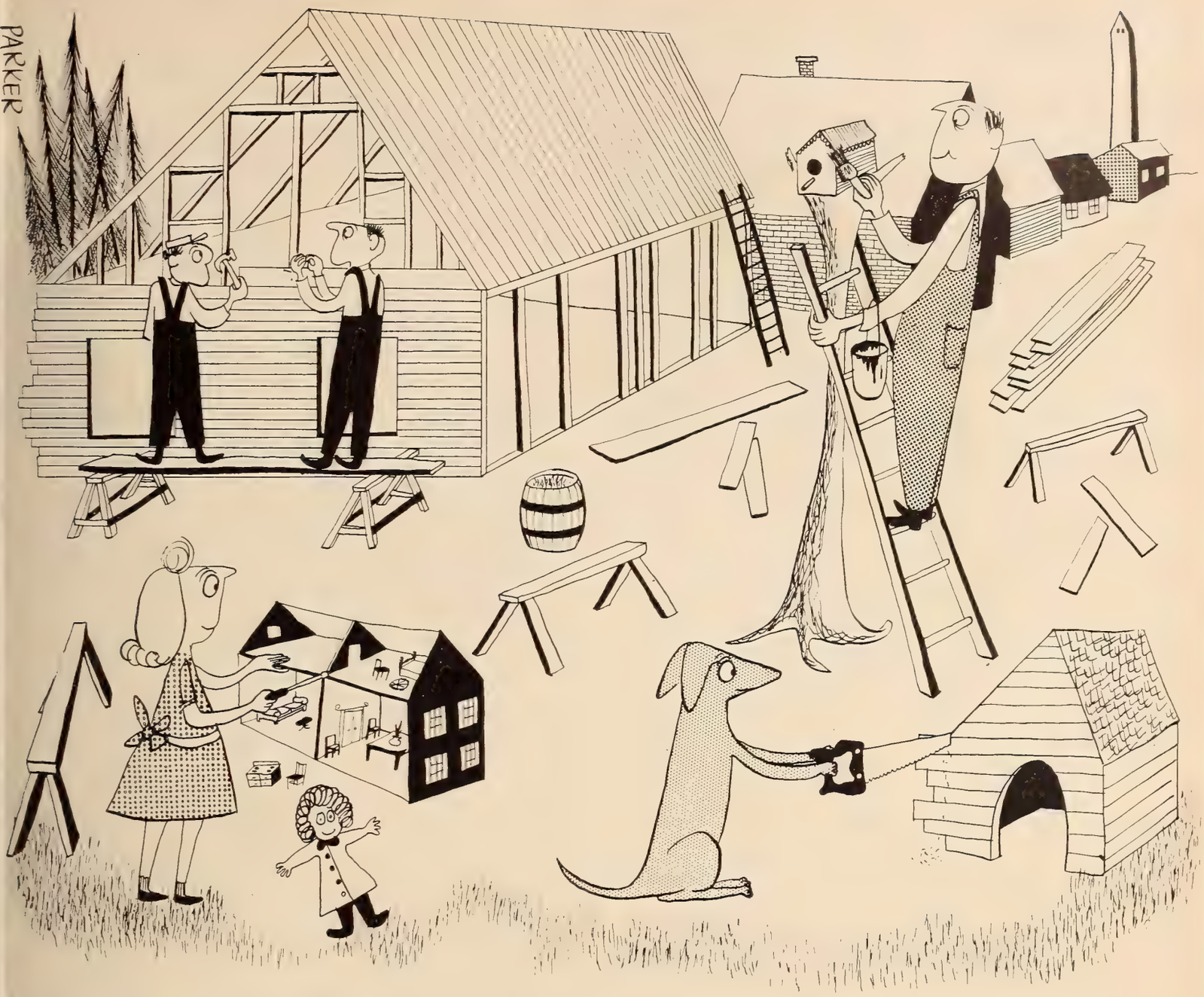
When William A. Lee became head of the Chicago Federation of Labor in 1946, a new and colorful figure entered radio. Long famous in labor and civic circles as president of Chicago's blue ribbon Bakery Drivers' Union and trustee of the International Brotherhood of Teamsters, he soon asserted his astute business leadership at WCFL.

He looked for a new sales manager and found Mr. Isaac, a 20-year veteran in radio, within his own organization. Mr. Isaac's experience as commercial manager of WGN Chicago and with advertising agencies, as well as his success at WCFL, made his selection a natural.

George Isaac has been a salesman since his boyhood days in Mankato, Kan., where he was born Nov. 12, 1902. He worked both as a newspaper delivery boy and behind the counter of a grocery store. At Mankato High School, where he played a fast game of basketball in addition to his part-time employment, he won a scholarship to Northwestern U.

This free tuition helped, but hardly paid expenses at college, so Mr. Isaac became interested in the business end of Northwestern's

(Continued on page 42)



Business is always better in Washington, D.C.

Building construction in Washington, D. C., increased last year more than in any other major market: residential up 85%, non-residential up a booming 275%. And Pulse reports that WTOP's share of audience is always building: now 36% larger than any other station.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

KYW SHIFT

Rawlins Named Manager; Begley, McCall Resign

STAFF realignment of Westinghouse Radio Stations Inc.'s KYW-AM-FM Philadelphia was announced last week by Walter E. Benoit, vice president.

L. R. Rawlins, formerly manager of industrial relations of the firm, has been appointed KYW manager to succeed Robert E. White, who has been transferred to Westinghouse's KDKA Pittsburgh.

At the same time, two resignations of KYW executives were announced by Mr. Benoit. They are Program Manager James P. Begley and Sales Manager Harvey McCall Jr.

Mr. Begley has been succeeded by Franklin Tooke, formerly program manager at KDKA since 1942. Robert H. Teter, of the KYW sales staff since 1927, has replaced Mr. McCall as sales manager.

Mr. Rawlins joined the Westinghouse parent company in the industrial relations department of the Louisville Ordnance Plant in 1942. He served in various industrial relations capacities until his transfer to the radio stations subsidiary in 1946 with the title of manager of industrial relations. Prior to 1942, Mr. Rawlins was active in accounting and merchandising. He is a native of Jackson County, Ohio.

While attending DePauw U. from which he graduated in 1934, Mr. Tooke won a $1,000 President's Fellowship entitling him to a year's study at the American Academy of Dramatic Arts. He joined Westinghouse at WOWO Fort Wayne in 1935 and was transferred to KDKA in 1941.



Mr. Tooke



Mr. Rawlins

* * *

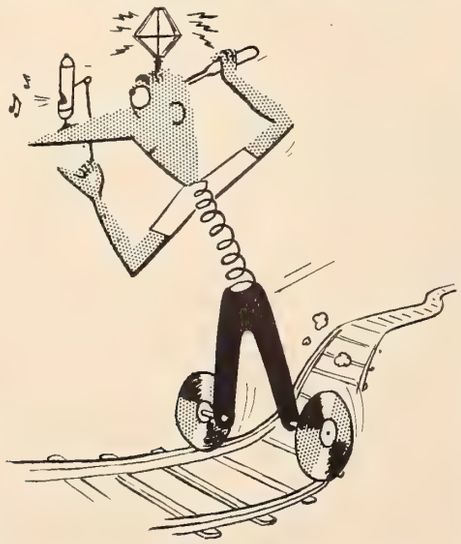
Mr. Teter, native of Boston, was active in the advertising field with N. W. Ayer & Son, Philadelphia; H. M. Dittman Advertising Agency, and A. E. Aldridge Assoc. before joining KYW in 1947.

Gilbert To Speak

EUGENE GILBERT, director of Gilbert Youth Research and Gilbert Television Research, will speak on "How the Videometer Measures TV Impact," tomorrow (Feb. 14) at a luncheon session of the American Marketing Assn. radio-television group at New York's Hotel Shelton.

ROAD SHOW . . .

DULUTH, MINN.—"They keep telling me, 'Let's keep the show on the road.' That's all I hear," snootoots Otto Mattick as he hits the trail on his private trainocar. "So I cruise the Duluth-Superior area continuously, keeping KDAL and CBS personalities and programs before the public." He does, too. KDAL's never-ending promotion of its features has kept KDAL at the top of the Hoopers for a long time. Of course, audience dominance like this means successful selling for KDAL advertisers. Are you one now?



Current availabilities may be had from Avery-Knodel. Now is a good time to get on KDAL.

Respects

(Continued from page 40)

campus publications. During his junior and senior years he was well known among undergraduates as business manager of the *Purple Parrot*, one of the Big Ten's better humor magazines. He remained at school during the summer sessions as publisher of the *Daily Northwestern*, campus newspaper.

Finishing school in the spring of 1924, he joined the advertising department of the *Chicago Tribune*, and after five years in various divisions was selected to head up WGN's commercial department. In those fast-moving days as WGN sales manager, Mr. Isaac signed the original contracts between Mutual and its first stations, and he was a member of the first MBS board of directors.

In 1935, he joined the former Lord & Thomas advertising agency as radio director. Some of the most successful Chicago originations of the '30s were conceived, promoted and sold by Mr. Isaac. A brief excursion into the station representative business preceded his employment by WCFL.

Owner of WCNT Centralia, Ill., Mr. Isaac gets a broad view of radio, but finds it unnecessary to visit this southern Illinois property often because his resident manager, Jack Flanigan, "is doing a swell job."

Married In 1928

Mr. Isaac and Iris Detweiler of Chicago were married Sept. 4, 1928. His bride was an accomplished soprano, having studied abroad for several years as a young woman. There are two children—Jacqueline, 16, a student at New Trier high school in Winnetka, Ill., and Gerry, 13, who attends grade school in nearby Glencoe, on Chicago's North Shore, where the family resides.

A Saturday golfer, Mr. Isaac belongs to the Skokie Country Club. He also holds memberships in Phi Gamma Delta, his college fraternity, and Sigma Delta Chi, professional journalistic fraternity to which he was elected while at Northwestern. He belongs to the Northbrook Sports Club and is active in the Chicago Radio Management Club.

Dunkirk Argument

OPPOSITION of WBNY Buffalo, N. Y., to FCC's new station grant to WFCB Dunkirk, N. Y., despite WBNY's claims of objectionable interference was argued Feb. 3 in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, June 27, 1949]. WBNY, assigned 250 w on 1400 kc, objected to Commission's grant of 500 w on 1410 kc to WFCB. Before the court, WFCB and FCC argued that WBNY's claim of interference was without sufficient engineering support, while WBNY contends its measurements were made by Commission standards.

Management

JOHN E. BARRETT, formerly sales manager of WIKY Evansville, Ind., appointed manager of operations for station.

GRAEME ZIMMER, radio director of Syndicate Theatres Inc., owner of WCSI (FM) Columbus, Ohio, resigns to become general manager of radio interests of Radio Virginia Inc., owner of WXGI Richmond, Va., effective Feb. 15. He joined Syndicate Theatres as promotion director of WCSI in June 1947, was elevated to manager in April 1948 and radio director following October.



Mr. Zimmer

EUGENE S. THOMAS, general manager of WOIC (TV) Washington, appointed vice president in addition to his present duties. He has been with WOIC since its inception in January 1948. He previously was sales manager of WOR New York for 10 years.

GORDON ALLEN, formerly business manager and executive director of Yakima Broadcasting Corp., licensee of KYAK Yakima and KALE Richland, Wash., appointed general manager of WGEZ Beloit, Wis.

RON LITTERAL appointed manager of KLYN Amarillo, Tex. He formerly was with KEPO El Paso, and before that with WACO, Tex., and KTEM Temple, Tex.



Mr. Litteral

LLOYD E. YODER, general manager of KOA Denver, initiated into Sigma Delta Chi, national journalism fraternity.

KELLY ANTHONY, director with KFI-TV Los Angeles for past year and one-half, named to newly created post of assistant to general manager.

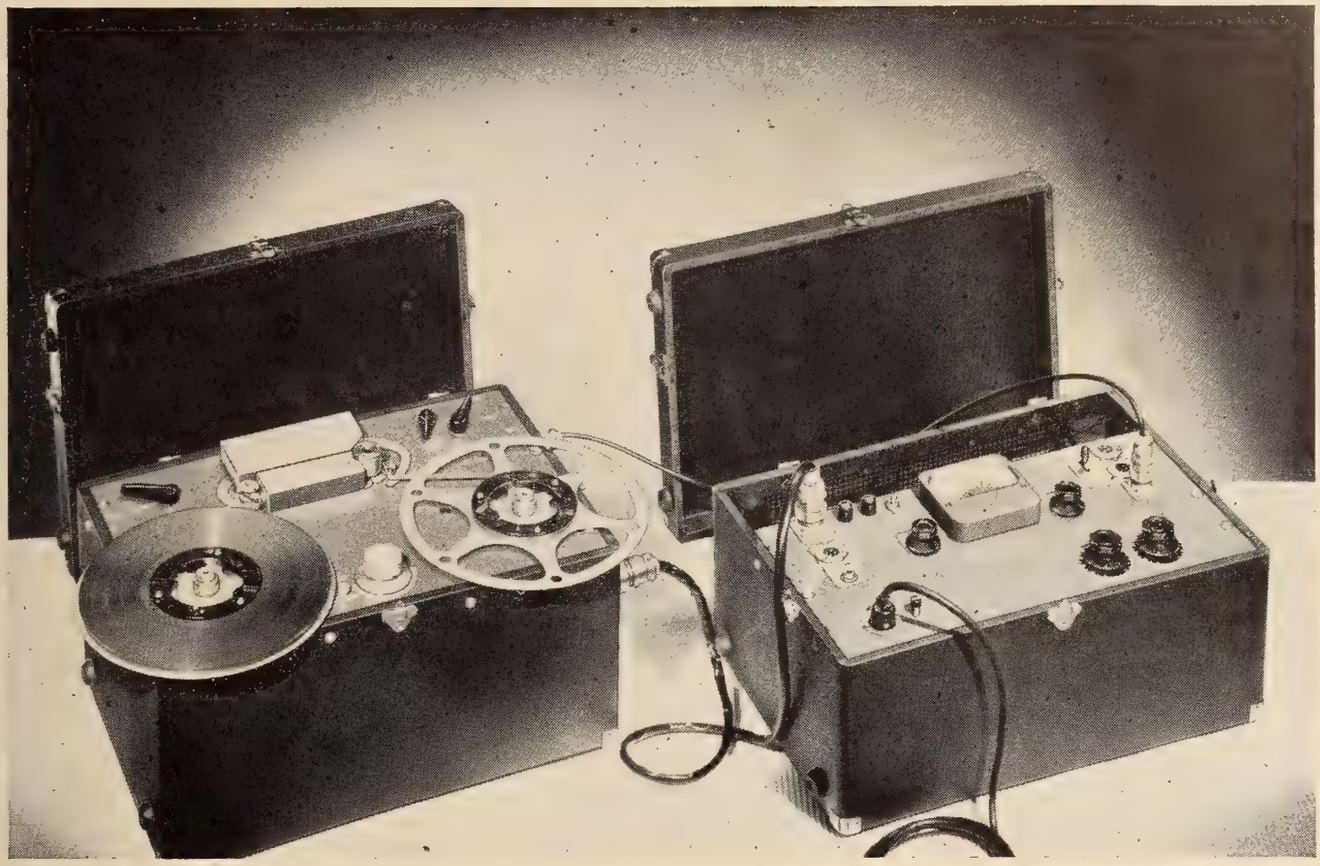
BEN W. MUROS, assistant manager of WWSW Pittsburgh, Pa., appointed station manager.

Janet MacRorie

JANET MacRORIE, 60, one-time director of continuity acceptance at NBC, died Feb. 4 in New York after a long illness. Miss MacRorie served with NBC from 1934 to 1941 as continuity acceptance chief, and in that capacity established many standards still in use today. Since leaving NBC she had been associated variously with the Office of War Information, the Canadian Broadcasting Corp. and in public relations capacities.

A TOTAL of $286,000 in new business has been signed by WPAT Paterson, N. J., in the past three months, Herman Bess, commercial manager, has announced.

A QUALITY PRODUCT DESIGNED TO MEET EXACTING REQUIREMENTS



Radio broadcast engineers will appreciate the new

EKOTAPE

Broadcast Model 107

The NEW EKOTAPE Broadcast Model has been designed especially to meet the many requirements expressed by broadcast station engineers as their ideas of an ideal tape recorder. Every facility at the command of Webster Electric Company has been used to make this the most outstanding achievement in tape recorders at a price that places it within reach of all broadcast stations, large or small. Check the features listed here, then have your nearest dealer demonstrate the tone perfection, simplicity of operation and its absolute dependability.

EKOTAPE is distributed by Graybar and independent distributors in all major cities.

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin • Established 1909 • Export Dept. 13 East 40th Street, New York 16, N. Y. Cable Address: "Arlab", New York City.

"Where Quality is a Responsibility and Fair Dealing an Obligation"

A Few of the Many SPECIFICATIONS and DETAILS

Compact and portable; units may be removed for installation in standard R. M. A. rack. It can be purchased less carrying case.

Powerful oversize two speed synchronous motor; heavy flywheel and special drive give constant tape speed.

Tape speed 15″ per second for full half hour or 7½″ per second speed for full hour program.

"A" "B" Selector switch for tape or program.

Switch connects VU Meter for measuring either recording or output level.

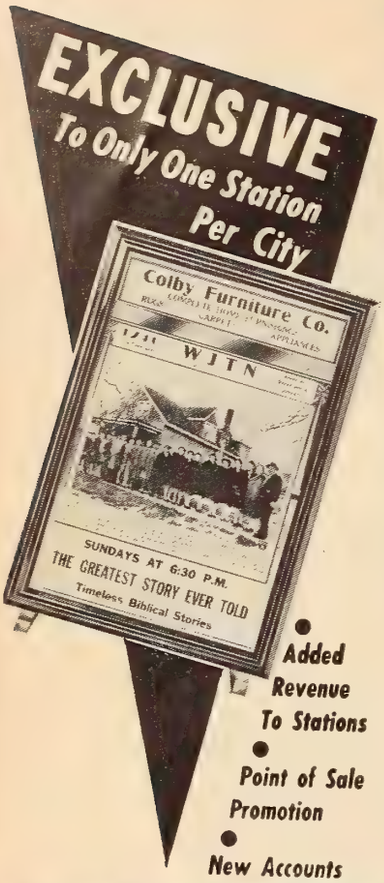
Safety button prevents accidental erasing of a recording.

Operator is able to start recording on cue without time lag.

Triple heads, erase, record and playback assure neutral tape and distortion-free playback.

Overall frequency response is ±2db 60 to 12,000 cycles at 15″ per second tape speed. ±2db 60 to 7,000 cycles at 7½″ per second tape speed.

Write Today For Complete Specification Sheet



● Added Revenue To Stations
● Point of Sale Promotion
● New Accounts

Century News Photo Plan

. . . costs you nothing. You get a check for each merchant displaying our sign. Sign shows human-interest picture, merchant's name plus your audience promotion.

Over 60 stations increasing profits thru Century Plan. Call letters, recommendations, details on request. Absolutely no obligation.

MAIL COUPON TODAY — Extra Profits Without Cost

INVESTIGATE NOW!

CENTURY NEWS PHOTO SERVICE
2525 BROADWAY N.Y. 25
Myron Firkser Barry Firkser

WITHOUT OBLIGATION, send me details of your profit-producing plan. If I like it, I'll have plan exclusive in my city.

NAME

TITLE STATION

STREET ZONE

CITY STATE

a distinctive news photo service

MANY STATIONS ARE NOW INCREASING BILLINGS WITH CENTURY

Promotion



EVENING newscast on KOMO Seattle should carry news accentuating the bright side of local and world events, its sponsor, Fisher Flouring Mills, decided. Accordingly, whenever possible, only good news is included in roundups, aired at 11 p.m. nightly. "Bedtimers Club" members, group formed of listeners who were pleased by cheerful news plan, are issued certificates of membership. Green and white certificate carries pictures of owls playing horns, violins, etc., as puns on their names, great horned owl, screech owl, etc. Wise owl is shown reading book marked "KOMO."

Bird and Beard

COLORFUL promotion piece sent to trade by KMOX St. Louis features pictures of bird from cuckoo clock and modern "Rip Van Winkle." On cover, salesman is pictured sleeping under tree with long beard curled around him. Cuckoo bird prepares to waken him with microphones marked KMOX. In rapid sequence, bird tells salesman to recall KMOX's leadership 15 years ago. Top of pages in booklet picture salesman sleeping with his beard growing longer, as text recalls statistics concerning station's prominence. At end of book, salesman receives shave and prepares to sell KMOX to his customers.

Finding Sponsors

COVER of promotion piece prepared by WBBM Chicago shows drawings of radios of all sizes and descriptions. WBBM microphone and caption, "Look for the sponsors . . .," complete cover. Inside announces that "more [advertisers] use WBBM than any other radio station in Chicago." After turning page of red cellophane, same drawing as was on cover is seen, with listeners filled in.

Lapel Pins

MINIATURE golden crown, suitable for use as a woman's lapel pin, was sent to trade editors by Kenyon & Eckhardt, New York, last week to promote Ford Motor Co.'s *Ford Theatre* (CBS-TV, Fri. 9-10 p.m.) presentation of "The Royal Family," Broadway play, on Friday, Feb. 10.

Hand for INP

BLUE folder with pictures of hands applauding on cover is promotion piece sent to trade by International News Photos, New York. Letters from Norman Baer, associate producer of *Headline Clues* on WABD (TV) New York, and Jack Knell, director of news broadcasts for WBT and WBTV (TV) Charlotte, N. C., commending service given by INP are reproduced. Back of bulletin shows globe and reads, "INP . . . a global picture service for timely, versatile TV news programming."

Monday Promotion

IN Monday edition of Buffalo (N.Y.) *Evening News* for past few weeks, ads seven columns wide and page length have promoted television. Lineups of shows to be seen on WBEN-TV that city, and sporting and news events available to owners of sets have been pictured. Object of ads is to stimulate reader interest in owning TV sets. Ads are run by paper, owner of WBEN-TV. One angle stressed in ads is fact that current sets are not soon to be outmoded.

Report on Coverage

TWENTY-three page report on coverage by WCOP Boston of General Motors Auto Show in New York has been mailed to trade by station. Report includes summary of shows and announcements carried by station, merchandising given event, as well as script from program on WCOP discussing auto show. Report is mimeographed on station's stationery and attached with brads to blue folder.

WOW-TV Cooperation

AS PART of "Television Month" in Omaha, WOW-TV that city, is carrying series of announcements urging immediate purchase of TV sets. Paid newspaper ad, run by station, two columns wide and full length of page, listed network and local shows available over its facilities under heading, "The biggest bargain in town is a 1950 television set."

BAB Release

"TEASER" announcement of booklet entitled "Radio's Feminine Touch" sent to trade by BAB. Pink folder features illustrations used in booklet which has been prepared by BAB for use by NAB member stations. "Radio's Feminine Touch" is 32-page booklet designed for distribution to retailers, pointing up radio's appeal to women buyers. It is prepared in such a way that facts concerning particular women's shows on specific stations can be inserted. Case histories illustrating radio's success with women buyers are included. Copies are priced at $7.50. Postcard to be used in ordering is attached to folder. Also included is small booklet explaining the function and introducing key personnel of BAB.

Letter Opener Announces

CARD to which letter opener bearing call letters of WRBL Columbus, Ga., has been attached, announces new address of station. Opener is made of plastic, and card bears drawing of station's new studio. Address of WRBL now is 1350 13th Ave., Columbus.

Blurb for MacPherson

REPRINT of article concerning Stewart MacPherson, quiz master on WCCO Minneapolis, sent to trade by station. Article gives history of Mr. MacPherson and sums up some of the techniques used by him which proved popular in England. Article appeared in Jan. 19 edition of *Minneapolis Morning Tribune.*

Eight Times Around

FOR eighth consecutive year, KFAB Omaha, Neb., is sponsoring 4-H Club Timely Topic Public Speaking Contest. Series of state-wide elimination contests choose two final winners, one boy and one girl, each of whom is awarded $250 scholarship to U. of Nebraska.

Television Seminar

TELEVISION seminar was conducted by WLWD (TV) Dayton as part of three-day Public Information Specialists' Conference at Wright Patterson Air Force Base. Seminar consisted of addresses by station officials, outline of departmental coordination, and forum, followed by inspection of WLWD facilities, including mobile unit. Representatives of Army, Navy, Marine, Civil Air Patrol and aircraft industry took part in telecast which concluded seminar.

Sizing Up Network

QUARTET of brochures stressing station coverage and growth of network have been distributed by ABC-TV, with stress on four key words—Higher . . . Lower . . . Bigger . . . Better. First piece, "Higher," points up WJZ-TV New York, transmitter and antenna move to top of Empire State Bldg. Second, "Lower," cites lower production costs for ABC-TV advertisers "because ABC's New York Television Center has every production facility right in the same building where the programs go on the air." Third brochure refers to ABC Pacific Coast TV headquarters—"bigger than any other television plant in the world." Last, headed "Better," emphasizes wide coverage through its five O & O TV stations in top markets—New York, Chicago, Los Angeles, Detroit and San Francisco.

Short Stops

LATEST promotion in Mutual's "Mr. Plus" series is blue folder, reprint from trade press. Folder, bearing picture of Mr. Plus dressed as policeman holding sign reading "Stop," has been sent to trade. Folder proclaims that 29.5 second stop on Mutual will "make dealers happy." Text points up Mutual's ability to enable stations to identify local dealers on network shows.

Personnel

RANDY SMITH, advertising and promotion manager of KOA Denver for past eight years, resigns effective



Mr. Smith



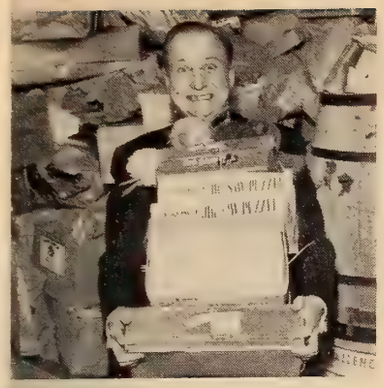
Mr. Penley

March 1 to join KNBC San Francisco in same capacity. In new position he will succeed **ETHEL GILCHRIST,** who is leaving to set up residence in Los Angeles. Prior to joining KOA, Mr. Smith was with Western Adv., Leon Livingston Adv. and Buchanan & Co. He is succeeded at KOA by **CYRIL M. PENLEY,** former assistant news editor.

PAT TETZLAFF, new to radio, joins WJW Cleveland as promotion and publicity director. He formerly was with insurance trade press on Pacific Coast.

HAL L. NEAL, with WXYZ Detroit since 1943, appointed advertising, sales promotion and publicity manager of WXYZ-AM-FM-TV, succeeding **DEAL LINGER,** resigned to become advertising and sales promotion manager of ABC Central Div., Chicago, effective Feb. 15.

ART GRAY, promotion manager of WTVJ (TV) Miami, Fla., is the father of a girl, Meridithe Ann, born Feb. 1. His wife, **MRS. BEA GRAY,** is former copy chief at WTVJ.



BILL WEAVER, star of *Waitin' for Weaver*, commentary and music show on KCBS San Francisco, grits his teeth and takes a firm grip on a few of the contributions he received after soliciting for old folks in 17 Bay Area institutions. According to KCBS, contributions received during the three-week campaign included: 10½ barrels of yarn and sewing material, 18 barrels of remnants, three barrels of silk stockings, 816 knitting needles, 1,822 assorted games and puzzles and 2,603 packs of playing cards.

Commercial

ANA SPRING MEET

Mosley Program Group Head

GEORGE MOSLEY, advertising manager of Seagram Distillers Corp., will serve as program committee chairman for the 1950 spring meeting of the Assn. of National Advertisers, Paul B. West, ANA president, announced last week. Meeting will be held in Hot Springs, Va., March 29 to April 1.

Integration of an advertising program with company operations, stressing the "how to" aspects of organization, will be the underlying theme of the ANA sessions, which are being planned jointly with the American Assn. of Advertising Agencies. The AAAA will hold its annual meeting March 30 to April 1 in White Sulphur Springs, W. Va. The two conventions will merge the last two days of the meetings.

WCVS RECOGNITION

Paper Cites Safety Drive

WCVS-AM-FM Springfield, Ill., has been cited in a Springfield newspaper editorial for its role in taking the lead to promote a safe driving campaign sponsored by the Springfield Passenger Car Safety Assn.

The editorial, appearing in the daily *Illinois State Journal*, quotes a letter of the secretary of the Passenger Car Safety Assn., commending WCVS for its cooperation.

In further recognition, C. W. Neeld, general manager of WCVS, was made an honorary captain in the School Safety Patrol. Station sponsors the Safety Patrol broadcast as well as those of the Safety Patrol Choir and special safety announcements.

WILL SUMNER Jr., formerly promotion and continuity director of WKOW Madison, Wis., appointed sales manager of station.

AL TYLER, formerly general manager of WSUA Bloomington, Ind., appointed sales and promotion manager of WIKY Evansville, Ind., succeeding **JOHN E. BARRETT** (see Management).

ROBERT M. LAMBE, formerly account executive for WMPS Memphis, Tenn., appointed commercial manager of WFMY-TV Greensboro, N. C. He was general manager of WNCA Asheville, N. C., and prior to that was on sales staff of WSJS Winston-Salem, N. C.



Mr. Lambe

GORDON ANDERSON, formerly with WCOG Greensboro, N. C., and WBBO Forest City, N. C., joins WKIX Columbia, S. C., as salesman.

JOHN BARCLAY LOTTIMER, formerly with City Investing Co., New York, joins sales staff of WRNL Richmond, Va.

BLAINE SWART, formerly with KROS Clinton, Iowa, and WFRP Savannah, Ga., joins sales staff of WSAM Saginaw, Mich.

WM. G. RAMBEAU Co. appointed national sales representative for KVAK Atchinson, Kan.

JOSEPH B. MATTHEWS, former manager of WIRK West Palm Beach, Fla., joins WLOW Norfolk, Va., as business manager. He is former manager of WCMI Ashland, Ky., and WGKV Charleston, W. Va.

JIM NEIDIGH Jr., former manager of KRSC Seattle, joins sales staff of KING-TV Seattle as local account executive, effective Feb. 15. He entered radio as announcer on KFIO Spokane and later was announcer and salesman at KXA Seattle.

EDWARD B. GREEN, for past five years account executive with Bozell & Jacobs Inc., Omaha, joins sales staff of KFAB Omaha.

WILLIAM T. NACE, with WIP Philadelphia since 1941, appointed comptroller of station, succeeding **EDWARD DEMSEY**, resigned.

HAL LAMB, former director of radio and television for Geare-Marston Inc., Philadelphia, joins WCAU-TV that city as commercial representative.

KING MITCHELL, formerly commercial manager of KTBI Tacoma, Wash., joins sales staff of KOMO Seattle as account executive.

WALTER DUNCAN, former vice president in charge of sales of WSNY Schenectady; **SI LEWIS**, previously with Harry S. Goodman Radio & Television Productions, New York; **AL SCHNEIDER**, formerly with NBC and MBS, and **BOB KOCHENTHAL**, who was manager of air-cargo sales for New York district of Northwest Airlines, added to sales staff of WPIX (TV) New York.

WALTER H. (Bill) STAMPER, sales and promotion manager for WDOD-AM-FM Chattanooga, added to faculty of Evening College of U. of Chattanooga. He is instructing two radio courses, in which he covers television.

JULIAN M. KAUFMAN, formerly with Tolle Adv., San Diego, joins KGO-TV San Francisco sales staff.

KATZ AGENCY, station representative, distributes booklet, "Here's Television," intended to arouse television interests of sponsors that have not yet used the medium.

World Renewals

NINETEEN stations have renewed and extended contracts with the World Broadcasting System for continued use of its transcribed library service, the firm announced last week. The stations are:

WROL Knoxville; KGHF Pueblo, Col.; KEYS Corpus Christi, Tex.; WASK Lafayette, Ind.; WLAP Lexington, Ky.; KIXL Dallas; WLBG Laurens, S. C.; KSVC Richfield, Utah; WTAG Worcester, Mass.; KWAL Wallace, Ida.; WNBH New Bedford, Mass.; KGLU Safford, Ariz.; WAIM Anderson, Ind.; KTBI Tacoma, Wash.; KSLM Salem, Ore.; KGRI Henderson, Tex.; WCSI (FM) Columbus, Ohio; KCIL Houma, La.; WGBF Evansville, Ind.

BETTER SCHOOLS

Pull 600 Million Impressions

MORE than 600 million listener impressions were scored in 409 network messages on behalf of The Advertising Council's Better Schools campaign from August 1949 to January 1950, William R. Baker Jr., executive vice president, Benton & Bowles Inc., told the Advertising Club of Boston last month.

That radio support, he said, is equivalent to 40 times the circulation of the *Bob Hope Show* of Dec. 20, 1949, or a coverage equal to 100 chapters of a national daytime serial like *Portia Faces Life*. In addition, Mr. Baker said, the total listener impressions would be swelled by numerous local messages carried by individual stations. He said that business men had contributed more than $2 million in space and time to the 1947-48 campaign. He expected the current drive to exceed that record.

Canadian Set Sales

ALL PREVIOUS records for sale of radio receivers in Canada were broken during December when 103,834 receivers were sold, according to a report of the Radio Manufacturers Assn. of Canada. Previous record was set in November 1947. A total of 729,970 sets were sold in Canada in 1949 with a retail value of $54,470,021.

ADVERTISING Week annual observance will be held May 1-6.

The stars of today and tomorrow are Yours for more Sales ... with the *new era* in Thesaurus



"The Tex Beneke Show"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Production

LEE HON, assistant program director in charge of operations at WBBM-CBS Chicago, begins work today (Monday) at the New York network staff under direction of **FRANK B. FALKNOR**, vice president in charge of program operations and former manager of WBBM. Mr. Hon worked at the Chicago station 18 years except for his period of war service.

ED PENNEY, formerly staff announcer with WEIM Fitchburg, Mass., appointed program director and chief announcer of WFGM same city.

DAVENPORT SMITH, formerly with WSTC Stamford, Conn., and later staff announcer, newscaster and director of special events for WBRC Birmingham, Ala., appointed program director and production manager of WBRC.

CHARLES HERBERT, for past year freelance radio director, and before that radio director with N. W. Ayer & Son Inc. for five years, joins ABC Hollywood director staff. He replaces **CLAIR WEIDENAAR**, resigned to join KULA Honolulu as program director. Mr. Weidenaar had been with ABC for past four years.

EDMOND O'BRIEN, film star, signed as lead in weekly 30-minute CBS package *Yours Truly, Johnny Dollar* which resumed Feb. 3, Friday, 10-10:30 p.m. (EST), with West Coast transcribed repeat, 8:30-9 p.m. (PST).



JIM O'CONNELL, formerly with WTAW College Station, Tex., joins KORA Bryan, Tex., as staff announcer.

JERRY LESTER, comedian, named m.c. of Saturday 9-10 p.m. *Cavalcade of Stars*, on DuMont Television Network.

FRED P. HASELTINE, formerly disc jockey with WDNC Durham, N. C., joins announcing staff of WRNL Richmond, Va.

JAY SNYDER, formerly with WLCX LaCrosse, Wis., joins KFH Wichita, Kan., as announcer.

KATHERINE CARY IGLEHART, formerly operations assistant with WAAM (TV) Baltimore, appointed traffic manager of station.

BOB CROSBY, formerly with KSET El Paso, Tex., joins announcing staff of WTOL Toledo, Ohio.

CHARLOTTE GARNER, formerly with KGBS Harlingen, Tex., and WSAZ Huntington, W. Va., joins WCKY Cincinnati. She will be heard on *Mary Monroe* show and assist in continuity department.

JOE TRAVIS, former disc jockey for WALL Middletown, N. Y., joins announcing staff of WGBB Freeport, N. Y.

HARRY LUKINS, formerly with WAVE Louisville for seven years, and later with WIBC Indianapolis, rejoins WAVE-TV as announcer and newscaster.

JACKLYN SROUFE appointed music librarian at KIRO Seattle, effective Feb. 24. She succeeds **JOYCE WELTY**, resigned.

KENNETH ARMSTRONG, formerly of WKBZ Muskegon, Mich., joins announcing staff of WTAM Cleveland, replacing **ROBERT SHELLEY**, resigned to join WMRC Greenville, S. C., as disc jockey.

MRS. CONNIE STACKPOLE, director of *New England Cupboard* show heard on several Yankee Network stations, joins Granite State Network as director of *The Connie Stackpole Show*. Network consists of WOTW Nashua, WKBR Manchester, WTSV Claremont and WWNH Rochester, all New Hampshire.

DON SMITH, formerly with WBNS Columbus, Ohio, joins WKBN Youngstown, Ohio, as announcer.

CARL LAWTON, formerly with Northeast Airlines in public relations and sales roles, appointed film librarian for WBZ-TV Boston.

ELLEN HARRIS, women's commentator of CBR Vancouver, is in Great Britain and Europe gathering material for her broadcasts.

BOB CROSBY returns as m.c. of CBS *Club 15* March 27 replacing **DICK HAYMES**. Show is sponsored by Campbell Soup.



AWARD as "Traffic Safety Man of the Year" is presented to Roger W. Clipp (2d r), general manager of WFIL-AM-FM-TV Philadelphia, the *Inquirer* stations, by the Philadelphia Highway Traffic Board. Presentation was made Feb. 7. Also holding an award for his contributions is *Inquirer* Reporter Owen F. McDonnell (l). Congratulations are offered the recipients by Bennett E. Tousley (2d l), board's education and publicity committee chairman, and J. C. Furnas (r), author of "And Sudden Death" and other magazine articles on safety. Mr. Clipp received honors for his part in organizing and promoting the "Silly Willie" two-month safety drive in that city.

RELIGIOUS RADIO

RRA Questions FCC Stand

RELIGIOUS Radio Assn. has told FCC that "we see no justification for raising the question of the First Amendment with respect to the licensing of religious radio stations . . . or to the reservation of bands of frequencies for such stations."

RRA referred to (1) FCC's call for a hearing on the constitutionality of allocating FM frequencies for religious stations, as requested by the Southern Baptist and Texas Baptist conventions, and (2) an FCC examiner's recommended denial of an application of the Reorganized Church of Christ of Latter Day Saints, Independence, Mo., pending decision on the Baptist petition [BROADCASTING, Nov. 21, 1949; Jan. 2].

Calling attention to the Supreme Court's McCollum decision, which held the federal government may not aid any religion or all religions, RRA President Edward J. Heffron contended that "If the Commission uses the McCollum decision against religious radio stations, logic would require it to apply the same rule against all religious programs on commercial stations."

Mr. Heffron said at least 21 stations would be affected if FCC should decide against licensing religious radio outlets, and that in his opinion all religious programs would be ultimately affected.

REGULAR Saturday morning show, *Breakfast in Dayton*, over WING Dayton, serves breakfast to its audience for charge of 50¢. Tickets to show are sold out now for every Saturday through July 15, station reports.

HOOVER REPORT

Wash. State Stations Lauded

EFFORTS of Washington State stations to promote public understanding of the Hoover Report have been characterized as an "outstanding job in the public interest" by Dr. Raymond B. Allen, chairman of the Washington Committee on Federal Reorganization.

Dr. Allen, who served on the Eberstadt "task force" committee of the Hoover Commission and who last summer directed the medical services of the newly unified Defense Dept., reportd that 24 stations in Washington State gave more than 18 hours of free time to the educational effort of his committee in the past three months.

Most widely used, Dr. Allen said, have been three transcribed programs, one recorded at KIRO Seattle, another at KJR Seattle and the *Grange Forum*, which was used on its regular schedule of six stations throughout the state. Other cooperating stations cited by Dr. Allen include:

KRKO Everett, KBRO Bremerton, KBRC Mt. Vernon, KONP Port Angeles, KXLE Ellensburg, KMO Tacoma, KGY Olympia, KOMW Omak, KVOS Bellingham, KPQ and KWNW Wenatchee, KYAK KIMA and KIT Yakima, KWSC Pullman, KXRN Renton, KWLK Longview, KNEW and KFIO Spokane, KUJ Walla Walla.

WBIZ To Join ABC

WBIZ Eau Claire, Wis., will join ABC, effective March 1. The station will be the 288th affiliate of the network. WBIZ operates with 250 w on 1400 kc, and is owned by WBIZ Inc. It also is an affiliate of MBS.

SELLING NEWS

WIKY Tells Audience Why

LISTENERS to WIKY-AM-FM Evansville, Ind., 9 a.m. newscasts were introduced to daily explanations of the whys and wherefores of radio news during a recent two-week sponsorless interlude, the station reports.

Purpose of the one-minute "lessons"—the time slot on sponsor-hiatus for the five-minute newscast—was to explain "why WIKY newscasts are different," why they are listened to, the job of radio news and how news is gathered for a broadcast, John Munger, news director, explains.

Taking the listener behind the scenes, the promotion-education series pointed up family listening, good taste, human interest, conversation style of writing, editing, qualified news personnel, news sources, sports items, wire services use and fact-reporting. Mr. Munger says "that's how we put a five-minute newscast to work for *us;* how we think we sold news with news."

RADIO NEWS COURSE

U. of Minn. Sets Feb. 17-18

CLIFTON UTLEY, national news commentator for WMAQ-NBC Chicago, will be the featured speaker when the U. of Minnesota School of Journalism holds its fourth annual radio news short course at Minneapolis, Feb. 17 and 18. He will talk at a dinner in the Radisson Hotel, Feb. 17. The Minnesota Associated Press Broadcasters are meeting in conjunction with the course.

Among other scheduled speakers for the course are:

Wallace E. Stone, manager of KILO Grand Forks, N. D.; John F Meagher, manager of KYSM Mankato; Art Stringer, NAB; Jim Bormann, news director of WMT Cedar Rapids, Iowa; Tony Moe, promotion manager of WCCO Minneapolis; W. Earl Hall, managing editor of Mason City (Iowa) *Globe Gazette*, and university professors Dr. Ralph D. Casey, Mitchell V. Charnley and Charles E. Swanson.

Radio News Play

RADIO news emphasis now is on the national and local scene, taking the play from international affairs as compared to 1945, according to a survey announced Feb. 3 by ABC editors of *Esso Reporter* broadcasts over WJZ New York. Comparison of six days in January 1945 with same period this year revealed international play declined from 62.9% to 12.8%; local jumped 19.5% to 40.5%, while national rose 17.9% to 46.7%. *Esso Reporter*, broadcast Mon.-Sat., 7:55 a.m., 12:30 p.m., 6 p.m., and 11 p.m., is sponsored by Standard Oil of New Jersey, through Marschalk & Pratt, New York.

ROBERT MOORE

Heads Transradio Press

ROBERT E. L. MOORE, vice president of Transradio Press Service since 1945, has been elected president of the corporation, Herbert Moore, founder of the company and board chairman, announced last week. He succeeds Dixon Stewart, Transradio's president since 1945, who has been given a new assignment in the field of visual news dissemination.



Mr. Moore

Re-election of Rex R. Goad as vice president in charge of news operations also was announced. Mr. Goad is Washington bureau manager and has been with Transradio for 16 years.

Robert Moore, 40, joined Transradio immediately following its organization in 1934. He established the company's Washington bureau and served as bureau chief until 1937 when he made a country-wide tour to establish new bureaus and extend Transradio's facilities. He later served as assistant to the president, Southern division manager and covered the invasion of Europe. He is a charter member of the National Assn. of Radio News Directors.

SALES STUDIES

Ohio Group Names Plan Unit

SALES research and training plans will be studied by an educational committee appointed by Carl George, president of the Ohio Assn. of Broadcasters, to work out plans that will benefit both Ohio State U. and Buckeye stations.

The committee, which will coordinate its efforts with those of Dr. Kenneth Cameron, Ohio State U., is composed of the following: Hugh Higgins, WMOA Marietta, chairman; Al Heiser, WLEC Sandusky; Robert Mason, WMRN Marion; Bill Orr, WBNS Columbus; Robert Runnerstrom, WCOL Columbus; William Sprague, WHK Cleveland, and Harvey Young, WHIO Dayton.

Platters to Politics

MYRON J. BENNETT, former disc jockey, has entered the gubernatorial race in Iowa on the Democratic ticket. Primaries will be held in June. Mr. Bennett used radio two years ago to help win the election to the safety commissioner post in Des Moines which he now holds. In that capacity, he is head of both police and fire departments. Stations at which Mr. Bennett formerly worked include WCKY Cincinnati, KRNT Des Moines, KWK St. Louis and KSO Des Moines.

News

JOE CUMMISKEY, former Mutual sportscaster, joins WPAT Paterson, N. J., as director of news, sports and special events. He formerly was featured on Mutual's *Inside Sports*, was once sports editor of now defunct New York *PM* and before that on staffs of the *New York News* and the *Buffalo Times*.

JACK JUREY named news editor of WKBN Youngstown, Ohio.

JIM GRANER appointed to succeed JIMMY DUDLEY as sportscaster for WJW Cleveland. Mr. Dudley resigns, effective Feb. 15, to freelance.

MALCOLM JOHNSON, formerly with now defunct *New York Sun*, joins International News Service as reporter.

WALTER CARLE resigns as director of news and public service from KTTV (TV) Los Angeles to freelance in radio and television.

SEYMOUR FOX joins news and special events staff as writer at NBC Chicago. He worked previously for WMOR (FM) Chicago and at Transradio Press.

CAMERON CORNELL, news editor of KERN Bakersfield, Calif., joins CBS Hollywood news bureau as writer.

JULIAN BENTLEY, news editor at WBBM Chicago, named board member of Headliners Club of Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

ROBERT F. HURLEIGH, news director of WGN Chicago, is the father of a boy, Steven Lankford.

TRANSIT RADIO

22% Sponsor Gain Reported

A GAIN of 22% in number of sponsors using Transit Radio was reported in the final two months of 1949, according to a listing of station reports released last week by Transit Radio Inc., Cincinnati.

During December a total of 459 sponsors used Transit Radio on the 14 stations releasing reports, as compared to the previous report for October of 376 sponsors on 13 stations, the music-as-you-ride firm revealed. Largest gains were recorded among appliance and furniture dealers, clothing and department stores, florists and jewelers, with no classification showing a decrease, Transit Radio reported.

WDBC New Facilities

WDBC Escanaba, Mich., owned and operated by the Delta Broadcasting Co., has inaugurated new facilities operating on 680 kc, 1 kw. Affiliated with the *Escanaba Daily Press*, WDBC formerly operated on 1490 kc, 250 w. John P. Norton, publisher of the newspaper and president of the broadcasting company, said formal dedication of the new facilities is planned for late in February or early March.

Rx FOR

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● 85%

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● $6,500

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● 356,640

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Allied Arts

MITCHELL MILLER, former director of popular music, Mercury Record Corp., joins Columbia Records Inc. as director of popular records division.

RCA's THESAURUS Record Library Service releases to subscribers two new transcribed radio shows, *Music by Roth* and *Ray McKinley and His Orchestra.*

COFFIN, COOPER & CLAY Inc., Hollywood, announces signing of seven local advertising agencies for ratings and audience analysis. They are: Ruthrauff & Ryan; J. G. Stevens Adv.; Dan B. Miner Co.; Dana Jones Co.; Walter McCreery Inc.; Hixson & Jorgensen Adv. and Perrett Co.

WABF (FM) New York, renews its contract with **Columbia Records Inc.** for Thursday evening broadcasts, 6 p.m.-midnight, for third successive year.

RICHARDSON-HUBBELL, Television Networks Ltd., London, Eng., appoints Cinetel Corp., New York, as its exclusive representative in United States.

GENERAL ELECTRIC Co. signs two-year agreement with **A. C. Nielsen Co.,** Chicago, for its television index service.

C. P. MacGREGOR Electrical Transcriptions moves to 5 N. Wabash Ave., Chicago, Room 1612, from 612 N. Michigan Ave. **WILLIAM M. MERTZ Jr.** is Chicago manager.

Equipment

C. PAUL YOUNG appointed government sales manager of Philco Industrial Div.; **GEORGE A. HAGERTY** named commercial sales manager, and **WILLIAM M. CAREY** appointed operations manager of Industrial Div.

GABRIEL V. BUREAU, former technical commercial manager for North American Philips Co., and before that assistant sales manager for Amperex Electronics Corp., appointed field engineer for equipment sales department of Radio Tube Div., Sylvania Electric Products Inc.

GENERAL ELECTRIC Co.'s electronics Dept. establishes office in Electric Bldg., Houston, Tex., as part of its southwestern district operation. Office will come under district headquarters at Dallas and will be headed by Dallas personnel. **W. B. EVERY** appointed district representative for sale of replacement tubes and receiver parts for General Electric Co.'s Atlanta, Ga., office.



Richard Drukker Named

RICHARD DRUKKER last week was elected president of the North Jersey Broadcasting Co., operator of WPAT-AM-FM Paterson, N. J. Mr. Drukker succeeds his brother, Dow H. Drukker Jr., publisher of the *Herald News,* Passaic, N. J., who will continue as a director of the broadcasting company.



Mr. Drukker

WJR GROSS

2½ Months Over Million

WJR Detroit signed new gross business of $1,015,128.25 in the two and one half month period between Nov. 15 and Jan. 31, Harry Wismer, general manager and assistant to the president, announced last week. Mr. Wismer said the figure set a new sales record for the period.

He also pointed out 1949 has the highest sales year in the 24-year history of WJR and December 1949 set a new monthly record in gross sales.

KTFI FOR CHEVROLET

Triple-Program Campaign Fits Sale Mold

KTFI Twin Falls, Idaho, has put some starch and vinegar in a selling campaign for Chevrolet which it believes proves the 1 kw NBC outlet can do as good a job as any metropolitan station.

As described by Manager Florence M. Gardner, KTFI aimed its sights on a threefold program schedule and hit the target on the bullseye. The station's task was to put over a big promotion drive for six local Chevrolet dealers. Crux of the campaign was to make as many people as possible aware of the GM automobile and familiar with the Chevrolet dealers in the area.

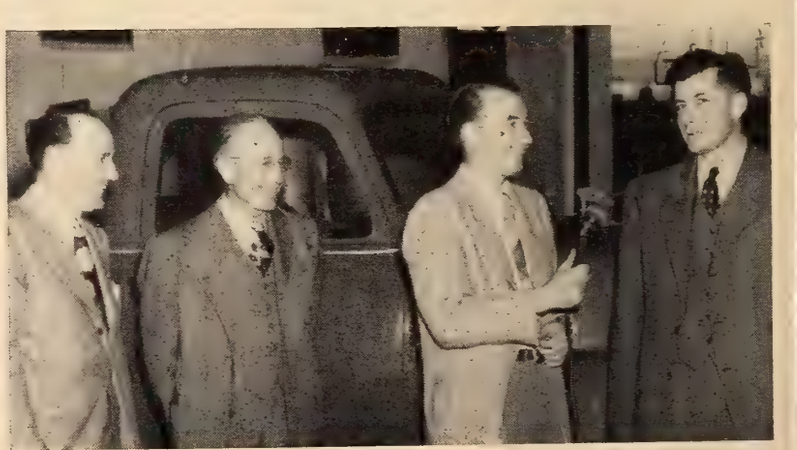
Toward this end the dealers pooled resources, enough to purchase three half-hour periods of Class A time that included: A dramatic mystery show, *Box 13,* Mayfair Transcription Co. package, Sunday, 7:30 p.m.; a pop-concert music program, *Cavalcade of Music,* Lang-Worth produced, Monday, 8:30 p.m., and a western song-fest "hit parade" type program, *The Magic Valley Hayride,* station-produced, Saturday, 6:30 p.m.

The triple-day schedule was chosen, and the times staggered, in order to reach a greater cross-section of listeners during their "at-home" hours. The shows also were in the peak of A time, thereby fitting into a pattern of top rated programs.

While the absolute effect of such a campaign is difficult to measure, direct evidence was obtained that many potential Chevrolet buyers visited their dealers to ask questions about the car after having listened to one of the program's series. That was success enough for Chevrolet, KTFI reports.

The catch-all, the station points out, was the attempt to reach a highly varied listening audience during the equally as varied "at home" nights and time periods. However, each of the programs was fitted into a night when the network had similar type programs scheduled.

Along with this radio promotion, mats supplied by the packagers were inserted on the radio log page of the daily newspapers and various other displays used throughout the area. Allowance for flexibility permitted the dealers' names to be mentioned on each program in a rotating schedule, with two different dealers usually named on a single program.



ATTENDING remote pick-up of 1950 Chevrolet showing, a feature of KTFI's campaign, are (l to r): C. N. Carruthers, Chevrolet district sales manager; H. Spence, Glen Jenkins Chevrolet Co. sales manager; Jack Farrar, special events announcer, KTFI, and Glen Jenkins, dealer firm's owner and manager.

Technical

FRANK GOLDSTEIN named chief engineer at WMOR (FM) Chicago, succeeding **DAVID B. PIVAN**, resigned to work with James E. Everett Engineers, Evanston, Ill. Mr. Goldstein's new assistant is **WALTER CHILDRESS Jr.**

G. L. McKENNA, formerly manager of Industrial Products Section of Engineering Products Dept. of RCA Victor, Camden, N. J., appointed assistant to **W. W. Watts**, vice president in charge of RCA Engineering Products Dept.



Mr. McKenna

SPEARS MALLIS, recent graduate of Chicago Television Institute, joins WTVJ (TV) Miami, Fla., as engineering assistant under direction of **JACK SHAY**, technical director. **HERBIE FIELDS**, student at Radio & TV School of U. of Miami, joins WTVJ as cameraman and sound technician.

PAUL KELLY, formerly chief engineer of WWNI Wabash, Ind., joins WCSI (FM) Columbus, Ind., technical staff.

HARRY MAULE, member of NBC Chicago engineering staff 15 years, promoted to supervisor of TV field engineering operations. He replaces **COURTNEY SNELL**, transferred to NBC New York.

IVAN IZENBERG, WNJR Newark staff engineer, and **EDITH LEVIN**, of Gordon & Rudwick Adv., New York, have announced their marriage.

RCA Engineering Products Dept., Camden, N. J., announces production of power control unit for mobile TV pickup equipment, providing power consumption readings and permitting regulation of input and output voltages from central point in unit.

HOOKER-FREDERICK

New Production Firm Formed

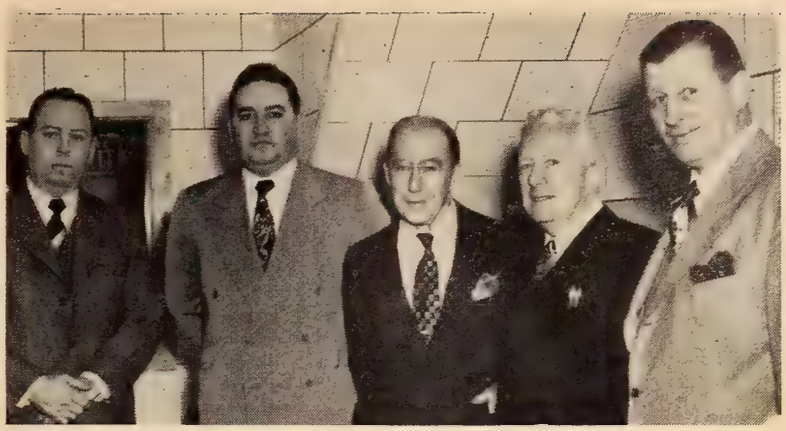
A NEW corporation, West Hooker-Frederick Productions Corp., New York, has succeeded the former West Hooker Telefeatures Inc.



Mr. Hooker

West Hooker, head of the former concern, is president of the new firm located at 2 W. 46th St. Frederick Klein is vice president and treasurer. The new company will produce not only radio and television shows but also theatrical and motion picture enterprises.

LATEST news and developments in field of magnetic tape recording are featured in *Magnecord INK*, new monthly publication of Magnecord Inc., Chicago tape recorder manufacturer.



AMONG visiting dignitaries and station executives present at formal opening ceremonies of WPAW are (l to r): Co-owner Murphy, Mayor Robert Connelley of Central Falls, R. I., Sen. Green, Pawtucket's Mayor McCoy and Co-owner Hysco.

* * *

WPAW ON AIR

New Daytime Independent

WPAW Pawtucket, R. I., owned and operated by the Roger Williams Broadcasting Co., went on the air last month with opening ceremonies marked by congratulatory addresses by visiting dignitaries and holding of open house.

Those taking part in the noontime sign-on activities Jan. 15 included Sen. Theodore Francis Green (D R.I.); Mayor Ambrose J. McCoy of Pawtucket, who pulled the switch to put WPAW officially on the air; Neale D. Murphy and Dominic A. Hysco, co-owners, and Dan Hyland, general manager, who signed the station on.

Among organizations represented at the ceremonies were the Chamber of Commerce, school and police departments and members of the clergy, as well as business establishments.

Scheduled programming began the following day. Mr. Hyland reported that during the first day two half-minute pleas for blood donors were answered by 20 volunteers within a half hour after a local woman underwent an emergency operation. On Jan. 26, the new outlet's facilities were turned over to the March of Dimes campaign.

A daytime independent, WPAW is assigned 500 w on 1380 kc.

WCKY Success

REX DALE'S *Makebelieve Ballroom* on WCKY Cincinnati has proved so successful that show, exactly as programmed, can now be heard in Puerto Rico. The program director of WZQ, 50 w Air Force Radio Service station on the island, wrote and asked WCKY Station Manager Charles H. Topmiller for a copy of the *Makebelieve Ballroom* theme and a format of the show. It seems WZQ had received many requests for a show of this type. So, Mr. Topmiller obliged with the ballroom theme and a 15-minute disc of the ballroom background. The WZQ program director says the show is now becoming one of the most popular programs aired in the Puerto Rico area.

Radio Rescue Call

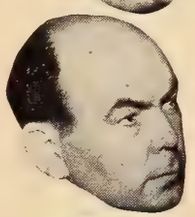
IT didn't take long for KLFY Lafayette, La., on the air only a month, to discover radio's emergency usefulness. An automobile accident outside of the station's downtown hotel studios last month seriously injured a woman and her eight-year-old daughter. Bill Patton, newscaster, described the scene from an open sixth floor window, thus being first with the news. When he aired an appeal for an ambulance, one was rushed to the scene within one minute, KLFY reports. Sixty seconds later still another ambulance appeared. KLFY operates on 1390 kc with 500 w.

A SOLID FRONT FOR KRNT IN DES MOINES' NEWSCAST HOOPERADE

KRNT NEWS SHOWS OUTHOOPER ALL NEWSCASTS OPPOSITE THEM ON ALL OTHER STATIONS*



FABULOUS 59
THAT'S CHAS McCUEN'S WHOPPING AUDIENCE PERCENTAGE



FABULOUS 48
THAT'S GORDON GAMMACK'S GREAT AUDIENCE PERCENTAGE



FABULOUS 42
THAT'S RUSS VAN DYKE'S DYNAMIC AUDIENCE PERCENTAGE

*C. E. Hooper Share-of-Audience, City Zone, May thru Sept., 1949

EXPERIENCE, VISION, INITIATIVE, ENERGY, SHOWMANSHIP KEEP KRNT IN THE LEAD ALWAYS — IN ALL WAYS!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Most Valuable' Stories

EDITOR, BROADCASTING:

Your article "Mitch's Pitch" in the Jan. 3 issue of BROADCASTING plus the "How Do Radio Results Compare With Those of Other Media" article in the 1950 YEARBOOK number are two of the most valuable pieces that have ever been published anywhere concerning radio. We have been doing similar things locally but never have had shown to us in one place the basic formula and the details of completely offsetting the misapprehension that too many advertisers have. . . .

Ralf Brent
Sales Promotion Manager
WBBM Chicago

* * *

Praises 'Mitch's Pitch'

EDITOR, BROADCASTING:

. . . I want to congratulate you on the article "Mitch's Pitch" in your [BROADCASTING, Jan. 30] issue, and to ask what you thought of the idea of your publication printing Mitch's entire pitch, which is available on platters, but at a cost that the stations who need it most cannot pay (even though they should). Just an idea that I know would be deeply appreciated.

Ernest L. Spencer
General Manager
KVOE Santa Ana, Calif.

* * *

Galbreath Answered

EDITOR, BROADCASTING:

Mr. Ed Galbreath, radio instructor of Statesville, North Carolina, in his letter to the Editor, BROADCASTING, Feb. 6, asked for assistance in getting "all network programs every night in the week regardless of atmospheric conditions."

I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I resided in another of the underserved areas, Michigan's Upper Peninsula.

There is only one solution to the problem of inadequate radio coverage in Mr. Galbreath's area which is typical of so much of the United States. To better serve these small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

Our neighbor, Mexico, is using power in excess of 50 kw on all six of its clear channels, whereas stations in the United States are stymied from improvement in service because of an archaic power limitation (50 kw).

There is no reason why small town and rural listeners should not have service somewhat comparable to that enjoyed by their city friends. Increased power for clear channel stations is the answer, and the FCC has the authority to grant it.

Ward L. Quaal
Director
Clear Channel Broadcasting Service
Washington

* * *

EDITOR, BROADCASTING:

Re the letter of Mr. Ed Galbreath . . . Statesville, N. C.

Mr. Galbreath's letter points up one of the greatest mistakes made by broadcasters in the use of FM. In the area in which Mr. Galbreath is located I am sure that he not only can get *every network program* he desires, but will have a *choice* of stations to listen to if he will resort to a reasonably good FM set or converter.

Palmer A. Greer
Radio Engineer
Spartanburg, S. C.

* * *

Dear Mr. Galbreath:

In reading the Feb. 6 issue of BROADCASTING I find . . . you . . . asking how small town listeners can have available all network programs every night in the week regardless of atmospheric conditions.

This question has been answered to hundreds of thousands of people in the Southeast when they purchased an FM radio.

Though WMIT does not belong to any of the networks you mentioned in your letter, I would like to call to your attention the fact that, in Statesville, N. C., you can receive day and night complete coverage of the two networks you mentioned from at least seven different sources. For NBC shows I recommend that you tune in WSJS-FM in Winston-Salem, WSOC-FM in Charlotte, or WOPI-FM in Bristol, Tenn. For your ABC programs I suggest you tune in to WHKY-FM in Hickory, WMFR-FM in High Point, WAIR-FM in Winston-Salem, and possibly WGNC-FM in Gastonia. . . .

John M. Dunnagan
Box 1164
WMIT Charlotte, N. C.

[Copy to BROADCASTING]

* * *

Gardner Sees Hope

EDITOR, BROADCASTING:

In your columns there have been some disheartened, but staunch, standard bearers advocating the principle that RADIO MUST SELL ITSELF.

One phase of this has been the sore subject of newspaper references, where radio references on local or network shows or newscasts could be used equally easily, equally authentically. We want our own medium to *think* and *talk* radio.

For the sick of heart on this campaign, there is hope. It is beginning to show on some NBC shows. Some months back on NBC *One Man's Family* one of the characters of the play was remaining home to listen to *Duffy's Tavern*, and then again Saturday night, Jan. 28, on the *Dennis Day* show, two of the characters made their appearance at the courthouse, because, they learned that a particular situation had arisen, on the late evening newscast!

So, all you advocates of this reference-policy, take heart, we may be gaining ground—from the acorn the mighty oak did grow!

Florence M. Gardner
Manager KTFI
Twin Falls, Ida.

* * *

Sees Network Fear

EDITOR, BROADCASTING:

It was a pleasure to read your editorial "The Rich, Full Life," in the Jan. 30 issue of BROADCASTING . . .

. . . I have never been able to understand why it is, with the great increase in hours-of-listening, in set ownership, in radio's demonstrated effectiveness, in cost of network and station operation, that network rates should remain at 1940 levels. All other media have raised their rates in keeping with the ascending costs of doing business. There can be only one "cheapest" advertising medium, and network radio seems to take pride in that dubious distinction.

It is difficult to understand the network thinking which permits the condition to continue. My contact with network officials leads me to believe that they are governed by fear; fear of competition, of the loss of important accounts, and more recently, to television. Apparently, *Life* magazine hasn't had the same fears and very realistically raised its rates in keeping with its value—and its production costs.

E. E. Hill
Executive V. P.
WTAG Worcester, Mass.

* * *



THAT "thing" pointed to by Announcer Bob Daniels, of KDAL Duluth, Minn., is his "static eliminator" which he has invented to counter teletype machine paper charged with static electricity, plague of many a radio newsman who has found garbled type as a result. The "thing" consists of a milk bottle filled with water, a piece of cloth, wires and string. KDAL-CBS says it will supply details to an interested party, although "patent has not been applied for. . . ."

Praises Bob Hawk

EDITOR, BROADCASTING:

I enjoyed Mr. Kleban's story about Jack Benny's trip to Houston [BROADCASTING, Jan. 30]. I had a similar experience several years ago when Bob Hawk came to Charleston, W. Va., where I was then operating WCHS. Bob came to do his quiz show and emcee a local talent show during a war bond drive. He was far more gracious than any of the local people and certainly set a fine example.

Howard L. Chernoff
V. P. and Gen. Mgr.
San Diego Journal
San Diego, Calif.

* * *

Todd Manages KAKE

EDITOR, BROADCASTING:

A word of thanks for a publication that brings a report of the up-to-the-minute, nation-wide activities in the radio industry to my desk every Monday morning.

I would like to point out an error in the CLOSED CIRCUIT column of Jan. 30 stating that Jack Todd, the unopposed nominee to the 12th District directorship, is from KFBI Wichita, Kan. Mr. Todd is manager of KAKE, the Mutual outlet in Wichita . . .

C. Dale Allen
Chief Engineer
KTSW Emporia, Kan.

Roger M. Wise

ROGER M. WISE, 52, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 5 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past year since his company, Roger M. Wise Co., had been acquired by Philco. He was associated with the radio-TV industry for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

ALL hockey and basketball games at U. of Denver, Denver, are being broadcast by students in university's radio department over KFEL-FM Denver.

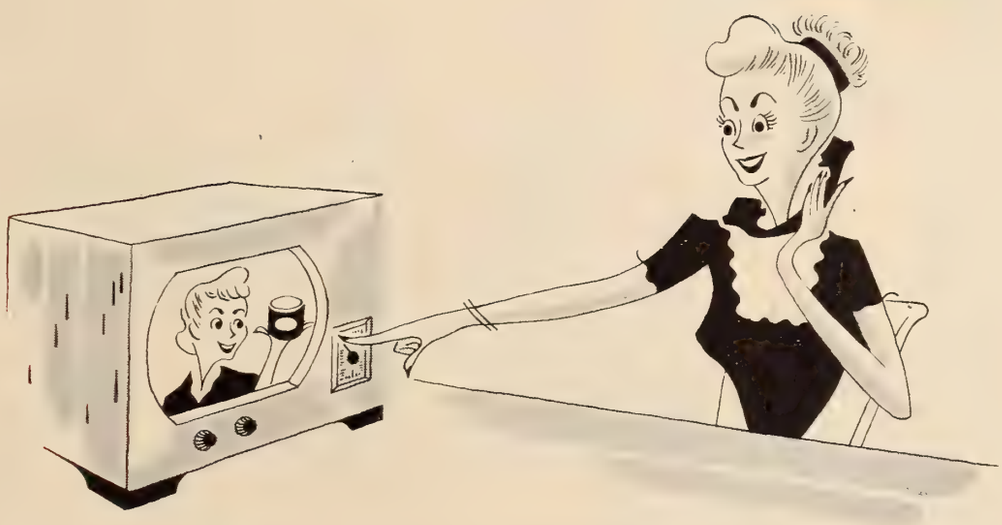
Telecasting Insert
Pull Out for Filing

FEBRUARY 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

DU MONT DAYTIME TELEVISION *sells!*



Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y.

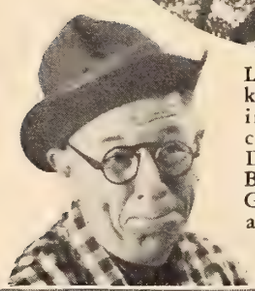
Copyright 1950, Allen B. Du Mont Laboratories, Inc.

ALL THIS AND 3 NETWORKS TOO!



Lovely Rosita's personality shines in her Latin songs.





Lou Emerson keeps 'em laughing as ranch cook on TV Dude Ranch. Below: Pedro Gonzales makes a hit as a ranch guest.



Mel Winters, his piano and Jeremiah Tommy and The Professor.

Vocalist Melissa Smith's style wins her a big following.





Johnny Dugan's Tree House features Bud Vinson and Uncle Dick Perry. There's a long waiting list for every show.

Lower left: Dance instructors Bud and Marie Nash entertain with folk and popular dances.



Since opening day, WOAI-TV has presented a *weekly average of 10½ hours* of local programing combined with top shows from THREE great TV networks to build *and hold* an enthusiastic audience. To entertain *and sell* South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

NBC - CBS - ABC

WOAI-TV

CHANNEL 4

SAN ANTONIO

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

FEBRUARY 13, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TELECASTING

HOW TO TURN RED INK BLACK

Main Topic at TBA Clinic

By BRUCE ROBERTSON

VIDEO ECONOMICS, methods of TV station operation, sales and programming leading to increased revenue and decreased expenses, held the center of the stage Wednesday at the Television Clinic conducted by Television Broadcasters Assn. at New York's Waldorf-Astoria Hotel.

Other current TV issues, such as union jurisdictional disputes, network affiliation on an interconnected or non-interconnected basis, and the place of sports in the program schedule, got their due share of time in the day-long agenda, which clicked off on schedule under the sharp eye of Charles C. Barry, ABC program vice president, who served as clinic chairman.

But the main interest of the more than 400 TBA members and guests at the session was focused on the all-important question of how to turn the red ink on their monthly balance sheets to black.

How one TV operator has done that trick was described by Edward Lamb, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, who stated that "both stations have been in the black since the day they opened.

"There is nothing unusual about this," Mr. Lamb continued. "I say that any TV station in the United States can be operated at a profit."

Mr. Lamb's secret is a simple one—"don't buy anything you don't need. Use what you have to the limit. Where other stations say 'one show, one camera,'" he stated, "we say 'one camera for all shows.'" He admitted that with increasing programming he is now getting a second camera for each station, but, he declared, "We don't have a lot of fancy-pants equipment lying around in the garage."

Despite the dependence on network and film programs implicit in single-camera operation, Mr. Lamb stressed his stations' emphasis on local and public service programming, which, he declared, "pays off at the box office. You know," he added, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

Detailing his stations' finances, Mr. Lamb reported: "The income of one station is roughly $30,000 a month, but is rapidly increasing as we go into more and more afternoon programming. Our expenses are approximately $17,500 a month, including wages of $4,500, depreciation in the amount of $4,000 a month, films, promotion, taxes, maintenance and miscellaneous costs totaling $9,000 a month. We depreciate our mechanical equipment at the rate of 20% a year and buildings, as well as other equipment in accordance with the schedule set by the Internal Revenue Bureau.

Outlines Staff

"We have 17 employes at each plant. These include a general manager, three salesmen, a program director, three studio technicians (including cameramen and film editor), a chief engineer and five engineers and three office girls, one of whom handles program and traffic matters, another bookkeeping and the third stenographic matters."

Mr. Lamb asked why TV, even as a "blue chip big business" needs "such elaborate but unused plants. The viewer is impressed only in what appears on the screen and not with the chromium in the studio. . . . The viewer is not impressed when a telecaster proudly boasts of losses running as high as $100,000 a month. Hooperatings do not follow the telecaster's profit and loss statement."

John H. Boyle, director of television at WAVE-TV Louisville, a non-interconnected station at present, said he has "a few shudders whenever I think about the cable coming through in October."

Reporting that WAVE-TV now gets 30% of its card rate for network commercials, he said that when it becomes an interconnected

(Continued on Telecasting 18)

* * *

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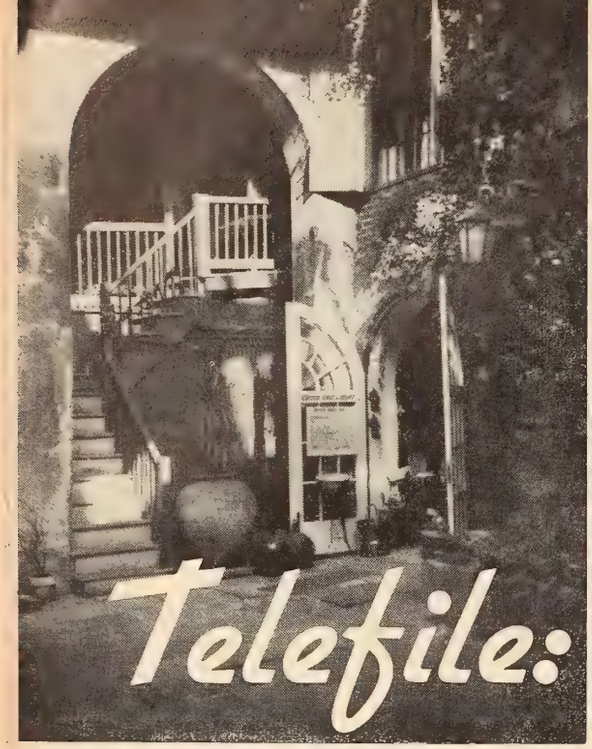
IN THIS GROUP gathered at TBA Clinic are (l to r): Standing—Paul H. Raymer, president, Paul H. Raymer Co.; Paul Diamond, Associated Artists Productions; George Cranston, general manager, WBAP-AM-FM-TV Fort Worth; seated—Paul Mowrey, ABC national director of TV program sales; Eugene Katz, executive vice president, The Katz Agency, and Frank Silvernail, chief timebuyer, BBDO.



DR. ALLEN B. DuMONT, president, Allen B. DuMont Labs, chats during TBA Clinic lull with Maurice Rifkin (standing), in charge of TV sales for Frederic W. Ziv Co., and Herbert L. Taylor, in charge of DuMont transmitter division.



TELEVISION Broadcasters Assn. board of directors elected last Wednesday include (l to r): Standing—Will Baltin, secretary-treasurer, TBA; F. M. Russell, vice president, NBC; George Storer, Fort Industry Co.; Dr. Allen B. DuMont, president, Allen B. DuMont Labs.; Seated—Joseph McDonald, vice president, ABC; Lawrence Lowman, vice president, CBS; J. R. Poppele, WOR New York, TBA president; Ernest Loveman, vice president, Philco, and Paul Raibourn, vice president, Paramount. Not shown is Director R. A. Borel who did not attend the clinic. *(See story, Telecasting 18).*



Telefile:



The charm that surrounds ← *WDSU-TV quarters.*

WDSU-TV Brings Modern Television To Beautiful Old New Orleans

NEW ORLEANS is half old and half new. That goes for its architecture, its economy and its culture. The combination adds up to a market saturated with the heritage of European forebears and the efficiency of civilization's most advanced techniques.

This is the market that WDSU-TV invaded 14 months ago with a thumping 31 kw television signal, confident that the haven of diversified cultures, fun-loving people and high-buying families would admit the newest of media to its bosom.

Behind this business and artistic venture was the Edgar B. Stern family, for decades prominent in New Orleans' economic and cultural growth. They knew how well the commercial foundations of the city had been established and they sensed the eagerness of the thriving community for televised recreation and entertainment.

The Sterns—Edgar B., Edgar B. Jr. and Philip M.—bought the WDSU properties in the autumn of 1948. Among assets was a CP for WDSU-TV, with construction well advanced. A Harvard-educated electronic engineer, Edgar B. Stern Jr. assumed the presidency, with the senior Stern as board chairman and Philip as board member.

Regular commercial telecasting started Dec. 18, 1948, less than a year after the FCC granted its CP. In February 1949, Robert D. Swezey, former vice president of MBS, became executive vice president. The new management affiliated WDSU-TV with all four TV networks and struck up an alliance with the *New Orleans Item.*

* * *

AND how's business at WDSU-TV?

Very good, thank you, and getting better every day. Almost every spot is sold—about half network and half local. The station is preparing to move into daytime programming. Every month the gross is increasing. Furthermore, the Stern family is pouring a substantial sum into new facilities, headed by an office building and adjoining studio plant.

Set sales are soaring and store shelves were stripped during the pre-Christmas weeks. This pace continued through January. Since February a year ago, the number of sets has increased from 3,000 to nearly 18,000.

It's no wonder the city likes television, with the fabulous sources of program material. Really, the place is a program director's dream. Where else, WDSU-TV's operators ask, can a station offer the series of Mardi Gras spectacles, including bizarre pageants, parades, balls and street scenes? Or the series of Sugar Bowl events? Or the every-night doings in the Bourbon Street spots with their Dixieland entertainers?

Pile on top of this list the sports, concerts, dramas and aquatic events for which the city is unique, plus the normal quota of daily doings in the nation's No. 2 seaport, and you have the stuff that WDSU-TV's staff has at its disposal—plus the pick of the programs kinescoped by all four nationwide television networks.

There's nothing quite like—anything like—the new WDSU-TV headquarters in all American radio and television. Located in the heart of the Vieux Carre (French Quarter), the century-and-a-half old structure is ornamented by two typical New Orleans balconies, overhanging the sidewalk.

Known as The Brulatour Court Bldg., it is one of the more famous buildings of its type in the city. The upper wrought-iron balcony is featured by a fan-shaped "garde de frise" originally designed to keep marauders from entering via the adjoining building.

Erected in 1816 by Francois Seignouret, who bore a musket in Gen. Andrew Jackson's Battaillon A Orleans, the building has been a center of art and commerce. In 1900 William Ratcliffe Irby, banker and tobacco manufacturer, acquired the property, renovated it and installed an elevator and large pipe organ.

Offices of station executives and personnel are located on the second and third floors, including large audition and conference room, film library, projection room and employes lounge. Studio facilities are in temporary quarters on the third floor pending completion of an elaborate new studio building.

* * *

THOSE accustomed to the architecture of the glass-and-chromium cult will get a shock when they enter this antique home of an ultra-modern electronic enterprise, dominated by the French Quarter motif. They will find themselves ushered into a courtyard and seated at a table midst the lush flowers, trees and shrubbery of the semi-tropical region.

A maid serves coffee (Luzianne, courtesy of the sponsor). Visitors sip the sturdy brew for which the city is famed as they take in the patio's banana trees, palms and other flora.

Surrounding this bedecked patio are all the scientific marvels of the Television Era. Work is moving along rapidly at the adjacent studio building covering a 60x200-foot area. WDSU's engineers have followed the basic concepts that a TV studio should be as large as space permits, and should be on the ground floor with an entrance accommodating the largest rolling vehicle.

The video studio will be 60x100 feet, with arched interior 35 feet high. It is patterned after Hollywood sound stages, with master control room overlooking the sets, catwalks, permanent sets, prop rooms, film laboratories and similar accessories. Three other studios are interchangeable for AM and TV. They include recording facilities, client's booth and related facilities. The building also will house a large workshop, lounge and reception hall. Overall area of offices and studios is 22,000 square feet.

Several blocks away is the transmitter, housed atop the Hibernia Bank Bldg., tallest in the city. Tower installation followed NBC's Empire State Bldg. pattern. The

* * *



Mr. STERN JR.



Mr. SWEZEY

85-foot RCA batwing antenna carries the 5 kw signal from the RCA transmitter out over a vast area with a kick of 31 kw. Reports of "very regular reception" cover spots as far away as Alexandria, La., 150 miles to the northwest, and consistent reception over an area including parts of Mississippi and Alabama.

During its first year, WDSU-TV had to get along with a converted office on the top floor of the bank building as the main studio. Another office was converted into stairs leading to the penthouse transmitter and control rooms. Crowded into this space were workshop, TV and FM transmitters and a small announce studio. The penthouse even had a balcony.

All this squeezing and pigeonholing will be avoided in the new plant. Control equipment is custom-built. High-perched producers will have a view of the entire main studio. Dual switching units are provided for rehearsals while other programs are on the air.

This ingenious use of limited space is an old story in the television industry. WDSU-TV was blessed with a substantial quota of ingenuity and the results surprise even those who sweat and toiled during the difficult early days. They're glad the elbow-bumping days are about over and what they can do in the wide-open spaces of the new studio building may surprise even themselves.

To handle its local remotes, WDSU-TV has a custom-built Lynn mobile unit with two cameras along with accessory station wagons.

* * *

ANYONE familiar with the commercial, educational and recreational facilities of New Orleans knows that the citizenry wouldn't put up with inferior TV programming.

Messrs. Stern and Swezey were quite aware of the community's tastes so they have followed up a history-making debut with this simple program policy—Let's do a solid job on the inside; then we'll get set sales on the outside, and sponsors, too.

The four-network package has given a solid foundation of national program fare. It might have been simple to get by with occasional local programming and a lot of cheap film, but the management committed itself to high-quality production. It has gone in heavily for community telecasting.

In early 1949 a list of sports events was lined up. It included basketball, baseball, wrestling, horse racing and similar events. Professional baseball wasn't available but the American Legion games developed a heavy following. Last fall WDSU-TV telecast the whole Tulane football schedule on film.

And the Sugar Bowl football games for the past two years have been telecast by Gillette. Maison Blanche, a local department store, and the Seven-Up Bottling Co. were sponsors for the balance of the Sugar Bowl events.

The Mardi Gras—well, there's



nothing to match it in all American community life, and New Orleans television has been all over the town filming pre-Mardi Gras events. As was the case last year, the whole package of parades, balls and simliar events is sponsored by the General Electric distributor.

In spite of extremely cramped facilities, studio programming at WDSU-TV has been intensive. Single-camera operation has provided an excellent challenge to program builders, who offer distinctive and novel presentations, both sustaining and commercial. It has been the proving ground for the new major operation.

The development of local talent has been proceeding steadily. The Dixieland bands, of course, are heard frequently. A talent show titled *New Voices*, originating in the Roosevelt Hotel, has developed a roster of good local talent.

Local professional talent such as Fats Pichon and Claire Nunn formed the basis for sound local shows. Miss Nunn plays the piano as well as sings, and does her own commercials.

Joyce Smith's *Floral Trails*, a weekly garden show, and her *A La Mode*, on which she presents interesting people and unusual events, with something for every member of the family, and Sharkey's Dixieland music further stimulate the local picture.

With this backlog, WDSU-TV is about ready to move into daytime programming. Lena Richard's late afternoon show, a participating program with pictorial chatter on creole cooking, will be a vital factor in the new daytime schedule.

Still other shows will feature dishes from New Orleans' famous restaurants. A daily *Shopper's Guide* is slated for programming, along with another newcomer to the afternoon stanzas, *Man About Home*, with tips for the harried housewife on household repairs and maintenance. Fashion shows have already proved themselves, and it is hoped that a new format will solve the disc jockey-TV problem.

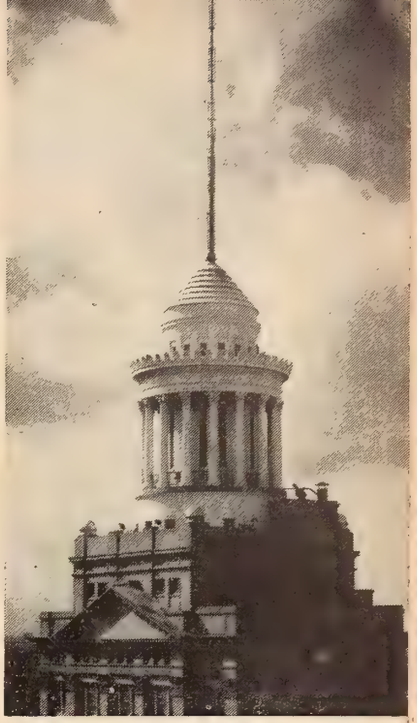
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THERE'S nothing too novel for WDSU-TV's programmers. Recently they completely rebuilt a fat woman. With the TV camera on her, the lady went on a diet and took a course of massage and beauty treatments. They really remade her for the TV audience and when the series ended she had shed some 60 pounds.

Fortunately, New Orleans in early TV days was blessed with courageous sponsors. Maison Blanche department store and Seven-Up jointly sponsored boxing and wrestling. Public Service and Coca-Cola signed up for basketball. Motorola put on horse racing.

Outdoor sports are on a year-round basis and Jax Beer has sponsored a hunting and fishing chatter program, *Outdoors in Louisiana*. D. H. Holmes department store sponsored the Korda film series, as well as live variety shows. Brown's Velvet Ice Cream picked up the *Telekids* juvenile show.

Regal Beer buys sports and Dixie Beer sponsors *Telenews* as well as five minutes of stills depicting local and national news, using photos



WDSU-TV's antenna.

from the *New Orleans Item*.

With all this programming, what do sponsors think? The answer to what sponsors think can be found around the sales department of the TV station. WDSU-TV has a bulging file of success stories. Just a few days ago, for example, Salem Fluorescent Maintenance Service sponsored two five-minute programs, its TV debut. From a $100 time-talent budget, Salem received calls that netted over $1,000 in new business.

Last month D. H. Holmes Co. sponsored a 15-minute musical program, *Concert Miniatures*, 7:30-7:45 p.m. One commercial was devoted to Schiffer Prints draperies, only promotion for the Nil-Art Co. product. During the week following the program 72 persons went to the Holmes drapery department and specifically asked to see the TV-promoted draperies, resulting in sales totaling $1,565.60.

Another time Maison Blanche sold its entire stock of 14 outboard motors through a lone TV spot. And at Holmes they recall the time a basketball interview with Cliff

(Continued on Telecasting 16)



Mr. RIDDLE



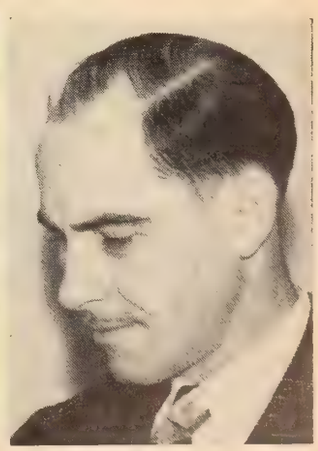
Mr. READ



Mr. RICH



Mr. MULLER



Mr. HOLIDAY

WESTERN FILMS

. . . mean

LARGE AUDIENCES

And WGN-TV's "Trail Blazer's Theater" is no exception.

In the short time "Trail Blazer's Theater" has been on WGN-TV, its ratings have risen to the point where more than 183,000 Chicagoans watch these films each quarter hour — five days a week, 5:30-6:30 p.m.

Add the great hold-over audience from the preceding "Small Fry Club" to the appeal of western films, and you'll see why "Trail Blazer's Theater" consistently draws record audiences.

But the most amazing thing about this feature is the price — it's phenomenally low for participations or sponsorship of the whole program. Just imagine, you can buy participation announcements for less than the one minute night time announcement rate.

Here's one of the best buys in television. You'll be thoroughly convinced when your WGN-TV representative shows you the facts and figures.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

SAMPLE RATE CARD

TBA Issues Form

TO AID TV broadcasters in establishing uniform rate practices, Television Broadcasters Assn. last week released a sample form for video rate cards. Three-fold pocket-size card, evolved by the TBA commercial operations committee and its rate card subcommittee after more than a year's study, is divided into nine sections: Basic air time rates, announcements, participations, discounts on time charges, rehearsal charges, film facilities, remote pickup facilities, theatre studios and general information.

Figures used in the sample card are for illustrative purposes only, TBA pointed out. "At no time has there been any intention of establishing any one particular set of dollar rates since this, obviously, can only be determined by the individual stations themselves," a note on the front cover states. "Rather the sample dollar figures contained in this card are used to indicate recommended discount procedures and rate relationships according to time units."

The discounts recommended by TBA are: Less than 13 times, no discount; 13-25 times, 2.5%; 26-38 times, 5%; 39-51 times, 7.5%; 52-103 times, 10%; 104-155 times, 12.5%; 156-207 times, 15%; 208-259 times, 17.5%; 260 times or more, 20%.

TBA also recommends that Class A time cover the hours 6-11 p.m. Monday through Friday and noon-11 p.m. Saturday and Sunday, with Class B as 5-6 p.m., Monday through Friday, and Class C as all other times. Class B rates are two-thirds of Class A, and Class C one-third of Class A. Ratio of time charges on the sample card is: 45 minutes, 80% of the hour charge; 40 minutes, 75%; 30 minutes, 60%; 20 minutes, 50%; 15 minutes, 40%; 10 minutes, 35%; 5 minutes, 25%.

Card contains the following schedule on length of commercial copy, noting that exceptions may be allowed on occasion:

Length of Program	News Progs. Day & Night	All Other Programs Before 6 p. m.	All Other Programs After 6 p.m.
5	1:00	1:15	1:00
10	1:45	2:10	2:00
15	2:15	3:00	2:30
20	—	3:30	2:40
25	—	4:00	2:50
30	—	4:15	3:00
40	—	5:00	3:45
45	—	5:45	4:30
60	—	7:00	6:00

SURGERY TV

Atlantans See CBS Color

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture TELECASTING 14].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is "a great step forward in the teaching of surgery." Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today (Monday). Receivers and pickup equipment were designed and constructed by CBS engineers for Smith, Kline and French, Philadelphia, which has been furnishing such equipment for demonstrations before numerous medical groups.

C. J. WITTING

Is DuMont TV Gen. Mgr.

APPOINTMENT of Chris J. Witting as general manager of the DuMont Television Network was announced by Commdr. Mortimer W. Loewi, director of the network, in a statement prepared for release today.

In his new position Mr. Witting will direct and coordinate activities of the entire network numbering 53 affiliates, Commdr. Loewi said. Appointment was in recognition of the growth of the DuMont network within the past year, he added, citing gross billings in excess of $3 million—triple those of 1948.

Mr. Witting joined DuMont in June 1947 after long experience in industry and show business. Previously he was with Price, Waterhouse & Co., where he supervised a number of assignments including radio. He also served for several years as controller of USO-camp shows.

KTSL (TV) EXPANDS

13 Feature Movies Acquired

ACQUISITION of series of 13 feature movies and contemplated increase in KTSL (TV) Hollywood kinescope programming was announced by Charles L. Glett, vice president in charge of Don Lee television, following his return from a two-week eastern visit.

Included in the group of motion pictures for which station has obtained exclusive release are *Action for Slander, Woman Alone, Amazing Adventure* and *Ten Days in Paris.* Added kinescopes being considered are DuMont network's quarter-hour programs, *Easy Aces* and *Manhattan Spotlight* and New York wrestling bouts. Selection of new mobile equipment for KTSL will also be announced shortly, according to Mr. Glett.

"INTRODUCTION to Television" course added to curriculum of U. of Washington's Radio Education Dept., Pullman, Wash.

WOR-TV NEW STUDIOS

Station Opens Central-Control Facilities



A portion of the new WOR-TV master control. Equipment at right is associated with film camera control.

* * *

WOR-TV New York last week opened its new studios in New York's Television Center and simultaneously moved its TV master control here from the New Amsterdam Roof Theatre.

Complete facilities comprise three studios, control rooms, master control, rehearsal and dressing rooms, offices and reception lobby. Under the new setup, all camera control operators are located in a centralized camera control center. Other innovations include flexible studio lighting systems (employing fluorescent features), technical refinements and intercom positions.

Studios A and B, each 43 by 68 feet, comprise the playing area available at the center.

Studio C contains film projection cameras and associated equipment. Each studio has a separate control room. Studios A and B each contain four studio cameras. Studio C's film projection booth has three iconoscope film cameras which can be fed from two 16mm film projectors, two 35mm projectors and several slide projectors.

All film, audio and video facilities are arranged so that the program director has directly before him simultaneous monitors on four of his normal studio cameras; two preview monitors, and a line monitor. Thus, all sources of signal can be previewed and the picture can be properly lined up before being switched to the program line.

Master control, consisting of six incoming channels with four outputs, provides for either simultaneous or independent audio or video switching. Each outgoing channel has a picture and an audio monitor.

Television Center is at 20 W. 67th St. WOR-TV also has studios in the New Amsterdam Roof Theatre on West 42nd St. One of these is an audience studio with a seating capacity of 450. Signals from these studios are fed into the 67th St. master control from their associated control rooms.

Mrs. Roosevelt's Show

MRS. FRANKLIN D. ROOSEVELT'S NBC-TV series, *Today with Mrs. Roosevelt*, was to begin yesterday (Feb. 12). The first show of the series, aired Sunday, 4-4:30 p.m., was to feature Albert Einstein, David Lilienthal, Sen. Brien McMahon (D-Conn.), and Dr. J. Robert Oppenheimer, president of the Institute for Advanced Learning at Princeton, in a discussion on the hydrogen bomb. Dr. Einstein was to appear on film.

THEATRE SALE

NBC-TV Buys in Chicago

FIRST PROVISION for TV audiences at NBC Chicago was made last week when Victor T. Norton, NBC vice president for administration, signed a long-term lease with J. J. Shubert of the Select Lake City Theatre Operating Co. for the 52-year-old Shubert Theatre. The 1,300 seat legitimate house will become the Midwest's largest TV theatre, according to NBC Central Division Vice President I. E. Showerman. Contract length and costs were not given.

NBC expects to spend $100,000 initially for equipment, including three or four new cameras and control room fixtures. Maintenance engineers surveyed the site Thursday, although the only remodeling expected to be done is that required for special television equipment.

First show to originate there will be WNBQ-NBC-TV Chicago's one-hour segment of the network's two and one-half hour Saturday evening participation show, scheduled for Feb. 25.

Long-range plans for studio usage include origination of additional audience shows, especially daytimers. NBC-TV Chicago has no TV audiences now because of space limitations.

90,000

Television Sets ...With Only ONE STATION Within Tuning Distance!

•

The Owners of These Sets Live in America's 9th LARGEST MARKET ...and the One Station Which Delivers This ENTIRE AUDIENCE to EVERY ADVERTISER Is

KSD-TV

The St. Louis Post-Dispatch Television Station

Channel No. 5...

First in St. Louis!

•

NBC, ABC, CBS and Dumont Networks

National Advertising Representative:

FREE & PETERS, Inc.

PHONEVISION TEST

Webster Sounds Alarm

AMID WARNINGS by Comr. E. M. Webster that the American concept of free broadcasting may be subjected to a "momentous change," FCC last Thursday approved with multiple reservations the Zenith Radio Corp. request to test Phonevision publicly in Chicago.

Reversing FCC's earlier order for thorough exploration of Zenith's plans to test its "pay-as-you-see" brand of TV [TELECASTING, Dec. 12, 1949], the Commission majority ruled the limited test may help settle some of the issues for such a hearing. This ruling, however, was attended by:

● Warnings by Comr. Webster in his dissent that the majority action is contrary to FCC's own rules, violates basic allocation principles, may require Congressional redefinition of broadcasting, and may have far-reaching effects—which FCC can't control—on the public and TV industry.

● Concern of Comr. Robert F. Jones, who issued a separate statement concurring with the majority, over monopolistic tendency of the patent-pool situation in TV equipment and set manufacturing. His recognition of a need to encourage new developments was shared by Comr. Frieda B. Hennock in another concurrence.

● Announcement by Zenith's Comr. E. F. McDonald, few hours after grant, that the experiment will be the "acid test" of whether the public will pay for "good" entertainment via TV in their own homes.

Lengthy Hearing Not Necessary

The Commission majority held it was satisfied a lengthy hearing was not necessary at this time in view of Zenith's allegations that the test sought only to determine public acceptance of the principle of "pay-as-you-see" television. The grant, valid for 90 days from last Thursday and to employ Channel 2 (54-60 mc) facilities now being used experimentally by Zenith's KS2X-BS Chicago, is subject to following conditions:

1. Action shall not be construed as determination that such experiment is or will be in public interest beyond express terms of grant, or whether Phonevision or any such system constitutes "broadcast," "common carrier" or other type of service, and FCC reserves its determination on such issues.
2. Zenith shall avoid any action that might create impression Phonevision has been or will be authorized on regular basis or that grant constitutes FCC's approval of Phonevision principle involved, and visual and aural notice to this effect must be made.
3. KS2XBS shall air only Phonevision shows during test.
4. Scope of test must be confined to Zenith proposals on record.

FCC denied Zenith's petition to install a new 5 kw video transmitter and other equipment at KS2X-BS, without prejudice to its filing an appropriate application for construction permit for such installation. Zenith has pending an application for a regular commercial TV station on Channel 2 in Chicago.

Comr. Webster considered subscription radio or television as "a fundamental change" in the American system of radio which might need Congressional approval and might also lead to a revision of broadcasting's non-common carrier status.

He said his mind was "completely open" on Phonevision's merits and whether it should be authorized. But, he pointed out, U. S. broadcasting has always been "a free service to the listener." He asserted "the first move" to change it should not be made without a public hearing. He continued:

I do not believe that very much vision is required to see that if the Commission should authorize subscription television, and it should prove to be the most profitable method of operating a television station, that the best evening hours, every day in the week, will be devoted to subscription television rather than to free television programming.

Every television station licensee will be clamoring for a subscription television franchise and will be pounding on the Commission's door for regulations insuring that there will be no discrimination in the issuance of such franchises or the rates therefor.

Television receiver owners will expect the Commission to promulgate rules which will provide to each listener a choice of some free television programs during the best listening hours and which will insure that the listener will be charged a reasonable and non-discriminatory fee for viewing television programs.

These considerations point to a common carrier type of regulation of subscription television, not to the broadcast type of regulation. . . .

He felt Phonevision resembles a fixed service more than broadcasting.

He feared approval of the tests without hearing would lead the public to believe that Phonevision will become "the future television system," and that it might give Zenith a "foot in the door" with respect to its pending application for commercial television in Chicago.

He also thought it "fair to assume" that Zenith will request an extension of both the scope and the duration of the tests.

Comr. Jones, who originally voted for a hearing to precede tests, said he had concluded "the importance of the full encouragement of new television techniques" justifies tests without prior hearings in this case. He said:

Television, unlike other forms of broadcasting, presents a particular problem because the Commission's engineering standards are so limited that for all practical purposes they are written upon the patent claims of one company or upon the claims of patents which have been purchased by one company with the right to sub-license to others.

The effect of writing such standards has been to permit the formation of a patent pool with the result that one company is the predominant patent licenser who collects fees from practically all of the television manufacturing industry.

To the extent that there is a tendency toward, if not actual monopoly in the licensing of patents for television transmission and receiving equipment, it is very important from the Commission's standpoint that new developments of the art be encouraged. While patent holders are entitled to a monopoly in the development and manufacture of the equipment covered by the patents, it does not follow that the Commission has to join in that monopoly.

Comr. Jones noted Zenith proposed to turn over proceeds from the test to charity. "There are many inventors or developers of many techniques who can't afford to be so generous," he said.

"The Commission must be ever vigilant," he continued "because of the inability of the small inventor to get his invention before the American public without having to part with it for a pittance and place it in the hands of those who may let it rest in their files."

He said that "300 customers is considerably less public sampling" than other public reaction tests, such as those being conducted in color television "where to date over 10,000 people have viewed one of the color systems." But he considered the Zenith proposal a solution to the problem of canvassing public reaction.

Comr. Hennock similarly cited the importance of encouraging new developments. She said she still feels public hearings should precede action on potential new and different services. But, she added: "Upon reconsideration I have concluded that such a hearing on Phonevision at this time would serve little purpose."

She said the main problems which Phonevision will pose are "economic and social rather than technical," and that the tests were designed to gather data on these aspects.

"I believe that the holding of hearings at this time would be an impeding rather than an encouraging move with little to be gained on behalf of the public," she asserted.

McDonald Outlines Preliminary Plans

Within hours after FCC announced conditional approval of Zenith Radio Corp.'s plan to publicly test its Phonevision system in the Chicago area, Comdr. E. F. McDonald Jr., Zenith president, issued preliminary details for the 90-day experiment. No date for its commencement was specified.

Comdr. McDonald said "this test will climax 19 years of technical research and three years of actual transmission of Phonevision broadcasting here in Chicago. It will enable us for the first time to put to an acid test a question which for years has concerned both the motion picture and television industries: 'Will the public pay for good movies shown via television in their own homes; and more specifically, how frequently will they pay $1 per feature for such movie service?' "

"Although Zenith has had Phonevision perfected for more than three years," he said, "we have delayed our actual commercial test until the present for three important reasons:

(1) Zenith delayed for the purpose of extending its patent picture in the United States and foreign countries.

(2) Three years ago, television broadcasters refused to believe that the advertisers could not pay for the type of top entertainment the public would demand from television. It took last year's operating loss of well over $15,000,000 to convince them.

(3) The movie industry would not believe three years ago that this new competitor, television, would do to the movie box-office what it is doing today, and what it is going to do before the end of this year when 30 to 40 million people will be viewing television in their homes. Many television viewers will go to the movies less and less, and some will stop going altogether.

"The test, which will cost Zenith more than $500,000," the Zenith president continued, "will include participation by 300 Chicago families."

Every day for 90 days Zenith plans to broadcast a different full length feature picture.

TV SET EXCISE

RMA to Fight Levy

PROPOSAL to place an excise tax on television sets will retard the rapidly expanding TV industry, Radio Mfrs. Assn. will contend before the House Ways & Means Committee's hearings on the levy submitted by Secretary of the Treasury John W. Snyder.

Set industry spokesmen drew up plans for RMA's presentation at a meeting held Friday at the Hotel Statler, Washington. The subject will be taken up this week during the RMA winter conclave in Chicago.

Joseph Gerl, Sonora Radio & Television Corp., chairman of RMA's Excise Tax Committee, said the tax will prove a hardship on small manufacturers and dealers, who are in the great majority in the industry, and also will force a substantial increase in TV set prices by which low-income groups will be deprived of television entertainment.

Mr. Gerl recalled that the present 10% excise tax on radio sets was imposed in 1941 as a national defense revenue measure, double the original 5% levy adopted in 1932. "The radio and television industry already is bearing more than its share of the tax load," he continued. "In addition to the high income and corporate taxes paid by the manufacturers and their merchandising outlets, the industry has paid the government about $290 million in excise taxes since 1932. Last year alone it paid the government $40.6 million.

"Contrary to some opinion, the television-radio industry is made up largely of small manufacturers, small jobbers and small dealers. Less than a dozen of the 100 set manufacturers and only a handful of several hundred parts manufacturers in this industry can be accurately called large corporations. As for dealers, the bulk of them are small shops and stores."

He noted that Secretary Snyder had said an excise tax reduction would stimulate employment and production, at the same time proposing the new TV impost. The FCC's freeze, he said, already is having a deterrent effect on the TV industry and a 10% tax "would add another load on the public and the industry, for the manufacturers and TV broadcasters."



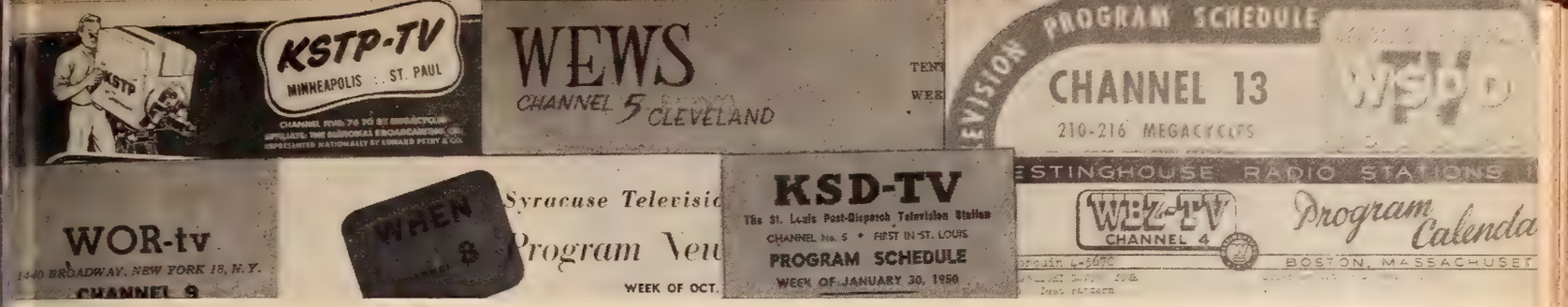
THE ED WYNN SHOW
sponsored by
Camel Cigarettes, a
CBS Package Program
that's top-rated, and
makes more people
laugh than anybody.

For another top
CBS Package Program
ready right now
to go to work
for an advertiser,
turn the page.



ABE BURROWS ALMANAC
is the kind of
high-flying comedy
CBS Package Program
that's geared to a
big pay-off for any
smart advertiser.

Funny man, funny
songs, gifted guests
all add up to a hilarious
Burrows-type show
called an almanac . . .
but it's hardly anything
like Poor Richard's.



TV DRAMA RIGHTS

Each Case Needs Individual Study

By JOSEPH A. McDONALD
ABC Vice President and General Attorney

THE question of music rights in TV has been carefully considered lately, particularly in connection with the ASCAP negotiations, but a glance at the program schedules shows the present and growing importance of drama. The clearance of dramatic material for broadcasting presents some very interesting questions as a matter of law and good business judgment.

An adequate treatment of this subject would probably be a cross between a review article and a book. However, this is intended to be but a brief general summary of some of the practical questions involved in clearing literary material for dramatic presentation in television. In this form it is hoped that it may be of some interest and help to telecasters in general and to their programming people in particular.

The clearance of material for any form of broadcasting is logically subdivided into a consideration of the status of music on the one hand and literary material on the other. Aside from certain technical differences stemming from the provisions of the copyright act itself, the most significant difference between clearance in the two fields is that in the case of music many of the questions involve non-dramatic renditions and are determined on the basis of industry-wide agreements with groups controlling the performing rights such as ASCAP, BMI and SESAC, or a representative of groups of owners such as the Music Publishers Protective Assn.

Cases Differ

In the field of literary material, however, the status of each work has to be examined as a special case. Naturally, these special cases fall into one or more of several categories of legal relationship and some literary agents do represent a number of authors, but by and large the rights are individually controlled. To use a real estate analogy, the clearance of a dramatization for television broadcasting is like examining the title to a piece of individually owned residential property, whereas the clearance of musical material is often more akin to making a lease with the owner of a large apartment house.

Under our copyright statute the exclusive rights granted the owner of dramatic material may be boiled down to the grant of an exclusive license (1) to publish, (2) to translate, (3) to perform and (4) to record the work. The significance of the last two to broadcasting is obvious.

As is well known, some plays are written as plays; others are dramatizations of nondramatic works. In either case the basic work may be copyrighted under the statute. The essential features of statutory copyright distinguishing it from common law rights are that the owner of a statutory copyright has a limited period of time in which to enjoy his exclusive rights. He gets the additional advantage, in the event of infringement, of minimum damages in case actual damages cannot be proved as well as an allowance for counsel fees, and he runs no risk of losing his exclusive rights through an unintended publication which might be deemed to have been authorized by him. It is important to note that the owner may authorize performances of an uncopyrighted drama on the stage, whether for a paid audience or not, and on radio and television broadcasts without "publishing" the work in the copyright sense and thereby losing his exclusive rights.

As a matter of practice, plays are usually produced on Broadway without being copyrighted until such time as the author and his publisher decide to publish the drama in book form. This has the effect of lengthening the period of statutory protection by the length of the run prior to the publication of the book and at the same time securing the benefits of statutory protection in the work after its publication.

To determine who owns the right to perform and record a specific piece of literary material, it is necessary to start with the man who wrote it. Obviously, one way for a television producer to be sure of his material would be to write it himself. This is not entirely impractical, because material produced by an employe belongs to the employer, as though the employer had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

While a certain amount of literary material might be produced in this way, home-grown, a major part of the dramatic program schedule will of necessity require the obtaining of such material from outside sources. Such material is available in various forms. First, it may be nondramatic literary material capable of dramatization by writers working as independent contractors, by specially engaged employes or by staff personnel. It may already exist in dramatic form, but in most cases it will require adaptation to television production techniques, or at least it will need condensation as a matter of timing the program.

In addition, the television broadcaster will have available for consideration a great amount of dramatic material already recorded on film. This may be film made primarily for exhibition in motion picture theatres, or primarily for television broadcasting or both. In dealing with dramatic material in motion picture form, an obvious short cut is available in the clearance of film obtained from responsible sources.

If the broadcaster has confidence in the supplier of the film, its purchase or lease with appropriate warranty and indemnity provisions eliminates as a matter of concern the clearance of rights in the absence of notice of claims made by others with respect to such material. Even in the latter case, depending upon the standing of the supplier of the film, it might well be decided to proceed with the performance unless enjoined and merely pass on to the supplier the obligation of defending any suit which might be started and to pay any damages which might be found to be due.

On the other hand, in many cases it will be highly desirable, either because of unwillingness on the part of the supplier to give a warranty and indemnification or because of uncertainty as to his ability to respond to claims of infringement, to check back to ascertain the true location of the performing rights.

Examine Contract

The first thing to bear in mind in making such a search is that the film itself may be, and probably is, copyrighted. The copyright owner has, on the face of it, all rights in the work but this is of significance only when dealing with the copyright proprietor himself. In most cases the deal will be with an individual who has physical possession of a reel of film, and the problem is to ascertain how he came by it and what rights he obtained with respect to its use as distinguished from the mere right to hold possession of the print itself. The logical way to proceed is to ask to see the contract under which the holder of the print obtained the print. This in turn leads to the inquiry of where the one from whom he obtained the print obtained it and under what circumstances. Just as in the case of examining the title to a piece of real estate, it is necessary to go back step by step until proof is obtained of a license to perform the film from the copyright owner.

At this point you must stop again and consider whether to rely

(Continued on Telecasting 16)

JOSEPH A. McDONALD, ABC vice president, general attorney and corporation secretary, is an authority on copyrights. He is a member of the copyright committee of the Assn. of the Bar of the City of New York, in addition to being a member of numerous other legal groups. With ABC as general counsel since 1945, he served with NBC before that for 13 years in various legal capacities. He has a bachelor's degree in law from Fordham U. and a master's degree from New York U.

* * *



Mr. McDONALD

Telestatus

Advertest Studies TV Movies

(Report 98)

REACTION of adults and children to television movies is covered in the latest "Television Audience of Today" report released by Advertest Research, New Brunswick, N. J.

In the New York-New Jersey television homes contacted, hour length video movies were the preference of adults and children alike. A half-hour film presentation was second most popular length, with third, fourth and fifth choices going on down the line—quarter-hour, 10-minutes and 5-minutes, respectively.

Feature attractions were found to be the most popular type of television movie with the adults. Musical shorts and comedy shorts were reported in second and third place, respectively. Although the children also placed comedy shorts in third place, western features and animated cartoons placed first and second. Travel-adventure and documentary-educational were at the bottom of the rating list for small fry.

Heading the list of video movie programs viewed regularly by adults was *Western Feature*, seen daily at 4 p.m. on WATV (TV) Newark. In second and third place for adults were *Film Serial* and another *Western Feature*.

Children's Choices

The children concurred with the adults in their top three choices although the order changed slightly. Also a larger percentage of children than adults were shown as regular viewers. The small fry placed the 4 p.m. *Western Feature* in first place. Second choice was shown by Advertest as the second *Western Feature*, seen daily at 7 p.m. on WATV. The *Film Serial* was shown as third most popular with the children.

The most popular time for viewing television among children is between 4 and 6 p.m. The greater number of adults regularly view TV movies in the period 6-8 p.m.

In 48.5% of the homes contacted, children were listed as the member of the family watching television movies most often. Male adults were second and women adults third. In homes without children, adults were more inclined to view TV movies than in homes with children.

In checking the preference of viewers for watching a movie at home or in a theatre, it was found by Advertest that 65.8% of the respondents usually sit through a full length TV movie at home, the same as in a theatre, and 58.3% prefer movies at home on television.

When movies are presented for the second time on television, 67.1% of those questioned said they do not watch the second showing.

The report is based on 511 personal interviews conducted by Advertest Research in the New York television area. Children in this report include only those between 5 and 14 years of age.

* * *

KTSL (TV) Los Angeles Increases Rates

REPRESENTING an increase of 25%, KTSL (TV) Los Angeles hourly rate will be increased from $400 to $500 effective March 1, according to Robert B. Hoag, sales manager.

Station will give a six-months rate protection to advertisers who place business before the effective date to start prior to April 1, he declared, in issuing Rate Card No. 2.

Other time segments on a one-time basis under the rate increase are as follows: 45 minutes, $400; 40 minutes, $375; 30 minutes, $300; 20 minutes, $250; 15 minutes, $200; 10 minutes, $150; 5 minutes, $125. One-minute announcements will be $100, with 20-second announcements, $60—both on film. Additional charge will be made for live.

Weekly Television Summary

Based on Feb. 13, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	6,500	Dealers
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	70,000	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,200	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349 676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	80,844	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,323	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	14,087	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	KEYL, WOAI-TV	8,764	Distributors
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,182,812

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Chevrolet Spots Top Advertest Ratings

IN TWO separate studies of television spot commercials just released by Advertest Research, New Brunswick, N. J., it was reported that the Chevrolet announcements had the highest impact ratings for January and that spots adjacent to high-rated programs are not as valuable as formerly believed.

In commenting on the adjacency problem, Seymour Smith, Advertest director who conducted the survey, said: "Our preliminary findings show that while an adjacency to a high-rated show may enable a spot to be seen by a greater number of viewers, the spot is proportionately not as well remembered as the same spot next to a lower rated program. Thus, in terms of impact of the sales message, the spot adjacent to the lower-rated program may actually outdraw the higher-rated adjacency."

The analysis reportedly is based on research material drawn from the September through January issues of the Advertest Television Spot Report and is based on 6,000 personal interviews.

Giving a hypothetical case, Advertest expands the theorem as follows: "Let us say 100 people see spot A adjacent to a high-rated program. However, only 20% of these people remember the sales message. Spot B adjacent to a lower rated program is seen by 80 people but 30% grasp the sales message. Thus, the lower-rated adjacency actually delivers more sales impact than the higher-rated adjacency."

The top 10 ranking spots:

Chevrolet 437.74; Bulova 428.75; Hi-V 350.50; Pall Mall 309.50; Lucky Strike 305.75; Tide 253.50; Philip Morris 238.75; Ovaltine 188.75; Pepsi Cola 188.25; Guild Wine 187.

* * *

WOAI-TV Changes Survey Method

EXPLANATION of the large increase of TV set figures in San Antonio in the past fortnight comes from WOAI-TV that city. Station reports that a new method of re-aligned survey is being used which embraces all known distributors. The more accurate method shows 8,211 TV sets installed. WOAI explains that these figures point up the station's "true position as an enthusiastic TV market." The wide range between this new figure and that used before was caused by earlier reports compiled by the station solely from individual set registrations by owners, WOAI adds.



• Right from the start, February, 1949, WHIO-TV became Dayton's *FIRST* television station. Look at the record!

FIRST Dayton television station on the air.

FIRST and only Dayton owned and operated TV station.

FIRST Dayton station on the cable.

FIRST with the best local programs and the finest network shows from CBS, ABC, and Dumont.

FIRST with viewers according to latest Hooperating.

FIRST with local and national advertisers.

WHIO-TV is *now* and will continue to be "Dayton's *First* Television Station."

Television Sets in WHIO-TV area: January 1, 1949—2,685 sets; January 1, 1950—36,000 sets. Those in the know buy WHIO-TV. For availabilities, contact your nearest Katz Representative.

Affiliated with The Dayton Daily News and The Journal-Herald

channel 13
whio-tv -AM -FM
DAYTON, OHIO

Represented nationally by The Katz Agency, Inc.

DuMONT APPEAL *Increases 'Lift Freeze' Tempo*

DR. ALLEN B. DuMONT's "lift the freeze" appeal was presented to New Jersey legislators in Washington last Tuesday [TELECASTING, Feb. 6]. However, its consideration may be delayed until the House Inte state & Foreign Commerce comunications subcommittee gets into hearings on the Sadowski measure, tentatively set to begin Feb. 20 [BROADCASTING, Feb. 6].

The subcommittee, headed by Rep. George Sadowski (D-Mich.) whose bill (HR 6049) would set up a "super FCC" and revise regulatory procedures has been awaiting clearance of the Feb. 20 hearing date before completing its list of witnesses to be called to testify.

Sen. Robert C. Hendrickson (D-N. J.) and seven New Jersey Representatives breakfasted with Dr. DuMont and other DuMont officials at Washington's Mayflower Hotel. At the breakfast, Dr. DuMont, president of Allen B. DuMont Labs, which employs several thousand persons in its New Jersey manufacturing plants, outlined the threat posed to jobs of many workers in the state by the continuation of the FCC television freeze.

Rep. Charles R. Howell (D-N. J.) told TELECASTING the Jersey group was sympathetic in general to Dr. DuMont's explanation of the situation. Rep. Howell revealed an understanding was reached among some of the Congressmen that "the Sadowski hearings would include a study of the situation as presented by Dr. DuMont."

Sees Congressional Action

Meanwhile in New York, spokesmen said Thursday Dr. DuMont was optimistic that Congress would take some action to lift the freeze. What steps would be taken were not disclosed.

It was revealed in Washington that a suggestion had been made by a Congressman attending the breakfast that Rep. Charles A. Wolverton (R-N. J.), ranking minority member and former chairman of the House Interstate & Foreign Commerce Committee, might be prevailed upon to press the TV allocations matter to the subcommittee's attention. New Jersey delegates emphasized that introduction of new legislation to deal with the allocation problem is not being considered.

Last week Dr. DuMont had pointed out that TV equipment manufacturers have been forced to a slow walk and that it is only a matter of time until manufacturers of sets and viewing tubes also are affected adversely.

While a subcommittee spokesman would not specify that the group would look into the allocations question, it was stated that industry representatives would be heard and that Dr. DuMont probably would be a principal witness. He added that no New Jersey Congressman had made any overtures to the group.

Prior to Dr. DuMont's conference with the legislators the industry executive vigorously pursued his campaign to persuade FCC to lift its 17-month television freeze by blasting on Monday Comr. Robert Jones and Sen. Edwin C. Johnson (D-Col.) for insisting on color standards before new black-and-white channels are allocated.

Hits Jones, Johnson

Dr. DuMont charged that Comr. Jones and Sen. Johnson are "primarily" responsible for "damming up television's progress" in 89 markets which enjoy no TV reception and in other areas as well. He scored both for "refusal to face reality" and furthering the color issue, which he asserted, has "mired television in a rainbow-hued swamp that can soon have our industry crawling on its knees."

The attack on the two government officials was delivered at a three-day television institute and industry trade show in New York.

Dr. DuMont, whose remarks paralleled previous assertions on the TV freeze [TELECASTING, Feb. 6, Jan. 30], said FCC "has seemed all too willing" to follow the lead of Sen. Johnson as chairman of the Senate Interstate & Foreign Commerce Committee, "while Comr. Jones . . . has no eye nor ear for anything that doesn't look or sound like color."

Furthermore, the freeze has caused loss of employment to "tens of thousands" in manufacturing of tubes, receiver components and transmitter gear, he said.

"Thousands in sales, advertising and merchandising are adversely affected," he continued, pointing out that "millions of Americans are being deprived" of TV entertainment. He noted that only 13 new stations can be constructed until the freeze is removed, and urged those present at the New York sessions to write members of Congress.

Contending that Sen. Johnson "turns right—then left, blows hot—then cold," Dr. DuMont recalled the former's statement to CBS last August citing the Washington exhibition as "magnificent and utterly convincing proof that color television is here now, and all that is necessary for it to sweep the nation is for FCC to remove the road block and promulgate standards for its operation."

Dr. DuMont thought that statement at variance with the Senator's remarks before the Federal Communications Bar Assn. in January when the Coloradan was more hesitant about the wisdom of making such decisive pronouncements. Sen. Johnson had said that "as a result of developments or discoveries in the laboratory, what one says today may well be fallacious tomorrow."

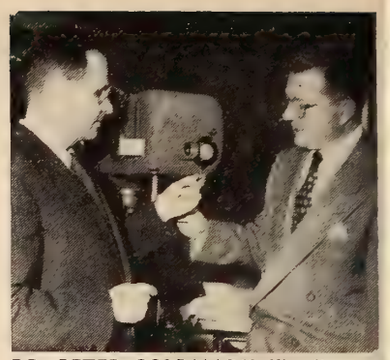
"Yet Sen. Johnson would have us choose now one of three very unsatisfactory color television systems," Dr. DuMont declared. Dr. DuMont charged that Comr. Jones has threatened television industry groups with prosecution under the anti-trust laws "because in the field of color television they weren't inventing fast enough to suit him; . . . because the industry has not been able to rub a magic lamp and produce a compatible color system which we can adopt immediately."

Dr. DuMont added:

The Commissioner condemns private interests because these interests think it would be a grave mistake to foist an unsatisfactory color system on the American people. He condemns the more than 100 manufacturers of television receivers, the television broadcasters, and the manufacturers of transmitting equipment, because we think it a criminal mistake to make the future allocation of additional channels for black-and-white television wait for a decision on the matter of color. A truly intelligent and lasting decision on this matter of color may take years and the spokesmen for our industry do not think that the American people will be willing or should be forced to wait these years to enjoy adequate television reception.

I would like to assure both Sen. Johnson and Comr. Johns that television broadcasters and manufacturers of receivers alike will reap tremendous benefits from a really good system of color television transmission and reception. If there were such a system in existence, every industry spokesman would be camped on the Commissioner's doorstep urging and pleading for the immediate adoption of standards. That we are not doing so is the most definite proof

(Continued on Telecasting 19)



DR. PETER GOLDMARK (l), director of CBS engineering research and development, explains the fine points of color TV to J. Leonard Reinsch, managing director of Cox Radio and TV Stations, which owns WSB-TV Atlanta, during color demonstration in Atlanta last week. The colorcast, claimed to be the first south of Washington using standard monochrome equipment, covered the opening ceremonies of the Atlanta Graduate Medical Assembly from Grady Hospital [*see story Telecasting, 6*].

RCA COLOR *Improvements Seen in D. C. Showing*

FINAL "basic" improvement in RCA's all-electronic, "compatible" color television system—automatic synchronizing and color phasing—was demonstrated in Washington last Wednesday for Washington and New York newsmen. The development was shown FCC and TELECASTING fortnight ago. [TELECASTING, Jan. 23].

Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., told newsmen the job ahead now is that of refinement. He also indicated RCA's single multiple-color receiving tube would be ready to exhibit in the near future.

The demonstration was held at NBC's WRC Washington studios in the Trans-Lux Bldg. The network's WNBW (TV) there transmitted the color show via its regular Channel 4 (66-72 mc) facilities at the Wardman Park Hotel.

The RCA officials and technicians attending the demonstration evidenced their faith in the new achievement by "sitting on their hands" throughout the show. In previous showings, done with electronic color-locking, they frequently were adjusting sets to keep color and registry constant. This color "wandering" — variations of hues on a particular receiver as well as between sets—particularly plagued RCA's initial record demonstration for FCC last fall and supplied opposing color TV camps with counter ammunition [TELECASTING, Oct. 17, 1949].

Color fidelity and detail showed improvement over previous demonstrations, according to many observers, but a green hazing effect was noted at times in subject highlights. In some instances green hazing was observed across the top of the picture and a similar reddish hazing across the bottom. RCA technicians explained this defect was caused by the poorer quality of the dichroic mirrors employed to converge the three color images onto the viewing surface.

Dr. Engstrom pointed out that this was not the ultimate color TV picture desired. But, he declared, "we have finished the foundation." He explained the "solution of the color stability problem was the last major technical hurdle to be overcome . . . No fundamental problem remains to be solved. Our engineers can now concentrate on refining and simplifying the system." No refinement timetable was cited.

One 16-inch and three 10-inch direct view color receivers were used in the demonstration, all driven by the r-f and i-f stages of

(Continued on Telecasting 19)

THE TV HABIT

Study Shows Movie Going Down

TELEVISION exerts a "profound" influence on family habits, and this influence is certain to become greater as the industry develops, according to a survey of 400 families conducted in Washington and suburbs by Charles Alldredge, Washington public relations counsellor.

Television's demand for close attention is responsible for most of the changes in family habits including less movie attendance, according to the survey, which notes that it is possible to listen to a broadcast while doing something else, but TV demands more attentiveness.

Survey Sponsors

Mr. Alldredge said the survey was sponsored by the *Washington Star* (WMAL-TV), WTTG (TV), NBC, Columbia Pictures Corp., Loew's Washington Theatres, Warner Bros., Motion Picture Theatre Operators of Washington, Motion Picture Theatre Operators of America, Zenith Radio Corp., and Fiduciary Trust Co. of New York.

Comdr. E. F. McDonald Jr., Zenith president, commented Thursday that newspaper accounts of the survey had been misinterpreted by the public. He contended the results point to long-range benefits from TV for the motion picture producing industry since millions of TV-equipped homes will be able to see the best films at a fraction of present cost of going to the theatre and still give the producer a greater return.

The Alldredge study indicates that theatre attendance has been "deeply affected" by competition of TV programs, especially in the case of adults. If this trend continues, it is suggested, "radical changes" can be expected in the business of exhibiting motion pictures.

The average family attends movies 1.27 times per month after getting a TV set compared to 4.51 times prior to getting TV, according to Mr. Alldredge. This is a reduction of 72%. Child movie attendance drops from 5.13 to 2.75 times a month, or 46%, he found.

In the case of families having owned TV sets two years or longer, movie attendance drops from 5.8 to 1.5 times a month, with children dropping from 6.1 to 3 movies a month. This is construed as an indication that habits once changed by television remain changed.

"To the question, 'How many hours was your radio used before you bought a television set?', the answers were: Day, 3 hours 36 minutes; Night, 3 hours 42 minutes.

"These families reported an average use of their radios at present as being: Day, 2 hours 54 minutes; Night, 24 minutes.

"To the question, 'Do you use radio in preference to television when both are available?' the reply was: Yes, 17%. Among the television set owners who say they listen to radio programs occasionally, a number stated that they did so because of the superiority of news programs on radio."

Prior to TV the two-year television-owning families used their radios 2 hours 30 minutes a day and 3 hours 30 minutes at night. Now they use radios 1 hour 55 minutes during the day and 15 minutes at night, it is indicated, with only 14% reporting they used their radios when television programs were available.

Reading Cut

Adults reported TV had cut magazine reading 22.6%, books 29.1% and newspapers 4.7%.

The survey does not bear out the impression that TV creates interest in sports and aids attendance.

In showing the persistence of TV's impact as revealed by separate data on families owning sets two years or more, the study shows that adult set owners in this group read magazines 18.9% less, books 33.7% less and newspapers 4.7% less. Their children read magazines 7.9% less, comics 13.2% less and books 12.9% less.

In the two-year group, football attendance is down 30%, baseball 30.9% and wrestling and boxing 53.7%.

Wives in this group stay at home 46.1% more, husbands 51.4% more and children 58.8% more than before they owned a TV set.

TV TUBE VALUE

Nearly Triple in 1949

VALUE of TV picture tubes manufactured for new sets almost tripled in 1949 over the previous year, according to Radio Mfrs. Assn., rising from $31,158,194 to $92,402,520. In units the increase was from 1,225,419 to 3,305,673 tubes.

Sharp trend toward larger TV set screens is shown. Whereas only 6% of tubes were in the 12-13.9-inch class in 1948, the 1949 output was 43%. Tubes from 9-11.9 inches comprised 34%; over 14 inches, 16%; under 8.9 inches and projection, 7%.

MAHOOL NAMED

Head of TBA Service Unit

BARRY MAHOOL of the American Heritage Foundation has been named chairman of a committee for TV public service programming formed Thursday under the aegis of Television Broadcasters Assn.

Serving on the new committee with Mr. Mahool are: Edward Stasheff, WPIX (TV) New York; Jane T. Wagner, NBC; Rudy Bretz, Protestant Radio Commission; Natalie Flatow, Girl Scouts of America; Henriette Harrison, YMCA, YWCA; Betty Dixon, Travelers Aid Society; Harold Franklin, Institute for Democratic Education; Richard Ives, TBA.

COLOR HEARINGS

12 Still To Testify

ALL TWELVE participants have yet to complete their direct testimony in FCC's color television hearing, which resumes Feb. 27 after a layoff since late November.

To avoid unnecessary trips for witnesses not needed for cross-examination, FCC ruled that counsel for the various participants must file, by Feb. 27, a cross-examination form for each witness they wish to interrogate. Failure to do so, FCC said, will be considered a waiver of cross-examination.

Further direct testimony in the color proceedings, the Commission said, will be received in the following order:

Joint Technical Advisory Committee; Radio Mfrs. Assn.; RCA; CBS; CTI; Dr. Charles Willard Geer; Philco Corp.; Allen B. DuMont Labs; Webster-Chicago Corp.; American Television Inc.; AT&T; Western Union.

U. S. SHOWINGS

Three-Part Demonstration Set

THE DEMONSTRATION scheduled March 27-April 7 to show U. S. television to experts of other countries [TELECASTING, Jan. 16] will be held in three parts, with showings successively in New York, Philadelphia, and Washington, the Commerce Dept.'s Office of International Trade announced last Thursday.

The demonstration will be one of a series presented for the television committee of the International Radio Consultative Committee (CCIR), looking toward recommendation of a single set of TV standards to member governments for possible adoption on a regional or world basis.

The U. S. demonstrations will be conducted in the New York area March 27-31; in the Philadelphia area April 3-5, and in Washington April 6-7. The international group will visit Paris and Eindhoven for the French and Dutch demonstrations April 20-25, and London April 27-May 4.

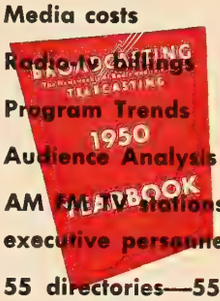
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RANK MOVIES

Video Rights to KECA-TV

EXCLUSIVE television rights to 39 J. Arthur Rank feature movies was given to KECA-TV Hollywood in contracts signed in Hollywood last week.

The amount involved was not disclosed. The TV station acquired a two-year license to the films, telecasting of which will start later this month.

Telefile

(Continued from Telecasting 5)

Wells, Tulane coach, sold 75 sets of a child's basketball game.

Guiding lights behind this fast-moving station are Messrs. Stern (Jr.) and Swezey. Louis Read, formerly commercial manager of WWL New Orleans and general manager of WABB Mobile, heads the AM and TV sales staff.

AM and TV programming has recently been split, Stanley Holiday concentrating entirely on AM with Ray Rich taking over the TV duties (see story page 24).

John Muller, former MGM newsreel cameraman, is technical and camera director, and Carl Junker is television operations director. Chief engineer is Lindsey Riddle, in radio two decades. Assisting him in television engineering is Carlos Dodd, formerly of WBAP Fort Worth. Ray Liuzza directs promotion and publicity, and Ed Dorrity is continuity director. Gay Batson is chief staff announcer.

Class A one-hour one-time rate is $200, tapering down to $150 on a 260-time schedule. Film Class A rate is $150 for a one-time hour.

WDSU-TV is represented nationally by Blair TV Inc. Effective radiated power is 30,800 w video and 15,400 w audio, on Channel 6 (82-88 mc).

...where

462,700 people

spend

4,641,000

hours

weekly

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI

WLW-D CHANNEL 5 DAYTON

WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

SEN. JOHNSON'S REPLY TO JACK GOULD

Calls for Industry-FCC Cooperation

SEN. ED C. JOHNSON (D-Col.), FCC's chief Capitol Hill watchdog, said last week he agreed FCC should "call in the representatives of industry and figuratively knock their heads together on matters which are in the public interest."

His assertion was made in a letter to Jack Gould, *New York Times* radio editor, who had offered the suggestion in a Jan. 29 column on the plight of television in the freeze.

The letter was prompted by Mr. Gould's statement that FCC "has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson. . . . who persists in issuing communiques on what the Commission should or should not do in highly technical matters."

Sen. Johnson said "I do not deny that I watch the FCC's actions closely; the law directs me to do that." But he reiterated that he was not "even remotely responsible for the freeze or for the engineering facts which have brought it on and which are keeping it on. I am not omnipotent; I can not alter scientific facts."

The Senate Interstate and Foreign Commerce Committee chairman agreed with Mr. Gould that FCC "'needs some real gumption and backbone to assert its proper authority,' and that gumption should be used, as it is now used, to not let certain publications in the interest of their advertisers call the tune. In my opinion the Commission is asserting its authority properly in the public interest by holding the current hearings. . . ."

Mr. Gould's column contended FCC "has no real reason" for continuing the freeze, since both monochrome and color use 6-mc channels. It was in that connection he felt FCC should call in the industry representatives and, in a head-knocking session, see that government and industry agree on "a solution first to the allocations matter and then to color video."

On this score Sen. Johnson said "perhaps you are right." But, he added, "you are suggesting a technical engineering step which I do not feel competent to pass upon or give advice and upon which I have never advised."

The Senator thought Mr. Gould had been "charitable" when he referred to the interference problem which preceded the freeze. Sen Johnson wrote:

. . . The truth is that the series of allocations in the VHF band were incorrect, ludicrously incorrect, and no one in the Commission will deny it. The Commission found itself in hot water because of its own injudicious half-baked allocation and the only way out was to clamp on the freeze; I had as much to do with inaugurating that freeze as you had, and I have about as much to do with keeping it on as you.

DuMONT NETWORK

Affiliates Form Committee

COMMITTEE designed to establish and maintain close liaison between officials of the DuMont Television Network and its affiliates managements was organized last week at a two-day meeting of DuMont TV affiliates in New York.

Mortimer C. Watters, vice president and general manager of WCPO-TV Cincinnati, was named chairman of the new group. Kenneth Stowman, WFIL-TV Philadelphia, is vice chairman.

Other members named to the liaison committee include Vernon Brooks, WGN-TV Chicago; Paul Adanti, WHEN (TV) Syracuse; Aldo DeDominicis, WNHC-TV New Haven; Franklin Snyder, WXEL (TV) Cleveland; John Rossiter, WTVN (TV) Columbus, and William Fay, WHAM-TV Rochester.

Film Report

PROGRESSIVE PICTURES, Los Angeles, recently incorporated to produce TV films, has signed veteran star "Bronco" Billy Anderson to do series of shorts. Firm is revising "Old Snakeville," western comedy series, for television. **Gilbert Maxwell Anderson** is president of firm, which has offices at 6356 Hollywood Blvd.; phone is Hudson 25830. . . .

Selznick Releasing Organization, through Charles Schailfer & Co., New York advertising agency, has completed TV film spots to promote its latest motion picture release, "The Third Man." Spots were made by **Motion Picture Stages Inc.**, studio subsidiary of **Hafner-Vetter.** Commercial will be placed in 58 markets to promote picture as it is released . . . **IMPS Inc.**, 515 Madison Ave., New York, has produced 50-second TV spot commercial for **Columbia Records Inc.'s** LP records through **McCann-Erickson**, New York.

Cinetel, New York TV film distributor, announces it has accepted bookings from 25 video stations for showing of 10-minute sound film on **Joey Maxim-Freddie Mills** fight in London, Eng. **Telenews** has bought second-run rights. **Ed Woodruff**, president of firm, said company would offer other major fights from England as they are scheduled . . .

United Fruit Signs

UNITED FRUIT Co. last week became the first sponsor to buy a piece of NBC-TV's Saturday night two-and-a-half-hour variety comedy show. The company, through BBDO, New York, will use one commercial a week.

WOI-TV Affiliates

WOI-TV Ames, Iowa, will join the CBS Television Network effective Feb. 20, Herbert V. Akerberg, CBS vice president in charge of station relations, announced Thursday. Simultaneously, both NBC-TV and DuMont Television Network also announced addition of WOI-TV as an affiliate. Signing of WOI-TV brings the number of CBS affiliates to 57, NBC's to 59 and DuMont's to 54.

TV Drama Rights

(Continued from Telecasting 11)

on the standing of the producer or copyright owner of the film and assume that he acquired the right to make a motion picture using the dramatic or other literary material employed in the film and to license its performance in television. If such material was produced by an employe of the motion picture producer, the employer would in all probability have complete rights with respect to its presentation in any medium, including television. However, it is entirely possible that the producer, in arranging to make a film of a dramatic property, might have acquired the rights to perform it in motion picture theatres only. Someone other than the producer may have the right to perform the basic dramatic material in broadcasting or to make radio adaptations of the original drama, or of the original non-dramatic literary material on which the drama is based, and to broadcast such adaptation. If this be so, then it must be considered whether the holder of the right to broadcast an adaptation of the basic work has television rights or merely the rights for aural broadcasting.

This brings us back to the fundamental problem of ascertaining the location of the television rights in dramatic material whether or not the material has been recorded on film. This inquiry must be approached with the realization that the holder of all rights in literary material may make a number of different grants of rights with respect to the use of such material. He may publish it in book form, authorize its dramatization and performance on the legitimate stage, and among other things authorize a motion picture producer to film it and to exhibit the film in an unlimited manner or with certain restrictions of exclusions.

It is quite usual to exclude from a license authorizing a motion picture version of a drama to be produced broadcasting rights except for the purpose of promoting the film. The language of such exclusions and execptions may be specific or they may present difficult questions of interpretation. Ordinarily, provisions permitting broadcast performance of a work for promotion purposes would be limited to the broadcasting of comparatively brief segments consisting of a few scenes, in all likelihood

scenes done by one or more of the actors who appeared in the original motion picture. In the case of such an exception in favor of television broadcasting, the footage available for television would probably be limited to short clips or trailers especially prepared and possibly requiring approval in advance by specified interested parties.

Each transaction involving a grant of performing rights has to be examined carefully in the light of its own facts and circumstances in order to determine the true intent of the parties at each stop in the history of the rights. Naturally, in some cases this may become extremely complicated, but there are some general rules or principles which may be useful as guides.

Through the years, as new media came into use, forerunners of our problems in television arose. Prior to the invention of motion pictures, for example, a dramatic performance right was a fairly simple and unambiguous thing. There might have been some argument as to whether it covered performances in certain countries only, or without limitation throughout the world, but there was no doubt that what the parties had in mind was the presentation of the play by actors on a stage.

The advent of motion pictures introduced a new complication. In an early case arising shortly after the invention of motion pictures it was decided that a grant of dramatic rights prior to the general use of motion pictures was deemed limited to performances on the stage. The owner of the basic rights therefore was free to license someone else to make a motion picture version of the play and the licensee who had been given the dramatic rights was not able to make a motion picture version of it.

Delay of Use Suggested

However, at the same time it was recognized that it would be unfair to permit the owner of the basic rights to license the motion picture rights in such a way as to promote unfair competition by anyone with the licensee of the stage rights. As a practical matter, therefore, this required the motion picture use to be delayed until such time as the normal run of the dramatic presentation on the stage was completed in the absence of a settlement between the motion picture producer and the owner of the stage rights.

The next development was that of combining sound with motion pictures. The question immediately was raised as to whether the licensee of motion picture rights had the right to make talking pictures as well as silent pictures. It was decided in a representative case of this type that while a grant of screen rights in a play prior to the development of talking pictures did not carry the right to make talking pictures, it would be necessary for the producer of talking pictures to clear with and obtain the permission of the holder of the screen rights as well as the holder of the dramatic rights. The owner of the screen rights alone did not have the right to make talking motion pictures. At the same time the producer of the talking picture version had to secure permission from the licensee of the screen rights as well as the owner of the basic dramatic rights.

It seems quite likely therefore that in many cases a grant of broadcasting rights prior to the general use of television would be deemed limited to aural broadcasting, even though television is merely one form of broadcasting. It is likely that most courts faced with such a problem of interpretation would decide that what the parties had in mind was the system then in general use, namely, aural broadcasting or, in the popular sense, "radio and not television." This is not withstanding the fact that radio communication is defined in the Communications Act as the transmission by radio of pictures as well as sounds of all kinds. The industry is generally in the habit of distinguishing between "radio" on the one hand and "television" on the other—using the word "radio" as meaning sound only and leaving to the word "broadcasting" the overall meaning, covering both aural and visual transmissions intended for reception by the public generally, as opposed to point-to-point communication. In other words, there is a difference between television broadcasting and radio broadcasting. Does this surprise anyone in television?

An Example

Let us take a particular case in which a sponsor wants to use drama on broadcaster's television network. Drama, by playwright, was copyrighted and published ten years ago after two years on Broadway. Publisher and playwright granted film rights to Hollywood. Playwright retained dramatic performing rights but granted Hollywood "broadcast" rights for promotion purposes. Agency deals with publisher, as well as playwright, because of publisher's specific interest in broadcasting rights under the publishing contract.

The broadcast rights granted Hollywood are obviously limited to promotion of the picture and all seems clear until an agency executive points out that in order to reach the non-interconnected stations on the network kinescoping will be involved. Question: Does Hollywood, to which the film rights have been given, hold the key to the deal or may sponsor proceed under license from publisher and playwright only, regarding the kinescope film as merely incidental to the network operation? Answer: Study the film contract carefully with a good lawyer.

THE BIG HIT AT THE TBA TELEVISION CLINIC

New York, N. Y. February 8, 1950

Just off the press —

Catalog of Bridges, Moods and Themes

—Rave Notices! !

Another SESAC Service

Tailored for TV - AM - FM -

A compact and comprehensive compilation of more than 1200 dramatic musical backgrounds of selections *contained in the SESAC Transcription Library* . . . saving you money and man hours . . . carefully checked and timed by program experts . . . complete with cross references and index.

The new enlarged SESAC Transcribed Program Service of over 3500 standard selections for as low as $40 a month.

SESAC, INC.

475 Fifth Avenue

New York 17, N. Y.

TBA Clinic

(Continued from Telecasting 3)

station this revenue will be substantially reduced. Furthermore, he said, network programs on the cable will knock out the station's most salable local programs, sports events, which in Louisville occur almost entirely at night.

A check of the present announcement schedule, Mr. Boyle reported, shows 90 commercial announcements during the station's six-day operating week, counting only those falling in network option time. Admitting that this total is achieved by double-spotting, he said that under network requirements as an interconnected station, WAVE-TV could handle only 43 announcements in the same period of time.

"A better than 50% loss in spot revenue represents a sizeable decrease in income in an operation of our type," he noted. "It could be made up only by expanding our daily operation to accommodate these announcements. This in turn means additional engineering and production personnel. Our consideration of this situation leads us to believe that operating as a non-interconnected station for as long a period of time as possible possesses very definite advantages for us as regards revenue." He concluded, "There is only one drawback to my whole argument and that is that when the cable comes to Louisville we can do only one thing—enjoy it."

Interconnection Praised

Paul Adanti, general manager of WHEN (TV) Syracuse, which recently "went on the cable" after a year of non-inconnection network service, said: "Interconnection is the magic word that opens doors to new business, that breaks down buyers' resistance, that most of all removes the psychological block that everyone, including even agency and network people, seems to have about the non-interconnected station."

He noted that improvement in kinescope quality during 1949 now makes possible "a fairly accurate facsimile of interconnected operation of kinescopes" at non-interconnected stations and added that, aside from some sports and other special events shows of timely nature, most TV programs lose nothing by being delayed.

"A little consideration of the non-interconnected station as a bona-fide member of the network to be judged strictly on its merit as a market, rather than as a poor relation waiting for the magic tentacle of AT&T to raise it from rags to riches, would do a lot to promote the growth of TV," Mr. Adanti declared. "Further, it would obviate the terrific hassle that ensues when a station is finally hooked into the cable which results in a complete reshuffling of time schedules, networks and local advertisers.

"We are just beginning to emerge from that hassle at WHEN and, believe me, I know whereof I speak. A non-interconnected station isn't going to shortchange itself by holding out optioned network time against the day when the lords smile and the program that should go into that time slot is finally bestowed and local sponsors who have bought into that time and are getting results show a surprising and justifiable amount of obstinacy in being shoved out when the 'happy to announce firm order' comes through. The net result is a lot of bruised feelings all around unless considerable diplomacy or expensive farsightedness is employed.

Strange Situation

"To me, the whole situation is unnecessary and decidedly ungood for the industry. It just doesn't make good sense to me to see the horn of plenty opening in a new and mediocre market with a close to zero set population just because it was fortunate enough to be located on a cable run, and see a much better, and further developed market, being stunted in its growth by the mere fact that AT&T is not expanding in its direction fast enough."

The three things agencies want most from TV broadcasters, Rodney Erickson, supervisor of radio-TV operations for Young & Rubicam, told the meeting, are: (1) bigger and better studios out of the high rent district, giving Hollywood production facilities at a price within the advertiser's budget; (2) better trained personnel so that a million-dollar-program is not at the mercy of an $18-a-week boy who likes to fiddle with the shading; (3) a single price covering the whole cost of a production.

Mr. Erickson said that there also is a real need for new programs and new program ideas, stating that Y&R has three clients who are anxious to get into television "but we haven't been able to find the right kind of show for them." On the other hand, he reported that one of his agency's accounts has a video spot campaign that is "getting close to the dollar-a-thousand mark."

"Keep your rates at a level local advertisers can afford and your programming at a level that will give them an audience for their commercials," Klaus Landsberg, general manager, KTLA (TV) Los Angeles, advised local station operators. He urged them to take advantage of the flexibility of their position by shifting programs to meet competition in a way that the networks can't do. He reported that by programming top films to start at 7 p.m. Tuesday evenings, KTLA has been able to build an audience which stays with it when Milton Berle comes on at 8 p.m. and moreover it has the program sponsored. Special events, often created just by taking the camera someplace the viewers would like to go, comprise another type of good local TV programming, he said, which will attract viewers and sponsors in the face of network competition.

Competitive selling of AM and TV, even if under the same ownership, was urged by Kenneth W. Stowman, sales manager of WFIL-TV Philadelphia. "Television calls for an educational job beyond the capacity of the combination salesman," he said, noting that the man who tries to sell both media at the same time wastes his time talking about TV and fails to get the radio business.

WFIL-TV Solution

Backing up Mr. Landsberg's remarks about the danger of pricing station time out of the reach of local advertisers, he said that WFIL-TV had met that problem by building participation shows with 30-second demonstration spots that local clients can afford. The results, he reported, have been good, both for the advertisers and the station.

Television has adopted many radio practices too eagerly and without nearly enough thought, Linnea Nelson, chief timebuyer of J. Walter Thompson Co., told the clinic. Taking rates as an example, she noted that TV stations generally follow the radio pattern of pricing a half-hour at 60% of the full hour rate, a quarter-hour at 40%, etc., without stopping to consider whether this formula is right for TV.

"Perhaps a half-hour on TV should cost 75% of the hourly rate," she suggested, commenting that if this were done more advertisers might be encouraged to sponsor full-hour programs, which might be a good thing.

Film package shows offer the TV station operator programs of network quality at prices he can get from local advertisers, and he can net a lot more than by passing 70% of his card rate back to the network, the three members of a panel on TV packages unanimously agreed.

Russ Johnston, of Jerry Fairbanks Productions, expressed his firm conviction that "television film programs, properly prepared by qualified people and properly exhibited, will be the salvation of the TV broadcasting industry. We can no more afford a coast-to-coast cable on a regular basis than we can afford to jump out of the window.

"Sooner or later, advertisers are going to measure TV as they do all other media, on a cost-per-something basis. If television is five times as effective as any other medium but costs 10 times as much, it will not be an economical purchase. Costs, therefore, become very important and advertisers must be able to amortize very high program costs through repeat show-

POPPELE ELECTED

Is TBA President For Sixth Term

J. R. POPPELE, vice president General Teleradio Inc., operator of WOR-AM-TV New York and WOIC (TV) Washington, was elected to his sixth term as president of Television Broadcasters Assn. Wednesday by the TBA board.

Ernest B. Loveman, vice president, WPTZ (TV) Philadelphia, was elected TBA vice president; Will Baltin was re-elected secretary-treasurer for the seventh time, and Paul Raibourn, president Paramount TV Productions, was re-elected assistant secretary-treasurer.

Earlier, the annual membership meeting of TBA re-elected Mr. Loveman, Mr. Raibourn and F. M. Russell, NBC vice president, as directors for three-year terms. To fill vacancies on the board, George B. Storer, president, Fort Industry stations, was elected for a two-year term; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNS-AM-TV Columbus, Ohio, for a one-year term.

Service Expanding

In his annual report, TBA President Poppele noted that while "the advent of 1950 found television knee-deep in prosperity," this was one-sided as "the financial return to the manufacturer greatly outweighs the income of the TV broadcasters." Estimating today's video audience as more than 12 million, based on about four million TV sets in use, Mr. Poppele predicted that with an additional four million sets to be turned out this year, by the end of 1950 there will be video sets in one in three homes throughout the TV service areas.

This rosy outlook is bulled by the 16-month old freeze, he said, noting that it "presents a problem for the entire industry that must be resolved in the very near future if we are to avoid reaching a point of stagnation." He pledged that TBA "will do its utmost to bring this protracted and costly impasse to a close."

Mr. Poppele's report included an analysis of replies to a TBA questionnaire on the freeze sent to TV broadcasters, construction permit holders and applicants. The survey showed the majority opposing a mixture of UHF and VHF channels in the same service area, preferring a reservation of space in the UHF band for continued experimentation to immediate full assignment of the band and favoring separation of the color issue from that of allocations. Most stations and applicants said, however, that the freeze had not worked to their disadavantage.

The TBA membership meeting unanimously adopted a resolution authorizing their president to "protest the proposal of the U. S. Treasury Dept. to impose the manufacturers' excise tax of 10% on television receivers and to do all things necessary and required to evidence the association's disapproval of such proposal."

ings. They must be able to select their own markets. They must be afforded the opportunity of mass production of programs to reduce costs. Only films of some nature will solve these problems."

Filmed packaged shows for television are exactly comparable to transcriptions for radio, according to Maurice Rifkin, head of TV sales for Frederic W. Ziv Inc., who reported that his company already is delivering on films a video counterpart of its radio recorded program service. "The same rules of 'no fluffs allowed' and 'do it over until it's right' apply to our films as they always have to our recordings," he said. He added that Ziv can guarantee delivery of programs for a minimum of two years, an important factor for a station and advertisers who don't want to have to worry about next week's show getting there.

A method of "prepaid sales" to finance the making of film shows for television was suggested by Ralph M. Cohn, manager of the TV department of Screen Gems. Noting that motion picture producers used to finance their pictures by selling them to distributors or exhibitors before they were made and using the advances to pay for their productions, Mr. Cohn asked:

"Why isn't it possible for a producer or distributor to get advances from stations, advertising agencies or local advertisers, so that he can start production? I doubt that the initiative and trust that characterized the American way of doing business has gone out of our lives.

Outlines Finance Plan

"Most television stations, owned as they are by newspapers, AM broadcasters, or motion picture exhibitors, can raise enough cash to help finance reliable producers. So can very many large local advertisers or their agencies. The producers then in turn can deliver programs so that the stations can sell the very profitable local time to advertisers, in place of using this time for dreary sustaining or penny-pinching live shows which now characterize much local programming. It will take foresight and guts to get it started but such a plan would pay off in tremendous dividends to stations, advertisers, and last but not least—to most struggling television film producers."

Thirty-five different unions have applied to NLRB for jurisdiction over some group of TV employes, Ernest de la Ossa, director of NBC's personnel department, told the clinic (see chart of unions having or seeking recognition by NBC). Inevitably, jurisdictional problems have arisen, he said, as new unions formed exclusively for television come into conflict with older labor organizations which would like to extend their radio, stage or screen jurisdictions to include TV.

The American Federation of Musicians' ban on musical films for TV, except for audition purposes or for delayed broadcasts of network programs, presents a major labor relations problem, Mr. de la Ossa stated. He reported that a TV broadcasters' committee plans to meet with AFM officials within the next month to attempt to work out a plan to remove this restriction.



THAT'S A JOKE SON, says Dean Fitzer (seated, center), general manager, WDAF-AM-TV Kansas City, during a lighter moment at TBA Clinic. Standing (l to r): Herman Fast, general manager, WKRC Cincinnati; Noran E. Kersta, vice president of radio and TV, William Weintraub & Co.; Gaston Grignon, general manager, WISN Milwaukee; Charles Lanphier, president, WFOX Milwaukee. Seated: Hulbert Taft Jr., president, WKRC-AM-FM-TV Cincinnati; Mr. Fitzer; John E. Harrington, president, Harrington, Righter & Parsons.

* * *

Unlike most sports promoters, who seem to feel that telecasting of sports events cuts down the paid admissions, Madison Square Garden wants its events "fully televised," Ned Irish, executive vice president of the Garden, declared. The Garden, he said, has been unable to find any adverse effect of TV on attendance and like any other package program producer, is anxious to sell TV all the programs it can.

Irish Hits Networks

Berating video broadcasters, particularly the networks, for not buying Garden events now as they did a few years back, Mr. Irish charged them with short-changing the many viewers who bought TV sets primarily to gets sports programs.

"We have been told," he said, "that the high cost of the rights was the cause of the blackout. Perhaps that is true but our opinion is that this is an excuse. . . . Sports at today's prices for a complete hour or two-hour program certainly cost less for the basic talent than in any other form of entertainments, without all the extras for studios, script writers, rehearsals and scenery that go with other live shows."

Mr. Irish suggested that "perhaps the charges for an hour or more on a network prove the stumbling block. Or agency and sponsor objections to sports, in addition to costs, may be due to a feeling of frustration because creative instincts get no scope. Auditions for talent and the decisions regarding choice of talent are lacking in sports."

Tom McMahoen, of N. W. Ayer & Son, gave an off-the-record report on a survey of the effects of television on attendance at sporting events now being conducted by Jerry Jordan, graduate student at U. of Pennsylvania [TELECASTING, Jan. 30]. Preliminary results indicate that other factors affecting sports attendance may be of equal or greater importance than TV, Mr. McMahoen said.

Paul Mowrey, ABC national director of TV program sales, served as moderator for a panel discussion of the eventual headquarters of television programming in the country. Charles Underhill, CBS-TV director of programs, said that television will "inevitably follow talent, wherever it is." James Caddigan, director of programming for the DuMont TV Network, said that dramatic programs probably will come mostly from New York, where "a wealth of talent is always available at a price TV can afford."

Mr. Landsberg was positive that Hollywood will become the country's TV capital for the same reasons it is now the film production center —scenery, good shooting conditions, etc., plus the services established for the movies which make sets, props and costumes of any type immediately available, plus also the wealth of talent attracted to Hollywood by the movies but ready to work in TV.

TBA President J. R. Poppele was toastmaster at the luncheon session, which presented a special performance of *Stop the Music* and a talk by Milton Berle on an actor's view of television.

DuMont Appeal

(Continued from Telecasting 14)

that present systems are not ready for commercialization.

"It is definitely our belief that channels should be allocated for color and experimental licenses granted where necessary to proponents of the various color systems," Dr. DuMont emphasized, adding that "there is nothing to prevent this" and that manufacturing firms would cooperate by constructing experimental receivers.

The sessions, held Monday through Wednesday at the Hotel New Yorker and sponsored by *Televiser* magazine, covered various phases of television activity. Also featured was an exhibit of 1950 TV receivers comprising different models and screen sizes ranging in price from $189 to $2,000.

About 300 representatives from TV stations, research firms, advertising agencies, film organizations and educational institutions attended the meeting.

RCA Color

(Continued from Telecasting 14)

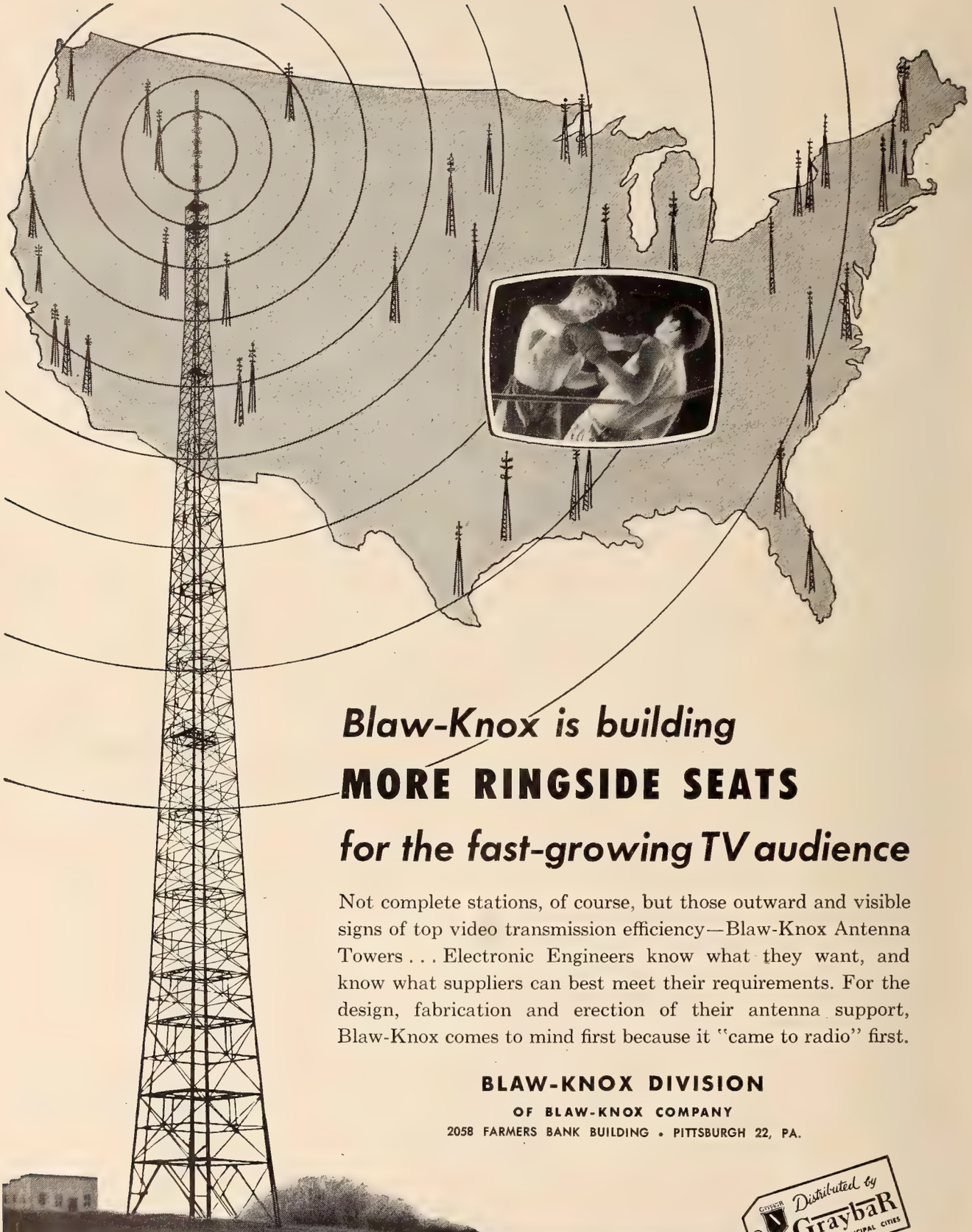
one standard 10-inch monochrome set. The latter received WNBW's signal from a regular dipole antenna, with reflector, atop an adjoining building. Lead-in line ran some 400 ft. Air distance to WNBW was about two miles. Dr. Engstrom pointed out that the color sets were reduced somewhat in size from earlier models.

During a question period, Dr. Engstrom said RCA basically opposed letting the public try the competing TV systems together and making its choice but as a last resort RCA "was not afraid to public test the double standard."

RCA and NBC officials attending the demonstration in addition to Dr. Engstrom included:

Dr. Charles B. Jolliffe, executive vice president in charge of RCA Labs. Division; Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity; Sydney Eiges, NBC vice president in charge of press; Dr. G. H. Brown, RCA Labs. research engineer; Ray D. Kell, RCA Labs. TV section chief; William R. McAndrew, general manager of WRC and WNBW and assistant to NBC Washington vice president.

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INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
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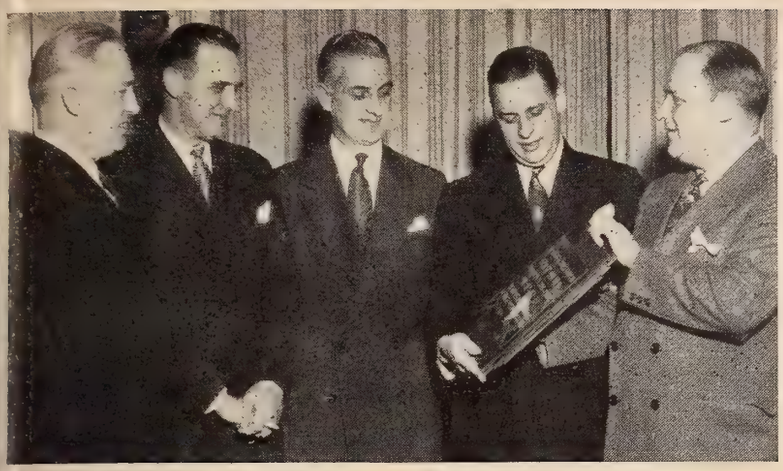
for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers . . . Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

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Distributed by GRAYBAR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS



WFBM Indianapolis was one of three stations to receive top awards for "outstanding skill and ingenuity" in exploiting The Kroger Co.'s daytime serials in connection with Kroger's recent "$65,000 Brand Name Hunt" national contest. At award presentation ceremony are (l to r): J. B. Hall, president, Kroger Co.; Gene Vaughn, promotion director, WFBM; W. F. Kiley, business manager, WFBM; Harry M. Bitner Jr., general manager, WFBM, and C. M. Robertson Jr., president, The Ralph H. Jones Co., agency for Kroger. Also sharing top honors were WCHS Charleston, W. Va., and WAGA Atlanta, Ga.

COMBINATION WORK STUDY

NAB Finds Most Use Single Crew for AM-FM

NEARLY all stations operating joint AM and FM transmitters use a single technician or single crew for the transmitters, where this is physically possible, according to a study of combination work conducted by Richard P. Doherty, NAB director of employe-employer relations.

With 1,400-odd replies to a station questionnaire covering combination work, Mr. Doherty has compiled a detailed analysis of this subject, broken down into the five major areas used in station operating-cost studies made available during NAB district meetings last autumn.

This new material, the first exhaustive study ever made by NAB in the field of combination work, is submitted along with an analysis of National Labor Relations Board cases. A week ago the department sent the membership an analysis of wage-hour regulations covering overtime pay [BROADCASTING, Jan. 30].

Regional Breakdown

In breaking down the combination work data, Mr. Doherty found that combination work is more prevalent in the Southeast, Southwest and West although small stations in the Northeast use combination men extensively.

As expected, the data reveal that combination work is more prevalent at small stations, fairly common at medium and almost an exception at large stations.

About one out of five small stations pay premium wages for combination work, the station ratio ranging from 8% to 30% depending on locality. About one out of 10 medium stations pays a premium, the ratio being from 4% to 21%. In the case of the few large stations using combination men, there is scarcely any evidence that they receive premium work.

Accompanying the survey data is a discussion of arbitration decisions affecting management's right to integrate jobs.

FM IN CHICAGO

United Sales Mulled

PROPOSED sale of time on member-stations of the FM Broadcasters of Chicagoland individually and/or collectively by one person will be discussed by a committee representing the commercial membership, it was decided at a meeting of the group Tuesday in WFJL Chicago offices.

Five non-member stations attended the session and expressed interest in its objectives. They included Miss Wanda Mitchell of Evanston Township High School, Evanston, Ill., which plans to construct a 10 w educational station; WEPS Elgin; WBEZ, Chicago Board of Education station; WBIK Chicago, FM affiliate of WBKB-(TV), and WMBI-FM, Chicago.

Robert Miller, manager of WSBC and WXRT(FM) Chicago, was elected a member of the board. He submitted a detailed report on proposed purchase of time on his FM station by the newly-organized Better Music Committee of Chicago (see story page 87).

Group also decided to issue a monthly listing of FM highlights in the area.

COMBINED facilities of WAAT and WATV (TV), both Newark, N. J., were used in coverage of Solemn Pontifical Mass in celebration of golden jubilee of Archbishop Thomas J. Walsh of Newark.

SCHOOL FM

Meet Is Held At DePauw U.

TERMED a "grass-roots" movement, what is claimed to be the first conference on low-power educational FM in the country was held Jan. 27-28 at Greencastle, Ind., where DePauw U. was host to a group of educators interested in the problems of low-power FM. The conference was called by schools now operating 10 w FM educational stations or those contemplating such operation.

Featured speaker was Franklin Dunham, chief of radio, U. S. Office of Education, who spoke on the topic, "The Wider Use of Our FM Facilities." He advised those interested in low-power educational stations to operate the school-owned station as a community project. He suggested an advisory council composed of community leaders to help in adjusting the program to town needs.

Also discussed were problems relating to the goals, the programming and the equipment of the station. Aids in programming were suggested by representatives from Indiana and Purdue U.'s. The conference urged the FCC to authorize third class licensing for low-power FM engineers as soon as possible.

City school stations were represented at the conference by Vernon McKown, WNAS New Albany, Ind.; McCabe Day, WVSH Huntington, Ind; and John V. Maier of Muncie, Ind., which has a station application pending. Other conferees included: Dr. H. T. Ross, Elizabeth Turnell and Charles Aschmann, WGRE DePauw U.; James Miles of Purdue U., delegate from NAEB, and Martin Williams, engineering consultant, of Indianapolis.

Other guests included Blanche Young, AER treasurer, Indianapolis; Dr. Harry Skornia, director of radio, Indiana U., and Dr. L. C. Larson, audio-visual department, Indiana U.

FM RADIO STATUS

Wheeler Says Best Ever

EDWARD A. WHEELER, president and general manager, WEAW (FM) Evanston, Ill., finds the FM broadcasting industry "in the best shape it has ever been." His declaration was voiced before the FM Broadcasters of Chicagoland, of which he was elected president a few weeks ago.

Vigorously defending FM radio, Mr. Wheeler said it is rapidly establishing itself as the preferred medium for aural broadcasting. He pointed out that there were 733 FM stations on the air as of the date of his talk—the total being 30 more than there were at the same time a year ago.

EIGHT week nationwide contest, to stimulate sales and shipments of Hunt Foods by its sales managers and salesmen, launched by company.

FOR HIRE

2 Super Salesmen

IF you're prospecting for sales in the North Country's rich farming and industrial area,

Buy

1000 W
960 Kc

WEAV

Plattsburg, N. Y.

ABC

MORE than $16,000,000 a year is spent in the Gloversville-Johnstown area. To sell the 11,000 homes in the world's leading glove center . . .

Use

250 W
1340 Kc

WENT

Gloversville-Johnstown

CBS

Take a look at these two markets — then make up your mind to get your share by using WEAV and WENT.

For availabilities, rates and other information, wire, write or phone

Joseph Hershey McGillvra

National Representative

"VIC" DIEHM says:

IT TAKES ALL KINDS of SHAPES

to run a RADIO STATION

GORGEOUS



BEAUTIFUL



AWFUL!



for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

March of Dimes

(Continued from page 36)

tionality groups spoke in their own language urging support of the campaign. Speaking for all the people interested in the drive was Jesse D. Gross, chairman for the campaign in Stark County.

* * *

KASA: Lonnie Preston, co-owner and manager of KASA Elk City, Okla., wears clothes size 47 but he modeled a size 36 nightgown for the anti-polio campaign. A bid of $50 got the picture posted in a window downtown and another $50 got it published. KASA also devoted an average of nine hours of Class A time per week for the last three weeks of the polio fund drive, with auctions and an "Ugly Man Contest."

* * *

WCKY: Disc Jockey Rex Dale, conducting a *Dime-a-Tune* feature for the benefit of polio victims, initiated an auction sale in order to achieve his goal of $2,000 for the March of Dimes campaign. Items auctioned off to the highest bidder among his listeners were autographed hats belonging to movie stars, Joan Crawford and Tyrone Power, the latter a Cincinnatian. Mr. Dale conducts a series of shows for the benefit of needy people throughout the year.

* * *

WPAY: A total of 500 announcements and 13 transcribed programs totalling 225 minutes was the boast of WPAY-AM-FM Portsmouth, Ohio, as the 1950 March of Dimes campaign came to an end. Nearly all the available time generally used for station promotion and other community service was devoted to the Infantile Paralysis Fund drive.

* * *

WABI: Conducted by Johnny MacRae, morning man, a 4½ hour *Polio Parade* show was aired by WABI Bangor, Me. During the program 1,200 telephone pledges were received on four incoming lines which were busy throughout the program. Cash receipts, averaging $10 per minute, amounted to nearly $2,600.

* * *

WEAU: In Eau Claire, Wis., Baseball Commissioner A. B. (Happy) Chandler and Gene Autry, cowboy film and radio star, interviewed two chilren, victims of polio, over WEAU, to officially open the 1950 March of



"Happy" Chandler greets Roddy.

Dimes campaign in Eau Claire County. The interviews were part of a two-week series to point up contributions for the National Foundation for Infantile Paralysis.

* * *

WAAM (TV): In Baltimore, WAAM (TV) presented the celebrated B & O Glee Club in a special program on the opening day of the drive. Speaker for the National Foundation was Dr. George E. Bennett, chairman of the Baltimore Chapter of the March of Dimes campaign.

* * *

WBZ-TV: To help kick off Boston's drive, Columnist Bill Cunningham and Cartoonist Al Capp highlighted a special WBZ-TV telecast. Five local youngsters, who had previously posed for March of Dimes posters, were included on the show, with Mr. Capp drawing his famous cartoon of Polio Kigme.

* * *

WJOY: In coooperation with the Vermont March of Dimes campaign, Jack Barry of WJOY Burlington, Vt., aired his hour-long request show, *You Asked for It*, direct from the polio section of Burlington's Mary Fletcher Hospital, playing requests of the patients. Mr. Barry's program



Jack Barry entertains patients.

recently received honorable mention from the *New York Herald Tribune* for placement of more than 60% of the Fresh Air Fund children in the Burlington area.

* * *

ALASKA STATIONS: The three Anchorage stations, KENI KFQD and KBYR, and the Armed Forces Station at Elmendorf Air Force Base, Fort Richardson, Alaska, combined their talents to broadcast a two-hour program in support of the March of Dimes. The show featured many leading citizens of Anchorage. Listeners were requested to phone in pledges.

* * *

WBIG: In Greensboro, N. C., WBIG reported large receipts of contributions from listeners in the area. The entire WBIG staff cooperated in efforts to put over the March of Dimes in the Tarheel State.

* * *

WBAP-TV: In cooperation with the March of Dimes campaign, WBAP-TV Fort Worth set up its remote equipment in the polio ward of the Fort Worth City County Hospital for a telecast for polio patients. As a highlight, WBAP-TV star, Mary Parker, interviewed a number of young patients.

* * *

WMBG-WTRV (TV): In cooperation with the Richmond Chapter of the National Foundation for Infantile Paralysis, WTVR (TV) and its AM affiliate WMBG Richmond, presented a special program built around the needs of Richmond in the March of Dimes campaign. Speakers included the executive director of the local chapter, the director of the Medical College of Virginia hospital, a noted physician who told of the medical research being done to combat polio, and a four-year-old victim of polio.

* * *

WHWL: In Wilkes-Barre, Pa., the aim of the March of Dimes was brought home forcibly when WHWL transcribed the story of a paralysis victim, formerly a husky football player, at Wilkes-Barre Contagious Hospital. Arranged and conducted by Jones Evans, newly-appointed WHWL program director, the interview with Leonard Auszura was heard in a WHWL rebroadcast the same day.

* * *

SEATTLE STATIONS: The March of Dimes got a big send-off in Seattle when KOMO transcribed a 15-minute interview between Dick Keplinger, Seattle radio freelancer, and two March of Dimes officials and three polio patients, The program was used also on KJR KIRO KVI KRSC KOL and KING.

* * *

DuMONT: In an effort to raise $100,000 an hour to benefit polio sufferers, DuMont TV Network scheduled a two-hour *Celebrity Parade* for The March of Dimes. To receive contributions during the 10 p.m. to midnight period, Wally Wanger models manned telephones set up on the stage of the Adelphia Theater, New York, origination point of the telecast. A long list of Broadway celebrities appeared on the show. Hank Ladd, comedian of "Along Fifth Avenue," "Angel in the Wings," and other comedies, emceed the first hour while Bert Parks of *Stop the Music* took over the second hour.

* * *

WBAL: Eddie Cantor, NBC star who originated the phrase, March of Dimes, recorded special March of Dimes *Announcements and Stories* with Disc Jockey Al Ross at WBAL Baltimore during the station's campaign for contributions. Mr. Cantor



Eddie Cantor is interviewed by WBAL's Al Ross.

stopped off in Baltimore before taking off on a college lecture tour to urge all citizens to fight polio.

* * *

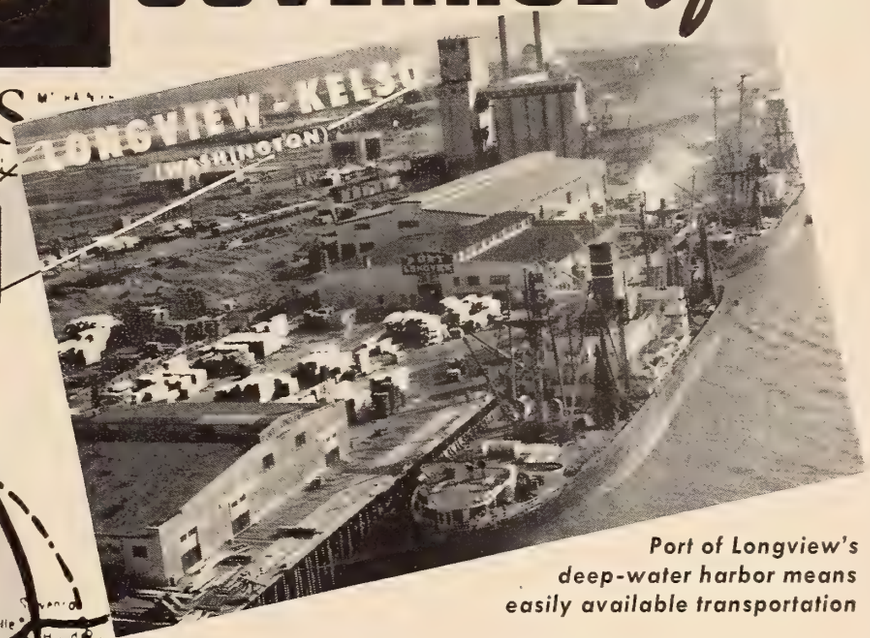
ABC: Celebrating the birthday of Franklin D. Roosevelt, a group of prominent personalities participated in a half-hour long broadcast on the full ABC network. Titled *America Salutes Franklin D. Roosevelt's Birthday*, the show also honored the 1950 March of Dimes campaign. With radio's Ralph Edwards as m.c., the program featured a recorded address by the late President Roosevelt, and speaking from New York, brief talks by Mrs. Franklin D. Roosevelt, Helen Hayes, this year's chairman of National Women's Activities for the

(Continued on page 74)

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*





Port of Longview's deep-water harbor means easily available transportation

Advocates of diversity of income sources as the best backlog for community stability would find in Longview-Kelso a textbook example. They'd find proof of their theory also in the expanded buying power of the two communities . . . buying power YOU can tap through KGW'S COMPREHENSIVE COVERAGE.

Much of Longview-Kelso's industry . . . which includes the two largest lumber mills in the world . . . has arrived within the last ten years, keeping pace with the amazing growth of their neighbor Oregon across the Columbia River, whose population increase during this period has been the largest in the nation.

THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS Longview-Kelso . . . as it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's *Comprehensive* Coverage.

KGW PORTLAND OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

March of Dimes

(Continued from page 72)

March of Dimes, and Basil O'Connor, president of the National Foundation for Infantile Paralysis.

* * *

WINA: Sponsored by WINA Charlottesville, Va., and the local chapter of the National Infantile Paralysis Foundation, "The WINA March of Dimes Mule Train" climaxed the city's drive for funds. A converted haywagon, pulled by four ancient mules and driven by two genuine, old-time muleskinners, rolled through the city as two hillbilly bands aboard sang and played "Mule Train." Marine reservists and girls dressed in cowgirl costumes walked alongside the WINA Mule Train, collecting dimes and dollars in milk pails. Over $600 in cash was collected during the Mule Train's tour, WINA reported. In addition to this, WINA's disc jockey programs which promoted the drive throughout each day of the campaign, netted between $950 and $1,000.



Mule Train rolls by.

* * *

NBC-TV: Launching its special *Howdy Doody-March of Dimes TV Party*, members of the cast of the NBC-TV puppet show staged a special rally at public schools in the New York area. Performers included Howdy Doody himself; Rhoda Mann, puppeteer on the show; Bob Keeshaw, and others, all of whom gave Howdy Doody balloons to students who donated a dime to the March of Dimes. The proceedings emanated from a balloon-bedecked car parked outside the school entrances. Continuing its March of Dimes TV party, the *Howdy Doody* network telecast the same day had as a special guest eight-year-old Billy McCarthy of White Plains, N. Y., victim of polio in 1948, who returned home with little trace of polio remaining after eight months of hospitalization through the National Foundation for Infantile Paralysis.

* * *

CBS: The March of Dimes opening rally Jan. 16, originating at New York's City Hall and featuring Arthur Godfrey and Dinah Shore, was recorded by CBS for rebroadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard in New York on WNYC. Others who appeared on the program included acting New York Mayor Vincent Impellitteri, Helen Hayes, Elliot Lawrence and members of the Marine Corps.

* * *

CBS-TV: Emceed by hostess Dorothy Doan of CBS-TV's *Vanity Fair*, the sixth annual *March of Dimes Fashion Show*, underwritten by the New York Dress Institute for the benefit of the National Foundation for Infantile Paralysis, was telecast over CBS-TV from the grand ballroom of New York's Waldorf-Astoria Hotel. Current theatrical headliners in New York as well as a bevy of beautiful mannequins participated in the program.

PEPSI-COLA

Hits the Spots With Nelson ETs

THE RADIO JINGLE has shed swaddling clothes and donned a new suit. And, from all reports, listeners like it.

One big radio advertiser to strike a blow for the jingle's growth from the "offensive" label to "songs which entertain" classification is the Pepsi-Cola Co. A giant step in that direction was taken last summer when the soda pop company, which made the longer drink for a nickel famous, ordered a new type of transcription from the George R. Nelson Inc., Schenectady, N. Y.

Not that Pepsi-Cola was a casualty of the usual jingle. The company made famous (and vice-versa) the "Pepsi-Cola hits the spot" jingle, which for some time has been an integral part of its advertising.

But Pepsi-Cola, looking to changing moods, prepared for the future. Not forgetting that listeners wish to be entertained in radio advertising—cite participation of comedians like Jack Benny, Fred Allen and others on their own programs — the company turned to the song-talent jingle.

That is where George R. Nelson Inc. came in. The agency already had been turning out the newly-clothed spots for General Electric, Mohawk Carpet Mills, Benrus Watch and others. Pepsi-Cola listened to the samples and suggestions submitted and then bought.

The new announcements, differing from the repetitious, one-of-a-kind, are actually "musical." Their preparation, the Nelson agency explains, makes use of a wide variety of rhythms and tunes, many of them comparable to those milled in "Tin Pan Alley." The sales message is shot across with the help of such talent as the Landt Trio, Julie Conway and Eugenie Baird on the lyrics, and music by Johnny Cole.

Full Length Records

Full-length records for Pepsi-Cola also were turned out by the Nelson firm. Suggestions have been forwarded, that the company place them on the market or distribute them for home use, as they are suitable for phonograph sets. Because every record has talent and a carefully prepared lyric and song, the Nelson agency says it has individual appeal to the public.

The full-length record, which has stirred interest in the advertising field, uses no commercial announcer. It begins and ends like any music recording, and is set to a variety of rhythms such as rumbas, westerns, Hawaiian sway.

The Nelson agency says it firmly believes that jingles need not be offensive or dull. Rather, it says, "catchy melodies and clever lyrics can so sugar-coat an advertising pill that the radio audience asks for more—not only of the advertising, but also of the product."

According to the advertising firm, one station manager wrote a company using the new announcements: "For the first time in my radio experience, I have people calling up and writing to the station, asking for more of your musical announcements."

The spots are not prepared with sound effects, which, the agency says, may catch the public ear at first but prove rather irritating as time goes by. "The job is done," the agency says, "with just words and music."

In explaining production of the transcriptions, George Nelson, head of the agency states: "We employ only the very best and highest priced artists—vocal and instrumental — in the business — truly *Name* artists. We transcribe with three production men, and indeed, the chief engineer of the best recording studio in the country at the board himself. . . . Our clients tell us that it pays magnificent dividends."

Agency's Policy

The agency firmly disagrees with the "make 'em mad, just so they listen" school of thought. "We don't write jingles," Mr. Nelson says, "we write songs—material that people will want to hear—material that will bear repeat performance."

Comments from clients and listeners alike bear out the correctness of the Nelson theory.

LEE ESTATE

Litigation Possibility Seen

POSSIBILITY of litigation over the approximately $9.5 million estate of the late Thomas S. Lee, owner of the Don Lee Network and other properties, loomed last week as the will was filed for probate in Los Angeles.

The will reads: "After my death I want my entire fortune to go to R. D. Merrill of Seattle, Wash., to be divided as he sees fit." It had been reported previously that the fortune went to Mr. Merrill "to do as he sees fit."

Attorneys said the word "divide" may change the status of distribution. They said there may be contentions that Mr. Merrill should act as trustee for all who should benefit rather than become sole legatee.

Mrs. Fry Claims

Mrs. Elizabeth Lee Fry, 35, adopted daughter of the late Don Lee, through counsel made it known Friday that she intended to claim the entire estate left by Thomas Lee. Jerry Geisler and Harry Mabry, attorneys, announced they had been retained to protect the interest of Mrs. Fry who was cut off with $1 in Don Lee's will.

This was made known at routine hearings at which special letters of administration of the estate were granted to Public Administrator Ben H. Brown, acting in behalf of Mr. Merrill, Seattle lumberman. Mr. Brown had petitioned for the appointment at the request of Mr. Merrill, who said the estate needed immediate attention.

There was speculation that Mrs. Nora S. Patee of San Marino, Calif., maternal aunt and personal guardian of Mr. Lee, might also challenge the will.

Mr. Lee fell or jumped to his death from the 12th floor of a Los Angeles building Jan. 13 [BROADCASTING, Jan. 16].

Pharma-Craft Names

THE PHARMA-CRAFT Corp., New York has appointed Ruthrauff & Ryan, New York to handle advertising of its Heed and Sprite, new plastic bottle spray deodorants, effective April 1.

Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W • 590 Kc
WMAZ MACON 10,000 W • 940 Kc
WTOC SAVANNAH 5000 W • 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

Free Time Revolt

(Continued from page 19)

Advertising. The first six months of 1950 are the last half of the Army's fiscal year, and appropriations for that period were made before Grant took the account.

Last week Will C. Grant, owner of the agency, advised BROADCASTING that beginning next July 1, when a new $1 million Army and Air Force advertising budget goes into operation, the allocation for radio will exceed that for any other medium.

The public information office of the Dept. of Defense told BROADCASTING that 31.92% of the budget would be spent for radio—14.54% for buying time and 17.38% for production costs.

Mr. Grant said that only network time purchase would be made from the $1 million national Army-Air Force account. Local and spot purchases are up to individual Army commands throughout the country. The individual Armies have their own budgets, Mr. Grant said.

Grant's Statement

Mr. Grant asserted that the Grant agency had recommended the use of radio by the Armies and that the agency would present a package of radio ideas at a meeting with the commanders of the Armies to be held next week.

The fact that in the budget beginning next July 1 the appropriation for radio production exceeds that for radio time was seen as indicating that the Army intended little if any diminution in its production of transcribed shows for free performance on stations.

More than 1,000 stations now use such programs, it was learned. None of them is paid for the time.

One proposal of the NAB Unaffiliated Stations Committee at its Washington meeting a fortnight ago was that such programs—whether distributed by the Army or any other organization—be produced as open-end transcriptions, a device that would permit stations to include local sponsors' commercials in the shows.

It was pointed out that the practice of enlisting local advertisers to buy space in which to carry public service advertisements is universal among newspapers. Such agencies as the Treasury Dept., on behalf of Savings Bond Drives, circulate mat services to newspapers which then sell space to run them. The merchant is given a courtesy notice in the ad. The same principle could be used by stations, the Unaffiliated Stations Committee suggested.

The volume of station protests reaching Grant Advertising in Chicago, it was learned, was enough to oblige the agency to resort to a form letter with which to reply to the stations, rather than to try to answer them individually.

Write Congressmen

Stations in many parts of the country also wrote their Congressmen. A letter from John B. Browning, manager of WSPB Sarasota, to Sen. Claude Pepper (D-Fla.) was typical.

"The Army and Air Force spend thousands of dollars producing transcribed shows," wrote Mr. Browning in part, "and these shows are not worth five cents unless some radio station broadcasts them, and it has been the policy of broadcast stations, up to the present time, to run these transcribed shows free although everybody making them gets paid except the broadcasting industry.

"As far as this station is concerned we are herewith cancelling all free time given to the Army or Air Force, and I feel the radio industry throughout the United States should follow a similar move. We refuse to give away our advertising when other mediums are getting paid."

A communication received by John E. Pearson Co., New York, national station representative, advised that Indiana stations were rebelling against free time demands.

WIRE Cancels

Daniel C. Park, commercial manager of WIRE Indianapolis and secretary-treasurer of the Indiana Broadcasters Assn., telegraphed Mr. Pearson that his station was cancelling all free programs for recruiting "until such time when a proportionate share of advertising budget is diverted to radio."

"It's high time radio is recognized by such agencies as U. S. Army and the like," Mr. Park telegraphed. "WIRE is through playing the sucker role. I might add so are all Indiana radio stations."

Mr. Park's wire was a response to a communication sent to his client stations by Mr. Pearson, advising them of the discriminatory aspects of the Army budget for the first half of 1950. Mr. Pearson said:

"If any government agency or bureau has any money to spend for advertising, then radio should get a fair share of it along with printed media instead of being pressured to broadcast free of charge what the newspapers and magazines get paid for."

As station protests mounted, it was learned that Col. William G. Downs, who is one of the top officers in Army-Air Force advertising in Washington, had planned a conference with Maurice B. Mitchell, director of BAB, on the subject of appropriations to radio.

Because Mr. Mitchell will be traveling in the west for two weeks, Charles Batson, assistant director of BAB, probably will confer with Colonel Downs this week.

The issue was too hot to let boil unattended until Mr. Mitchell's return.

RICHARD DOHERTY

To Address Calif. Groups

RICHARD P. DOHERTY, NAB director of employer-employe relations, is to be guest speaker at the California Rural Area Broadcasters meeting in Santa Ana, Calif., Feb. 16. J. Clifford Lee, president of KFXM San Bernardino and president of CRAB, will preside.

With Maurice Mitchell, director of Broadcast Advertising Bureau, Mr. Doherty also is on agenda of the annual California State Broadcasters Assn. meeting to be held at Hollywood's Roosevelt Hotel Feb. 17 [BROADCASTING, Jan. 30].

WOV New York, Italian-language outlet, launches campaign to educate non-Italian listeners to use Italian food products. Announcements and station-breaks being used.

'ADD 'EM UP'

WLIO Plugs All-Day Audience

TO TRY and find out how many people actually listen all day long to WLIO East Liverpool, Ohio, Program Director Cy Newman decided to run a contest. He called it "Add 'Em Up."

At various intervals from 7:15 a.m. to 6 p.m. an announcer would say, "The number of the moment is ——." To get the correct total, the listener had to stay tuned to WLIO for 10 hours and 45 minutes a day and not miss a number. A $5 prize was offered for anyone getting the correct total.

A couple of hundred dollars had been set aside for the 10-day contest on the assumption that two or three people a day would guess the right answer. The first day's mail brought in 379 entries with 67 correct answers, station reports. This meant a giveaway of $335. WLIO feels it has proved a point for radio listenership against any other advertising media.

FCC Rules

RECODIFICATION of certain technical rules reported by FCC last December was further amended by the Commission last week to include earlier-omitted provisions relating to inspection of tower lights and associated control equipment and procedure in discontinuing station operation. Various cross references of other material also was corrected. Deadline for comments is March 8.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES



Let KFYR and its 5000 watts on 550 kilocycles "bail you out." For the seventh consecutive year North Dakota produced more than one billion dollars in agricultural wealth. Tap this reservoir of buying power through KFYR and its quarter century of listener loyalty. Ask any John Blair man for the facts.

KFYR

550 KC 5000 WATTS

NBC AFFILIATE

BISMARCK, N. DAK.



MEMBERS of the Spot Radio Clinic of the National Assn. of Radio Station Representatives fete Russell L. Harris (seated 2d l), advertising manager, American Chicle Co., guest at the NARSR January session. L to r: Seated—Henry Ringgold, Edward Petry & Co.; Mr. Harris; Fred F. Hague, George P. Hollingbery Co.; Robert Eastman, John Blair & Co.; standing—Thomas Campbell, The Branham Co.; Russell Walker, John E. Pearson Co.; William Reed, John Blair & Co.; T. F. Flanagan, managing director, NARSR, and William Wright, The Katz Agency.

Judge Is Boss

(Continued from page 19)

mittee, headed by John F. Meagher, KYSM Mankato, Minn., brought in a recommendation of $798,322 for the new fiscal year beginning April 1—roughly $100,000 above the current year.

The present income is at the rate of $664,000 annually and in the five months ended Dec. 31, 1949, revenue fell behind operating expenses by nearly $15,000. The cash on hand was about $40,000 and would be eaten up in a few months at the present pace, the committee reported.

Budget Revisions

Requests for budget from the NAB departments for the new year aggregated in excess of $900,000. Practically all of them, with exception of BAB, were revised downward to just under $800,000.

The board approved the committee's recommendations that the additional funds to meet the $800,000 budget be procured through elimination of the current 12½% discount on dues authorized last July at Portsmouth, N. H., and via an increase in the dues for active members in various classifications. These change the Small Stations (Class A) dues from $7.50 to $15 per month; Class B from $15 to $20; Class C from $20 to $25 and Class D from $30 to $35.

Elimination of the discount, it was pointed out, would yield about $87,000 at the current membership rate, while the dues increases in the lower station income brackets would produce in the neighborhood of $58,000. This all presupposes no further losses in membership.

Members of the Finance Committee who proposed the plan, drafted initially at a meeting in Washington Jan. 23-24, were Chairman Meagher; Clyde Rembert, KRLD Dallas, and Harold E. Fellows, WEEI Boston.

Increase for BAB

The committee ascribed the need for the increase to a boost of more than $72,000 for BAB; absorption of the FM Assn. in NAB, entailing about $13,500; an increase in the secretary-treasurer's budget to handle membership solicitations, and lesser items such as salary increases and building maintenance.

Mr. Hardy, in his report to the board, said that he had registered under the Lobbying Act and was working closely with Congress, the FCC and with General Counsel Don Petty. Mr. Markham said he had a number of TV projects ready for action, pending clarification of the functions of his office and the arrangement of coordinated activity with the various NAB department heads.

Speaking for the Radio, Television, and Broadcast Advertising Committees, which met in Washington a fortnight ago to advise the board on NAB structure [BROADCASTING, Jan. 16], Eugene S. Thomas, WOIC (TV) Washington, recommended that BAB be retained as a separate NAB department rather than as a separate corporate entity. He also recommended that the Radio and Television Division heads report directly to the president along with other department heads.

The board decided not to fill the district directorship vacancy created by the resignation of Robert Enoch, former manager of KTOK Oklahoma City. Jack Todd, general manager of KAKE Wichita, thus will succeed to the 12th district (Kans., Okla.) directorship at the April NAB convention since he is unopposed nominee.

TV Director-at-Large

There were only two nominations for TV director-at-large—the incumbent, Mr. Thomas, and Robert D. Swezey, WDSU-TV New Orleans. The board construed the by-laws to mean that it is not necessary to nominate two other directors for the four-way contest. Thus, Messrs. Thomas and Swezey's nominations are tantamount to election. The elections will be held this month by mail. Ballots were printed late last week.

The TV director-at-large getting the largest number of votes will serve a two-year term; the other will serve one year.

The board ruled that Charles C. Caley, WMBD Peoria, Ill., whose second term as District 9 director runs out at the 1951 NAB convention, is ineligible to run for medium station director-at-large, though he is one of the nominees [BROADCASTING, Feb. 6].

The board designated John J. Gillin Jr., president of WOW Omaha, as official NAB delegate to the Canadian Assn. of Broadcasters Convention at Niagara Falls, Ontario, March 27-30. Designated as alternate was Paul W. Morency, vice president and general manager of WTIC Hartford. Only one will attend.

New Members Admitted

The board voted to admit to membership 55 stations which had applied since the November board meeting. Of these, two were television stations and five were in the associate membership category.

Considerable time was devoted by the board to a discussion of the radio film "Lightning That Talks," produced under the auspices of the All-Radio Presentation Committee [see CLOSED CIRCUIT, page 4]. There was general dissatisfaction with the quality of the film and although no formal motion was adopted, Director Swezey was designated to consult with the network heads and with the presentation committee on possible re-editing and revamping of the picture.

While the suggestion was advanced that the project be dropped, no formal action in that direction was taken. The picture was previewed by the board Wednesday evening with BAB Director Mitchell describing the project. He explained that the print used was "in the rough" and subject to further editing. Mr. Mitchell, through BAB, is handling the bookings for the film.

Stations Joining

All members of the NAB board were present for the three-day session except Frank U. Fletcher, WARL Arlington, Va., and Mr. Caley, both of whom were tied up with FCC hearing activity in Washington. Staff members present in addition to Messrs. Miller, Mitchell, Hardy and Markham, were C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Richard P. Doherty, labor relations director; Robert K. Richards, public affairs director, and Helen Fruth, secretary to Judge Miller.

New stations whose membership applications were approved were:

WOC-TV Davenport, Iowa; WOIC (TV) Washington; KAFP Petaluma, Calif.; KALE Richland, Wash.; KBKO Portland, Ore.; KBMY Billings, Mont.; KCNA Tucson, Ariz.; KCNI Broken Bow, Neb.; KCNY San Marcos, Tex.; KCRA - AM - FM Sacramento, Calif.; KDIA Auburn, Calif.; KEIO Pocatello, Ida.; KFAL Jefferson City, Mo.; KGAR-AM-FM Garden City, Kan.

KGWA Enid, Okla.; KIVY Crockett, Tex.; KLFY LaFayette, La.; KLYN Amarillo, Tex.; KOWB Laramie, Wyo.; KPBX Beaumont, Tex.; KPMC Bakersfield, Calif.; KRCO Prineville, Ore.; KRLC Lewiston, Ida.; KROG Sonora, Calif.; KSJO-AM-FM San Jose, Calif.; KTIM San Rafael, Calif.; KUBC Montrose, Col.; KVEN Ventura, Calif.; KWBG Boone, Iowa; KXO El Centro, Calif.; KYBS (FM) Dallas; KYOU Greeley, Col.; WBLX Bedford, Va.; WCEC Rocky Mount, N. C.; WFMA (FM) Rocky Mount, N. C.; WCEN Mt. Pleasant, Mich.; WCPM Middlesboro, Ky.; WCUO (FM) Cleveland.

WEXT Milwaukee; WFGM Fitchburg, Mass.; WHAK Rogers City, Mich.; WIRY Plattsburg, N. Y.; WJER Dover, Ohio; WKLF Clanton, Ala.; WKSR Pulaski, Tenn.; WTXL W. Springfield, Mass.; WVIM Vicksburg, Miss.; WVSC Hicksville, N. Y.

Associate memberships approved—George P. Adair, Washington, and Glenn D. Gillett & Assoc., Washington, consulting engineers; General Precision Lab., Pleasantville, N. Y., and Raytheon Mfg. Co., Waltham, Mass., equipment manufacturers.



not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

They Say . . .

"THERE'S a bill in the U. S. Senate, No. 1847, which is designed to prohibit all advertising of alcoholic beverages across state lines. . . . The Advertising and Sales Club of Seattle strikes back, opposing SB 1847 as 'a serious threat to the freedom of the press and an unjustified restriction on newspapers, magazines and radio broadcasts moving in interstate commerce.' . . . The advertising club has a point. If it's legal to sell liquor, it's legal to advertise. . . . But we think the choice must be left, as at present, to the newspaper and the radio networks."

From an editorial in the Wenatchee (*Wash.*) Daily World.

* * *

"ONE does not need to be a lawyer to follow the clear logic of the U. S. Court of Appeals for the District of Columbia in upholding the FCC in the denial of radio licenses to the *Mansfield Journal* and the *Lorain Journal*. . . . Since the *Journal* was found to be indulging in monopolistic practices, the public interest would not have been served by granting it a license. . . .

"The FCC has in no way attempted to censor the editorial policy of the *Journal*, and it is eminently clear that freedom of information is promoted when broadcasting licenses are kept out of the hands of newspapers or other operators that (so indulge). The great principle of freedom of the press ought not to be invoked in such an unworthy cause. Newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, if a real challenge to the press arises, that they have debased their own currency."

From an editorial in The Washington Post

* * *

"THERE can hardly be any serious disagreement with the unanimous finding of the U. S. Court of Appeals that freedom of the press is not infringed by the denial of a radio license to a newspaper which seeks monopoly control of news and advertising. . . . The *Mansfield Journal* remains free to pursue all of its old policies, or any new ones equally bad. All that the (FCC) and the court have said is that it cannot do this, and at the same time operate a radio station.

"This is a sound position . . . not many publishers would refuse to publish the programs of a competing radio station, or attempt, as did the *Mansfield Journal*, to coerce businessmen who advertise over a competing radio station. . . ."

From an editorial in The Washington Evening Star

* * *

"TELEVISION is the most perplexing problem plaguing college athletic directors today. . . . 'Television is a monster,' declared one graduate manager at a recent college conference meeting. 'It is wrecking college athletic attendance and is costing colleges a heavy loss of athletic revenue.' . . . The crux of the whole thing is a matter of money. Colleges are entitled to a fair return for television rights of their athletic contests. . . . Television is a big problem for the colleges. The NCAA is wrestling with it. Many college authorities are dead set against television, others are for it. . . . The public at large is on the side of television, those who have sets and those who intend to buy sets."

From Eugene H. Russell's column in The Seattle Times.

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

HAIGHT ELECTED

Wilson, Haight & Welch V.P.

JESSE J. HAIGHT, former executive vice president and a member of the agency since 1926, has been elected president of Wilson, Haight & Welch Inc., Hartford and New York advertising agency. He succeeds Howard C. Wilson, founder of the firm, who will continue to be active in the business.

Arvin J. Welch, vice president, was named first vice president, and Ronald W. Donahue and Jarvis W. Mason, vice presidents, were reelected. Mr. Welch has headed the New York office of the agency since 1945. Harlan C. Judd, account executive who has been with the agency since 1946, was elected treasurer.

CBS Dividend

CBS board of directors last week declared a cash dividend of 40 cents a share on Class A and B stock, payable next March 10 to stockholders of record at the close of business Feb. 24.



CHARLES R. DENNY, (l), NBC executive vice president, finds Comedian Bob Hope's side comment to Robert Montgomery, movie, radio and TV star, and Niles Trammell (r), NBC's chairman of the board, highly amusing. The foursome gathered at a Stork Club party Jan. 30.

KMBC CHARGES

Recommended for Dismissal

DISMISSAL of the charges against KMBC Kansas City charging unfair labor practices was recommended Feb. 11 by Myers D. Campbell Jr., trial examiner of the National Labor Relations Board.

The case grew out of a complaint by Sherwood Durkin, announcer, that he had been discharged because of activities as AFRA shop steward. Among charges was alleged use of individual talent contracts in connection with AFRA collective bargaining.

The NLRB examiner held complainant did not prove allegations against KMBC. His report cites alleged use of obscene and profane language by the employe and notes a paucity of evidence that would indicate the station restrained or coerced its employes.

Puts basic market facts at your fingertips

CONSUMER MARKETS makes basic market measurement data for every state, county and city easily get-at-able. Its 774 pages of facts and figures are so arranged that you can easily extract any single index you may want; or get a complete statistical picture of any consumer market in the U. S., U. S. Territories and Possessions, Canada, or the Philippines.

Conveniently located Service-Ads, like The Cleveland Press' shown here, supplement and expand the listed data with information about the market coverage of individual media.

"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."



▲ One of 258 Service-Ads that supplement market data listings in the 1949-1950 CONSUMER MARKETS.

If you are not using the 1949-50 Edition of CM, send for Full Explanation Folder detailing the information it makes available to you.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

Station Contracts

(Continued from page 21)

casting Stations, at the rate of 15% of net billings per month until Jan. 6, 1950.

FCC figured this would be 70% of net earnings, or more than $300,000, which it thought would jeopardize the station's financial ability to operate in the public interest. WGST's license accordingly was renewed only after the school repudiated the contract.

Southern then sued, winning a judgment for $145,000 for the period from August 1945 through August 1947 in the Superior Court of Fulton County, Ga. This decision was affirmed by the Court of Appeals of Georgia, and the school appealed to the U. S. Supreme Court.

Supports School

The Commission, arguing before the Supreme Court as *amicus curiae* but in support of the school, contended its disapproval of the contract could be used by the school as a defense for failure to perform the contract.

Legal authorities took the Supreme Court's language to mean FCC should have endeavored more diligently and more patiently to make sure that the contract was mutually cancelled. The Court said:

. . . the Commission insisted that petitioner [Georgia Tech] could not be a suitable licensee unless the latter contract were given "no effect." For some reason, which has not been explained to us, the Commission was satisfied that the contract was of "no effect" when the petitioner made a unilateral disaffirmance, and it did not think it necessary to require that Southern agree to the cancellation before a license would issue.

This choice of method lay within the Commission's power. Considerations unknown to us may have dictated this procedure. Before issuing a license in similar cases, however, the Commission has successfully obtained from both parties to a contract clear and unequivocal assent to its cancellation. Indeed, the Commission might refuse to issue a license until the applicant has demonstrated that it has been freed by the state courts from the obnoxious contract.

But if the Commission was placed in a dilemma from which it had no escape, that dilemma was the inevitable result of the statutory scheme of licensing. The Commission itself has indicated to Congress that it is embarrassed by its inability to issue cease-and-desist orders, that it has at its disposal only the cumbersome weapons of criminal penalties and license refusal and revocation. But, so far as we are aware, the Commission request did not go beyond asking for power to issue a cease-and-desist order against a licensee. No power was sought against a third party. . . .

The Court accepted FCC's ruling that the payments to be made under the contract rendered the school unacceptable as a licensee. It also assumed the validity of FCC's conclusion that the school might be denied a license "because the price promised [to Southern] under the stock purchase contract permitted [Southern] to profit from their prior invalid arrangement."

Southern Broadcasting was owned by a group including Sam Pickard, former Federal Radio Commissioner and onetime CBS vice president, and Clarence Calhoun, Atlanta attorney. The group received payments from the school from the time the agreement was signed in April 1943 until it was repudiated by the school in 1945.

The Case of the SKEPTICAL BUYER

His product was home insulation—big stuff.

When a KDYL salesman said, "Let's pitch that to our big morning audience," the man was skeptical . . . but said he'd try it.

He sold three insulation jobs within a week as a direct result of a few morning spots. That's when he called the KDYL salesman and said, "Run, don't walk, down to my place so I can sign a long contract!"

Another satisfied KDYL client. And of course KDYL-TV brings the same kind of results!

KDYL
UTAH'S NBC SIXTH N
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

JENCKS LEAVES NAB

Joins CBS Legal Staff

RICHARD W. JENCKS, member of the NAB legal department, has resigned to join the CBS legal staff. He will be stationed for the time being in New York. Mr. Jencks joined NAB in November 1948 after graduating from the Stanford U. School of Law where he received his LL.B. degree.

Born in 1921 in Oakland, Calif., he was educated in Oakland schools, entering the U. of California in 1938. In 1941 Mr. Jencks entered the Navy, serving 4½ years and leaving the service as a lieutenant commander. He served in Alaskan and Aleutian waters and in the Caribbean, where he commanded a small naval vessel. After the war he entered Stanford Law School.

Upcoming

Feb. 14: Sports Broadcasters Assn. dinner, Hotel Park Sheraton, New York.

Feb. 14: American Marketing Assn. radio-television group luncheon session, Hotel Shelton, New York.

Feb. 17-18: U. Minnesota Radio News Course, Minneapolis.

Feb. 19: NAB Radio News Clinic, Indianapolis Athletic Club, Indianapolis.

Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.

Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.

March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.

March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.

March 3-4: Western Radio-Television Conference, Seattle.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.

March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.

March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 29-April 1: ANA convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulphur Springs, W. Va

March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

NEWS CLINIC

NAB-Indiana Session Set

BROADCASTERS from surrounding states have been invited to attend the NAB-Indiana Radio News Clinic to be held Sunday, Feb. 19, at the Indianapolis Athletic Club, Indianapolis, by Bill Warrick, WJOB Hammond, Ind., general clinic chairman. Advance registration has passed the 50 mark.

Speakers include Courtney Smith, WEOA Evansville on the one-man news staff; Arthur C. Stringer, NAB, director of special services, on financial impact of news; Baskett Mosse, Northwestern U., on key words; Gordon Graham, WIBC Indianapolis, on the feminine side of the news; John A. Stempel, Indiana U., on radio at the university; Gilbert Forbes, WFBM Indianapolis, on TV news; Jim Miles, WBAA Lafayette, Ind., on farm news; John Gibbs WJOB Hammond, Ind., on tape tricks.

After the clinic, delegates will observe television news operations at WFBM-TV Indianapolis.

WIBS CASE

FCC Drops Revocation

FINAL DECISION to rescind FCC's order revoking the license of WIBS Santurce, P.R., was reported by the Commission Feb. 3 and authority was granted WIBS last week to change transmitter location and modify its directional antenna. WIBS is assigned 10 kw on 740 kc.

In its final ruling [BROADCASTING, Feb. 6], the Commission found that the failure of Jose E. del Valle, licensee, to report changes in his manner of financing construction of the station was not sufficient ground for revocation. FCC attributed his defaults to "poor judgment and carelessness" rather than willfulness.

FCC Assistant General Counsel Harry Plotkin, in exceptions which he had filed to the initial ruling in the case, held that "wanton willful concealment" of facts justified revocation. The Commission concluded this finding was not supported by the evidence.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Beacon

DADDY'S LITTLE GIRL

On Records: **Phil Regan—Vic. 20-3550; Henry Jerome—Lon. 602; Pedro Vargas—Vic. 23-1418; Dick Todd—Rainbow 80088; Al Oxenford—Bux-Mart 1147; Mills Brothers—Dec. 24872; Dick Jurgens—Col. 38711; Bob Eberly—Coral 60158; Ray Smith—Col. 20670; Phil Reed—Dance-Tone 448; Skitch Henderson—Cap. 850; Eddy Howard—Mer. 5371; Fred Phillips—Skatin' Toons 1100.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

OKLA. SESSIONS

Doherty To Speak on Costs

RICHARD P. DOHERTY, director of NAB's Employer-Employe Relations Dept., will share the speakers' spotlight with FCC Chairman Wayne Coy at the annual U. of Oklahoma radio conference March 12-14. Mr. Doherty will speak at a Monday session on "Cost Factors in the Broadcasters' Profit Equation." Mr. Coy will address the Tuesday concluding banquet session [BROADCASTING, Jan. 30].

Sessions on sales and market problems, news, television and FM, as well as on FM and education, are listed on a partial agenda announced by Sherman P. Lawton, conference director. Speakers include:

(Sales) R. B. McAlester, KICA Clovis, N. M.; James R. Curtis, KFRO Longview, Texas; Bill Hoover, KADA Ada, Okla.; George Tarter, KCRC Enid, Okla.; (television) Roy Bacus, WBAP-TV Fort Worth; Dave Pasternak, KSD-TV St. Louis; Hoyt Andres, WKY-TV Oklahoma City, and F. M. Randolph, KOTV (TV) Tulsa. Southwestern agencies also will take part. Opening day (Sunday) of the conference will be devoted largely to demonstration broadcasts by colleges and universities.

CANADIAN BOARD

Re-elects Hackbusch Chief

R. A. HACKBUSCH, president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was re-elected president of the Canadian Radio Technical Planning Board, at its annual convention at Montreal last month. Gordon W. Olive, chief engineer of Canadian Broadcasting Corp., Montreal, was re-elected vice president, and S. D. Brownlee, secretary-treasurer of the Canadian Radio Mfrs. Assn., was re-elected secretary-treasurer.

General re-organization of the active TV committee of CRTPB was undertaken, with H. S. Dawson, television engineer of Canadian General Electric Co., Toronto, as general coordinator and J. A. Ouimet, CBC TV director, Montreal, heading the TV technical advisory committee. This group is presently preparing recommendations on Canada's frequency allocations for TV.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA



IN THE BACKGROUND is the 5 kw transmitter "giveaway" by WDAY Fargo, N. D. Station presented it to the North Dakota Agricultural College's engineering department a few days after WDAY's new transmitter went into service. At the formal "giveaway" celebration are (l to r): Julius Hetland, WDAY technical supervisor; Jack Dunn, station manager; Dr. Fred S. Hultz, college's president; Ken Kennedy, WDAY program director, and Robert N. Faiman, professor. A spontaneous gesture, the giveaway idea was born on Ken Kennedy's *Tello-Test Time* program over WDAY.

CLEAR CHANNEL COMMENTS

Editorials Cited in 'Congressional Record'

CONTROVERSIAL clear channel issue has commanded interest the past fortnight in Congress and leading U. S. newspapers.

Legislators on Capitol Hill took note of the recent meeting in Cincinnati during which the Clear Channel Broadcasting Service renewed its opposition to possible foreign intrusions on U. S. broadcasting rights and cited resolutions for maintenance of the clears and for higher power to extend rural service [BROADCASTING, Jan. 23].

The subject drew space in *Congressional Record* issues of Jan. 31, Feb. 1 and 2. One took note of the CCBS meeting with reprint of an article appearing in the Cincinnati *Times-Star*. The piece, which quoted CCBS Director Ward Quaal's protest to demands of the Cuban government in Montreal last fall, was inserted by Rep. Stephen M. Young (D-Ohio).

Rep. J. Frank Wilson (D-Tex.), called attention to the Dallas *Morning-News*, which editorially observed that "rural America is dead set against any agreement" with Cuba that would permit inroads on U. S. rights. Contending that Cuba could not possibly utilize now all of the stations which it asks and that it may be merely "bargaining," the newspaper concluded:

The question of international distribution of frequencies has never been given the attention that it deserves. This country, the home of radio-broadcasting development, early set up its own national domestic regulation. But the question of power and frequency beyond the jurisdiction of the FCC will require all of the official skill we have to arbitrate. Certainly everything possible should be done to strengthen our position when we come to the bargaining table.

Two rural association resolutions, favoring retention of clear channels and referred to the Senate Interstate & Foreign Commerce Committee, were singled out by Sen. Tom Connally (D-Texas), chairman of the equally powerful Foreign Relations Committee. Both stressed the need for adequate service to rural areas, and radio as an important information source.

SOAP OPERAS

Massey Cites Ad Value

"SOAP OPERAS are pretty corny," Charles A. Massey, president of Lever Bros. Ltd., Toronto, told the Canadian Retail Federation in convention at Toronto on Feb. 2. "But," he added, "one of the cardinal points for a successful advertiser is to mistrust his own opinion when it comes to deciding what the public wants."

The public has definitely proved that soap operas attract and hold an exceptionally large audience, Mr. Massey stated, and the advertiser must give his public what it wants. He pointed out that advertising is the most economical means yet discovered of broadening the demand for a product, making mass production possible, and therefore reducing the price.

WASH (FM) Expansion

THREE persons have been added to the staff of WASH (FM) Washington, according to Hudson Eldridge, station business manager. Howard Callahan, former assistant to the chief engineer at U. S. Recording Co., becomes chief engineer. Hurley Provenson, formerly of WBCC Bethesda, Md., joins the announcing staff. Robert Best, Washington public relations counsel, has been named to direct promotion and publicity.



ACTIONS OF THE FCC

FEBRUARY 3 to FEBRUARY 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WIRY Plattsburg, N. Y.—License to cover CP new AM station.

License to cover CP AM station change power, frequency etc.: WTTH Port Huron, Mich.; WGAI Elizabeth City, N. C.

AM—1520 kc

WKBS Oyster Bay, N. Y.—CP to change from 1520 kc 250 w unl. to 1520 kc 1 kw unl.

AM—1430 kc

KBRC Mount Vernon, Wash.—CP AM station to change from 1430 kc 500 w D to 1480 kc 500 w unl. DA-N AMENDED to request 1430 kc 500 w unl.

AM—1140 kc

KSOO Sioux Falls, S. D.—CP new AM station to change from 1140 kc 5 kw L to 1140 kc 10 kw unl. DA-N.

AM—1260 kc

KSMI Seminole, Okla.—CP AM station to change from 1260 kc 500 w D to 1260 kc 500 w unl. DA-2.

Modification of License

WBBR Staten Island, N. Y.—Mod. license to change main studio location from Staten Island to 124 Columbia Hghts., Brooklyn, N. Y.

Modification of CP

Mod. CP new AM station for extension of completion date: WABA Aquadilla, P. R.; WNCA Aiken, S. C.; WDOK Cleveland, Ohio.

WFNS Burlington, N. C.—Mod. CP new AM station to change hours of operation etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; WRBI Blue Island, Ill.; WCAP-FM Asbury Park.

WMOX-FM Meridian, Miss.—Mod. CP new FM station to change ERP to 7.5 kw.

WLFM Pittsburgh, Pa.—Mod. CP new FM station to change ERP to 6.8 kw and studio location to Braddock, Pa.

License for CP

WBUY-FM Lexington, N. C.—License to cover CP new FM station.

WEPS Elgin, Ill.—License to cover CP new noncommercial educational FM station.

WAFM-TV Birmingham, Ala.—License to cover CP new commercial TV station.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date 5-1-50.

TENDERED FOR FILING

AM—1380 kc

WAWZ Zarephath, N. J.—CP new AM station to change from 1380 kc 5 kw-D 1 kw-N DA-N to 1380 kc 5 kw unl. DA-2.

AM—1400 kc

WFPA Fort Payne, Ala.—Mod. CP new AM station to change from 1290 kc 500 w D to 1400 kc 250 w unl.

Modification of License

KFAC Los Angeles—Mod. license to change from DA-1 to DA-N.

SSA—1460 kc

WOKO Albany, N. Y.—Request for SSA on 1460 kc 1 kw D 500 w N and SSA for aux. trans. for period not to exceed April 24, 1950.

Reinstatement of CP

WCHF New Orleans—CP to replace expired CP for new AM station on 1540 kc 50 kw-D 25 kw-N DA-N and for extension of completion date.

February 6 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WEAR Pensacola, Fla.; KRCO Prineville, Ore.

Modification of CP

WCHF New Orleans—Mod. CP new AM station for extension of completion date.

License for CP

WOIC Washington, D. C.—License to cover CP new commercial TV station.

(Continued on page 82)

RADIO-TV MEET

Western Session at Seattle

PROGRAM highlights of the third annual Western Radio-Television Conference, to be held March 3-4 in Seattle, were announced last week by Prof. Edwin H. Adams, director of radio for the U. of Washington and 1950 conference chairman. Topics to be covered at the two-day meeting include radio, television and the press; helping teachers utilize radio and television; the art of listening—and viewing; creating an effective public-service program; and what gives a program interest.

The sessions, to be held in the U. of Washington Adult Education Center Theatre, Seattle, will be supplemented by an exhibit of electronic equipment. Prof. Adams said that collateral meetings also are being arranged for members of the Assn. for Education by Radio, the National Assn. of Educational Broadcasters, and the Intercollegiate Broadcasting System. Registration fee is $3.50, with a special rate of $1 for students.

NEW BUSINESS

WNAX Reports High Level

A QUARTER-MILLION dollars worth of new spot and local business is claimed by WNAX Yankton-Sioux City, on the first lap of the new year, according to Robert R. Tincher, general manager. Mr. Tincher bases this booking on the "alertness of advertisers and their agencies to the potential of the high income agricultural areas."

He further explains that these areas are highly stable "as opposed to the stop-and-go economy of the industrial sections with their ebb and flow of labor-management strife." Mr. Tincher also points out that none of the new business included network accounts, therefore it seems "to substantiate the belief that the trend is toward spot purchase of radio time by advertisers."

World Adds 25

THE WORLD BROADCASTING SYSTEM announces 25 stations have arranged new contracts for the use of its transcribed library service. Stations are:

KCOH Houston, KFBI Wichita, Kan.; WATW Ashland, Wis.; KEXO Grand Junction, Col.; KOLN Lincoln, Neb.; KGBK Tyler, Tex.; WOW Omaha; KVOO Tulsa; KFEQ St. Joseph Mo.; WJOB Hammond, Ind.; WREN Topeka, Kan.; WJPR Greenville, Miss.; KREL, Baytown, Tex.; WOBT Rhinelander, Wis.; KTSM El Paso, Tex.; WAML Laurel, Miss.; WSAN Allentown, Pa.; WJOL Joliet, Ill.; KBOR Brownsville, Tex.; WTCO Campbellsville, Ky.; Fitzsimons General Hospital, Denver; KVMA Magnolia, Ark.; WCAX Burlington, Vt.; WGEZ Beloit, Wis.; WSPB Sarasota, Fla.

TIME worth $125,000 has been allocated by KFI Los Angeles to promotion of NBC Hollywood-originated programs. Campaign started Feb. 6. Spots are being aired 400 times during first two weeks of campaign, and 25 to 30 times per day throughout remainder of campaign.

FUND RAISERS

Hollywood Units Combine

TO ELIMINATE a succession o independent fund raising appeal by various charities, such as th cancer fund, Red Cross and Com munity Chest, Hollywood industry leaders have organized the Radio Television - Recording Permanen Charities Inc. to cover them in on annual community-wide effort.

Sidney N. Strotz, administrativ vice president in charge of NBC Western Div., is executive chair man. Earl Seaman, formerly ex ploitation manager of KNX Holly wood and more recently director o the radio-television-recording in dustries division of the 1949 Com munity Chest campaign, has bee appointed comptroller and cam paign director.

On the executive committee wit Mr. Strotz are George M. Balzer Radio Writers Guild; John Brown AFRA; Everett Crosby, president Bing Crosby Enterprises Inc.; Phi Fischer, MMPA; Robert O. Reyn olds, vice president and genera manager, KMPC Los Angeles Larry Shea, Artists Services Inc. Don Tatum, vice president, Do Lee Broadcasting System; Wayn Tiss, vice president, BBDO; Glen Wallichs, president, Capitol Rec ords Inc.

MONTANA GROUP

Forms and Elects Officer

ARTICLES of incorporation wer adopted and new officers elected a a recent meeting of Montana sta tions. Present membership in th new corporation titled, Montan Radio Stations Inc., includes 22 o 24 stations operating in the state it was announced.

The organization's new officer are: Cedor Aronow, KIYI Shelby president; Paul McAdam Living ston, vice president; Marion E Dixon, KGVO Missoula, secretary treasurer.

WNYC New York is offering 20 publi concerts during its 11th annual Amer can Music Festival, Feb. 12-22.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

KAKC TULSA, OKLA. USES



PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
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CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

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TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

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FCC Actions

(Continued from page 80)

Applications Cont.:

TENDERED FOR FILING

AM—910 kc

KLCN Blytheville, Ark.—CP AM station to change from 900 kc 1 kw D to 910 kc 1 kw-D 100 w-N.

APPLICATION RETURNED

KWEW Hobbs, N. M.—RETURNED Feb. 6, application for license to cover CP for increase in power etc.

February 7 Decisions . . .

BY THE SECRETARY

Donald Lewis Hathaway, Casper, Wyo.—Granted license new remote pickup KOA-743.

KQV-FM Pittsburgh, Pa.—Granted license new FM station; Chan. 251 (98.1 mc) 20 kw; 475 ft.

Caprock Bcstg. Co., Lubbock, Texas—Granted CPs for new remote pickups KKB-979, KA-5729.

KOB-TV Albuquerque, N. M. — Granted mod. CP for extension of completion date to 5-1-50.

WNCA Aiken, S. C.—Same to 3-2-50.

WASH Washington, D. C.—Same to 8-3-50.

WFRO Fremont, Ohio—Granted license new AM station; 900 kc, 500 w D DA.

WDBC Escanaba, Mich.—Granted license change in frequency, etc.

WHSC Hartsville, S. C.—Granted license install new vertical ant.

KWWL Waterloo, Ia.—Granted license change in frequency, etc.

WSIR Winter Haven, Fla.—Granted mod. license to change studio location.

KFXJ Grand Junction, Col.—Granted CP install new trans.

KBMN Bozeman, Mont. — Granted mod. CP approval of ant., trans. and studio locations.

KNED McAlester, Okla. — Granted mod. CP approval of ant. and trans. location and specify studio location.

KGLN Glenwood Springs, Col. — Granted mod. CP approval ant. and trans. location.

KVTT Dallas, Tex.—Granted mod. CP make changes in ant. system.

KMOD Modesto, Calif—Granted mod. CP change type trans. and specify studio location.

WCUE Akron, Ohio—Granted mod. CP change type trans. and specify studio location.

WKY-TV Oklahoma City, Okla.—Granted license new commercial TV station; visual 12 kw; aural 6 kw, 935 ft.

WJIZ Hammond, Ind.—Granted license new FM station; Chan. 222 (92.3 mc) 9.3 kw, 400 ft.

WMUB Oxford, O.—Granted license new noncommercial educational FM station; Chan. 201 (88.1 mc) 10 w.

WLAC Bcstg. Service, Nashville, Tenn.—Granted mod. license to change frequencies KA-5702 to 26.11, 26.45 mc.

WBZA Boston, Mass.—Granted CP to install new trans.

The Wooster Republican Printing Co., Wooster, O.—Granted CP and license new remote pickup KA-5698.

Area Bangor, Me.—Granted CP and license new remote pickup KA-3763.

Mayaguez, P. R.—Granted CP for new remote pickup KA-5699.

Arizona Bcstg. Co. Inc., Area Tucson, Ariz.—Granted CP and license change frequencies to 152.87, 152.99 and 153.35 mc, and make changes in trans. KA-2247.

KSMA Santa Maria, Calif.—Granted mod. CP to change type of trans.

KTLA Hollywood, Calif. — Granted mod. CP extension of completion date to 6-1-50, subject to condition it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures Inc. et al, 334 U.S. 131.

Following were granted mod. CP's for extension of completion dates as shown: KSTP-TV St. Paul, Minn. to 9-16-50; WNAC-TV Boston to 9-1-50; KXEL-FM Waterloo, La. to 8-22-50; WWLH New Orleans, La. to 9-16-50; WWSW-FM Pittsburgh to 8-22-50; WHAT-FM Philadelphia to 8-10-50; KUOM-FM Minneapolis, Minn. to 8-23-50; KALW San Francisco to 5-10-50.

WTSP St. Petersburg, Fla.—Granted license install new trans.

WHLL Wheeling, W. Va.—Granted license new AM station; 1600 kc, 1 kw D DA.

WKNK Muskegon, Mich.—Granted license change in hours etc.

KAKC Tulsa, Okla.—Granted license change in frequency etc.

KONO San Antonio, Tex.—Granted mod. CP for extension of completion date to 5-12-50.

Badger Bcstg. Co., Madison, Wis.—Granted CP's and licenses for remote pickups KSA-550, KA-4109, KSA-549, KA-3129.

KCKN Bcstg. Co., Kansas City, Kan.—Granted CP and license for remote pickup KA-5671.

Commonwealth Bcstg. Corp., Norfolk, Va.—Granted CP and license for remote pickup KA-5646.

Dickinson Radio Assoc., Dickinson, N. D.—Granted CP and license for new remote pickup KA-3935.

Topeka Bcstg. Assn. Inc., Area Topeka, Kan.—Granted CP's and licenses to make changes in remote pickup KA-3098, KA-3076.

Eugene P. O'Fallon Inc., Portable-Mobile, Area of Denver, Col.—Granted CPs for remote pickups KA-5669-70.

KADA Bcstg. Inc., Ada, Okla.—Granted CPs for remote pickup KA-5648, KKC-416.

Junction City Bcstg. Co., Junction City, Kan.—Granted CP for new remote pickup KA-5645.

MARTI Inc., Cleburne, Tex.—Granted CPs for new remote pickups KA-3797, KA-2654.

Intermountain Bcstg. Corp., Salt Lake City, Utah—Granted CPs remote pickups KOA-503, KA-3893.

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Granted CP new remote pickup KA-5647.

WKAP-FM Allentown, Pa.—Granted mod. CP change studio location.

WOOK-FM Silver Spring, Md. — Granted mod. CP for extension of completion date to 7-1-50.

WISN-FM Milwaukee — Same to 8-22-50.

Following remote pickups were granted renewals on regular basis to Feb. 1, 1953: KA-5705 (form. WEOB) Ashland, Ky.; KA-5707 (form. WSGS), KA-5706 (form. WSGR) Atlanta, Ga.; KA-5708 (form. KOVY) Tucson, Ariz.; KA-5721 (form. WEKL) Reading, Pa.; KA-5719 (form. WEGP) and KA-5720 (form. WEKM) Reading, Pa.; KA-5709 (form. WATA) Ashland, Ky.; KA-2409 (form. KCNF), area San Angelo, Tex.

Following remote pickups granted temp. authority to June 1, 1950: KA-5710 WKRZ Inc. (form. WDNS) Oil City, Pa.

Following remote pickups granted renewals on regular basis to Feb. 1, 1950: KSA-953 (form. WSIA) Decatur, Ill.; KA-5575 (form. WDON) Decatur, Ill.

ACTION ON MOTIONS

By Comr. Wayne Coy

FCC General Counsel—Granted petition for extension to Feb. 9, 1950, in which to file exceptions to initial decision issued re application of KLX Oakland, Calif.

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension to Feb. 13, 1950, to file exceptions to proposed decision issued in Docket 7398 et al.

By Comr. Frieda B. Hennock

Royal V. Howard, Honolulu, Hawaii—Granted leave to amend application to specify 860 kc in lieu of 850 kc and for removal of application as amended, from hearing docket.

By Examiner Jack P. Blume

Radio St. Clair Inc., Marine City, Mich.—Granted continuance of hearing from Feb. 13 to April 13, 1950; hearing continued indefinitely.

FCC General Counsel—Granted continuance of hearing of WKCT Bowling Green, Ky. now scheduled for Feb. 7; hearing continued indefinitely.

Jennings Bcstg. Co. Inc., Jennings, La.—Granted leave to amend application to specify 1290 kc with 500 w D in lieu of 1490 kc 250 w unl. and removal of application as amended from hearing docket.

Teletronics Inc., Waycross, Ga.—Granted continuance of hearing in Dockets 9419 and 9420 from Feb. 6, to Feb. 14, 1950.

Jack P. Blume, Hearing Examiner—Upon hearing examiner's own motion, further hearing re applications of WKNX Saginaw, Mich. and WKMH Inc. Jackson, Mich. was continued from Feb. 2 to Feb. 3, 1950.

By Examiner Leo Resnick

Pioneer FM Company, Madison, Ind.—Ordered that hearing in proceeding be reconvened in Washington, D. C., Feb. 13, 1950.

M. R. Lankford, Princeton, Ind.—Granted late appearance in hearing scheduled for April 24, 1950.

By Examiner Elizabeth C. Smith

WPAQ Mount Airy, N. C.—Granted removal from hearing, now scheduled for Feb. 6, of application.

Mrs. Agnes V. Foster

MRS. AGNES V. (GILCHRIST) FOSTER, wife of Elbert E. Foster, WLAW Lawrence, Mass., general manager and former media director of Lever Bros., died suddenly Feb. 6 at Carney Hospital, Boston. In addition to her husband, she is survived by two nephews. The family home is at 92 Cornell St., Quincy, Mass.

FCC General Counsel—Granted indefinite continuance of hearings re application of Orville L. Jenkins Quanah, Tex.; hearing is presently scheduled for Feb. 9, 1950.

By Examiner J. D. Cunningham

WSIV Pekin, Ill.—Granted continuance of hearing re application from Feb. 10, to May 10, 1950, in Washington, D. C.

Kokomo Pioneer Bcstrs., Kokomo, Ind., Chronicle Publishing Co., Inc. and WBAT Marion, Ind.—Granted petition of Chronicle Pub. Co. Inc. and joint motion of Kokomo Pioneer Bcstrs. and Marion Radio Corp. requesting that date for filing proposed findings in proceeding re Dockets 9444 et al. be extended to Feb. 23, 1950.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted time within which proposed findings on engineering matters in proceeding re application of WCTT Corbin, Ky. may be filed be extended from Feb. 2 to March 4, 1950.

KAVR Havre, Mont.—Granted continuance of hearing re Dockets 9421 and 9422 from Feb. 20, to April 17, 1950 in Washington, D. C.

By Examiner H. B. Hutchison

WDZ Decatur, Ill.—Granted authority to amend application to show slight revision in plan for financing proposed construction, etc.; amendments accepted.

Coast Bcstrs., Astoria, Ore.—Granted continuance of hearing re application and that of Seaside Bcstg. Co., Seaside, Ore. from Feb. 28, to May 1, 1950, in Washington, D. C. denied insofar as requests hearing be rescheduled to be held at some future date in Portland, Ore.

FCC General Counsel—Granted date for filing of proposed findings of fact and conclusions in proceeding re application of WWST Wooster, Ohio be extended from Feb. 6, to Feb. 27, 1950.

By Examiner Basil P. Cooper

WMIN St. Paul, Minn.—Granted continuance of consolidated hearing re application of WMIN and Owatonna Bcstg. Co., Owatonna, Minn. from March 1, to May 1, 1950, at Washington, D. C.

WNAE Warren, Pa.—Granted continuance of hearing re application of WNAE from Feb. 15, to April 17, at Washington, D. C.

(Continued on page 87)

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ALABAMA MEET

Date Set for March 10-11

ANNUAL spring meeting of the Alabama Broadcasters Assn. has been scheduled for March 10-11 and will be held at the Russel Erskine Hotel, Huntsville, Howard E. Pill, ABA president, announced last week. Jack Langhorne, WHBS Huntsville, has been named general convention chairman.

Registration will be held Friday morning. The convention will conclude with the annual banquet on Saturday evening. Luncheon meetings will be featured both days with morning and afternoon sessions reserved for business matters. On the agenda is the election of new officers for the fiscal year commencing in March. The full program, complete with speakers, has not yet been completed, Mr. Pill said.

FACSIMILE

AIEE Told of Flat-Scanner

AN automatic flat-scanning facsimile transmitter, which permits sending of messages from thick cards, was described by Capt. W. G. H. Finch of Finch Telecommunications Inc., at the winter meeting of the American Institute of Electrical Engineers in New York a fortnight ago. Flat-scanner renders automatic card feed more easy and efficient for the business world, Capt. Finch said.

John V. L. Hogan, of Hogan Labs, New York, at the same session said the cost of adding a multiplex facsimile channel to an FM sound station is "relatively small," as is the cost of operation and programming. He said broadcasters would enjoy a new source of income which should "more than meet" facsimile operation expense. Titus G. Leclair of Commonwealth Edison Co. was nominated to succeed James Fairman as AIEE president effective Aug. 1.

BROADCAST time of CHUM Toronto, Ont., has been lengthened one hour and 15-minutes.

Programs

OFFICIALS and principals of Chicago Symphony Orchestra are appearing on new weekly series *Your Symphony Scrapbook*, on WMAQ Chicago, Saturday, 1:30-1:45 p.m. CST. George Kuyper, manager, and Len Arnold, public relations director, discuss music, especially major work to be performed by orchestra on its Thursday and Friday concerts in next week. Each week a musician plays part of selection being discussed. Listeners are asked to send in questions and anecdotes about music, composers and musicians. Senders of material used on the air receive two main floor seats to an evening concert.

'Wax Museum'

CYLINDRICAL records, of type used on original gramophones, are basis from which Terry Cowling, originator and m.c. of *Wax Museum* on WCOP Boston, develops his show. Mr. Cowling owns 250 of the cylinders, and has asked listeners to send theirs to him for airing on show. Transcribed records are made from cylinders which feature many popular old-time entertainers.

Jackpot for Bowlers

HOUR-LONG *Bowler's Jackpot* is remote show telecast from local bowling alley by WEWS (TV) Cleveland. Program features one-game doubles match in which contestants vie for jackpot of cash and merchandise and period of bowling instruction, during which tutors attempt to make polished bowler out of beginner in 12 weeks during which show is scheduled. Show is sponsored by Dad's Root Beer in cooperation with Bowling Proprietors Assn. and features prizes contributed by national manufacturers. Television department of Ohio Adv. Agency Inc. is responsible for production.

Health News

LATEST news on last minute developments in field of medical science and fields relating to medicine and health are discussed in new weekly series on WMAL Washington, Saturday, 7 p.m. J. Edgar Caswell of District of Columbia Health Dept. presents news and acts as moderator on program. Guests are interviewed. Show covers such topics as hospital facilities available to local citizens and X-ray campaigns.

Texas Open

REPORTEDLY first simulcast originating in south Texas was carried by WOAI-AM-TV San Antonio in airing of 1950 Texas Open Golf Tournament. Three half-hour simulcasts were scheduled describing action on last two days. Simulcasts were sponsored by Ford dealers and utilized crew of 12 with three TV cameras in action.

County History

COMPLETE and factual history of Orange County, Calif., is being aired by KVOE Santa Ana. Series will last one year, and is heard Thursday, 8:30-8:45 p.m. Installments began with story of primitive Indians and will continue through coming of Spanish and American settlers to formation of towns and cities. Format is semi-dramatic narrative, utilizing musical bridges and background. Series is written by Art Sipherd, KVOE publicity director, produced by Donn Spencer, sales manager, and narrated by Bill Burrud, sports director.

Jewish Music Month

LOCAL Jewish Community Center, in cooperation with WCSC Charleston, S. C., is presenting series of programs celebrating National Jewish Music Month which began Feb. 3. On Sundays in February, programs consisting of typical liturgical and folk music, as well as Israeli music, are being aired. Narration is done by Mrs. Pearl Baum, director of women's programs for WCSC.

Legislative Music Tastes

TWO hours weekly are set aside on *Boston Ballroom*, disc show aired over WHDH Boston, by M.C. Bob Clayton, for broadcasting results of student polls on popular music favorites. State Senate Floor Leader John E. Powers heard results of polls announced, and decided to conduct similar poll among members of State Legislature, station reports. When results of poll were announced over WHDH, five representatives of the legislature were present, headed by Secretary of State.

Lesson Periods

CLASSROOM lesson is presented weekly from WAAM (TV) Baltimore in new series, *Baltimore Classroom—1950*. Programs start with entire class and teacher from kindergarten of local school conducting lesson from studios. Desks, blackboards, pictures and equipment completing classroom have been transported to WAAM. Bus brings students and teacher to studios for lesson telecast. Purpose of series is to enable parents to see how their children are educated, and to demonstrate development of child from kindergarten through high school. A class will demonstrate each phase in unrehearsed lesson.

Inquiring Parent

NEW series on KNBC San Francisco titled *The Inquiring Parent* is presented in cooperation with 28th district of California Congress of Parents and Teachers. Programs are made up of discussions between parents with typical problems and Dr. Luther E. Woodward, field consultant for National Committee for Mental Hygiene. Subjects vary between such topics as "Humor in the Home" through moral training and children's allowances. Series is used by PTA Study Groups as material for weekly discussions.

Tax Headache Medicine

SERIES of seven special programs to help solve annual income tax problems started on KNX Hollywood in cooperation with U. S. Treasury Dept., Internal Revenue Services. Featured in quarter-hour weekly information series is Assistant Chief Field Deputy William Schwab of Internal Revenue Dept.

Brand Names Series

A SECOND SERIES of 26 spot announcements pointing out the virtues of brand names and advertising is being distributed by major networks to their stations. The series was prepared by Brand Names Foundation Inc. and is in the same vein as the first series, distributed a year ago.



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ASSAULT & FLATTERY is a commentary on commentators. Whatever makes news makes ASSAULT & FLATTERY swiftly-paced, timely, thought provoking. A natural audience builder and sales promoter.

SENSIBLY PRICED: *Sustaining: $5.00. 15-min., once weekly, open end. Commercial: add 15% of 1-time, Class A, ¼ hr. rate, f.o.b. Washington. Audition disc free. $3.00 deposit required against return or applied first month's billing.

Write or wire . . .

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1120 CONN. AVE. WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced combination commercial manager-salesman. Must be aggressive and willing to work. 5,000 watt network affiliate in excellent midwestern market. No floaters. Send complete information to Box 15E, BROADCASTING.

Excellent opportunity for sales minded manager to own one-third interest in midwestern station. Small amount cash required. Box 52E, BROADCASTING.

New North Carolina fulltime 250 watt small market station seeking experienced manager. Opportunity to own interest in station if proven satisfactory. Box 103E, BROADCASTING.

Salesmen

Dominant radio station in primary southwestern market with TV companion station, has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

$12,000 yearly potential plus real opportunity in future for experienced time salesman. Good guarantee until commission sales firmly established. Good account lists and strong sales backing. Established station in large central-southeastern market. Submit photograph, complete personal and business background, monthly and yearly run business records. Personal and business recommendations. Reply confidential. Box 18E, BROADCASTING.

Radio-time salesman. Experienced. Personality, dependability, initiative, ambition. Travel U. S. Own car. Represent us. Sell high-type, recommended, publicized program local sponsors. High-rate, straight commission. Excellent opportunity really good salesman. Box 44E, BROADCASTING.

Experienced salesman—aggressive, no high pressure. Permanent future to right man. Photo, background information required. Write frankly and completely. Box 70E, BROADCASTING.

Salesman with car. Local network affiliate, good secondary market in Rocky Mountain area. Salary and commission; good opportunity for producer. Box 81E, BROADCASTING.

Salesman or commercial manager for 1000 watt daytime independent in prosperous market and doing good volume of business. Salary plus percentage to right man. Car necessary. Send full information, references and photo first letter. KSCB, Liberal, Kansas.

Immediate opening salesman. Small drawing account. Mileage paid. Earnings 15 per cent. Rural territory. Southerners preferred. Bob Wolfenden. WMEV, Marion, Virginia.

Enlarging sales staff: Covering south, New England? Desire increased earnings? Write: RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Combination man with small regional station in eastern Pennsylvania. Salary —$60. Write full information giving education and experience. Good voice and good education necessary—experience not too important. Box 8E, BROADCASTING.

Experienced announcer: Large powerful, southern independent desires top-flight, versatile, staff man with production sense, capable of producing and announcing a good morning show. Salary commensurate with ability plus incentive plan. (40 hr. week) No floaters. Send photo and disc to Box 73E, BROADCASTING.

Experienced announcer desiring better position in progressive independent station in Kansas college town. Must be able to do play-by-play, news, special events. Must have ticket. Salary commensurate with ability, experience. Send audition disc, tape and references. Box 75E, BROADCASTING.

Help Wanted (Cont'd)

Wanted, experienced announcer by progressive network affiliate in New England adding to its staff. Must be available for personal interview. Write full information giving education experience and photo first letter to Jim Chalmers, WEIM, Fitchburg, Mass.

Technical

Combination engineer-announcer. Must be experienced announcer. Attractive salary. Rush disc, snapshot, references to Louis N. Howard, WHIT, New Bern, N. C.

Production-Programming, others

Experienced writer: Large and powerful southern independent desires top-flight experienced writer capable of assuming duties of copy chief. Salary commensurate with ability plus incentive plan. Send complete copy samples and letter to Box 74E, BROADCASTING.

Help wanted for Washington, D. C. area, typist and assistant office manager experienced radio operation. Box 111E, BROADCASTING.

Situation Wanted

Managerial

Manager and/or commercial manager. Proven sales record. 8 years experience all departments—network and independent operation. Excellent references. Box 59E, BROADCASTING.

Without managerial experience but with 10 years in all departments of broadcasting (includes five successful sales years) my boss recommends me as management material. Willing to stake my future (plus savings as capital, if you desire) on management opportunity. Box. 64E, BROADCASTING.

Available now! Experienced combination commercial manager-salesman-announcer. Young, married, sober. Excellent reason for desiring change. Can build shows, sell them and handle them. Also handle control board. References, tape recordings on request. Will travel. Box 105E, BROADCASTING.

Salesmen

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 35E, BROADCASTING.

Sales manager or salesman can produce, write, announce. College graduate, young, aggressive and know the business. Box 58E, BROADCASTING.

Experienced salesman desires change. has radio know-how. Handle promotion. College man with winning personality. Box 80E, BROADCASTING.

Why be modest? You need a salesman. I want a job! Can double as sportscaster or p. d. if necessary. Box 87E, BROADCASTING.

Salesman experienced with New York stations, familiar with promotion and market research, prefer New York area. Married, age 29, college graduate, aggressive. Best reference. Box 99E, BROADCASTING.

Three-in-one: expert salesman; fair announcer; sales-making copy. Accent on sales. Now employed but must earn minimum of $400 in midwest. Get complete details from Box 106E, BROADCASTING.

Announcers

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Call George Taylor—Birmingham 6-6172 or Bessemer, Alabama 4866J.

Situations Wanted (Cont'd)

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Sportscaster. Four years staff announcer. Good sound baseball, football, basketball knowledge. Desires play-by-play opportunity. Young single, versatile. College degree. Now employed. Disc, photo, details on request. Box 976D, BROADCASTING.

Announcer, all-round man. 5 years experience in all phases. Radio, including announcing, acting, newscasting, editing, narration. If you have opening I can fill it. Box 990D, BROADCASTING.

Combination man, good voice with emphasis on announcing. Experience limited, but willing to learn. Salary secondary. Box 996D, BROADCASTING.

Announcer, 4 years of staff experience, college graduate, married, 25. Prefer midwest and east. Box 4E, BROADCASTING.

Sports, 4 years of play-by-play, would like a heavy sports schedule year around. Married, 25. Box 5E, BROADCASTING.

Announcer, young, married, conscientious, three years experience, desires position, progressive station. Good voice, pleasing personality. Production director, leading University. M.C., fast-selling barn dance, leading southern market. Deejay, news, sports, commercials, operate console, remote, recorders. Can write and sell. Emphasis, ambition; not salary. Will travel. Box 6E, BROADCASTING.

Announcer, if you need a dependable hard working announcer, I'm available. Single, 22, college graduate. Trained all phases of radio. Box 30E, BROADCASTING.

Do you want a good all-round announcer, who excels in sports? Can you offer a decent salary and good, stable working conditions? If not, don't waste our time writing. Just as you select your employees, I reserve the right to choose my employer. I'm not looking for travel and adventure, just a good place to work and live. Box 33E, BROADCASTING.

Sports broadcaster. Baseball play-by-play. Player background. College graduate, young, single, sober, serious. Box 39E, BROADCASTING.

Play-by-play sportscaster and special events man, age 30, married, excellent references. Good voice, past record and experience will build sports dept. My station unable to carry baseball. Would like to settle in livewire sports minded town. Box 40E, BROADCASTING.

Announcer, presently employed wants change. 2 years experience. Married, definitely no floater. Best references. Prefers midwest. Box 41E, BROADCASTING.

Sportscaster, 4 years experience play-by-play. Now employed. Desires warmer climate, baseball. Disc, details, references. Also experienced program director. Box 42E, BROADCASTING.

Announcer-engineer, experienced in all phases of radio desires permanent position. Married, reliable. Box 49E, BROADCASTING.

Announcer, DJ, salesman with experience on 1000 watter, desires job on station west of Chicago, but will consider reasonable offer anywhere. Married, vet, 27, available immediately. Disc, photo, references on request. Inquiries answered promptly. Box 51E, BROADCASTING.

Newsman—Distinctive voice, delivery plus excellent educational, newspaper, radio-newswriting background. Currently editor-newscaster network affiliated FM. Seeks return large sound AM. Family, dependable. Aircheck. Box 60E, BROADCASTING.

High caliber disc jockey, 30, married, 6 years' experience. Commercially successful, excellent appearance, pleasant personality. Has own collection of 3500 records. Prefer 5 to 50 kilowatt station in metropolitan area. Salary desired $90 weekly plus talent. Box 61E, BROADCASTING.

Situations Wanted (Cont'd)

Morning personality-program director-salesman! Thoroughly experienced in all capacities. College graduate, 27. 9 years announcing, programming and selling experience. Bachelor, in perfect health. Have good personal habits, excellent record and excellent references. Desire change to regional, metropolitan station where it is not too cold. Box 102E, BROADCASTING.

Attention Colorado-Kansas stations. All others considered. Announcer-board operator. Thoroughly trained all phases leading New York broadcasting school. Ambitious, dependable. Need experience. Travel anywhere. Disc available. Box 63E, BROADCASTING.

Sportscaster-announcer with 1st class ticket. Thoroughly experienced. Network type announcer. Outstanding baseball, basketball, football play-by-play. High caliber special events work. Top recommendations. Box 67E, BROADCASTING.

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Experienced—staff, play-by-play baseball, basketball. Emceed 4 hour dj show. Young, married. Answer all responses. Box 72E, BROADCASTING.

Experienced all phases, 25, good news voice. Need security, advancement possibilities. Prefer midwest, will travel. disc available. Box 76E, BROADCASTING.

Combination announcer-engineer. Excellent experience includes net announcing, two years program director of key regional. Now free lance, desire staff position with advancement possibility. Box 77E, BROADCASTING.

Announcer—three years experience all phases of radio including production, writing, console operation. Presently employed near large metropolitan area. Box 85E, BROADCASTING.

Announcer—attended one of New York's leading radio schools. Instructed in all phases of radio broadcasting, newscasting, sportscasting and producing of disc jockey shows and delivery of all types of commercials. Also practical experience in the Armed Forces. Excellent voice. Box 91E, BROADCASTING.

Experienced announcer, DJ, newscaster. Proven ability to build and hold audience. Available immediately. Box 93E, BROADCASTING.

Announcer, vet, single, 26. NBC training, experienced director, writer actor, willing to travel. Box 94E BROADCASTING.

Some announcing experience, knowledge all phases of broadcasting and operation of consoles. Ambitious, dependable, married, sober, G. I., resume. Disc available, all offers answered. Box 98E, BROADCASTING.

Hold everything—here are the two guys you've been looking for. We can do our own disc shows and sell time besides. Cooperation is utmost with us. We will work. You have only to ask for a disc. Box 100E, BROADCASTING.

Announcer-technician, technical, announcing experience in TV. Ten years AM announcing, control experience. Sports, news, hillbilly specialist. D. J. and live. Available soon. Box 101E, BROADCASTING.

Announcer, 5 years top experience, heavy on news, presently employed, seeks better position, metropolitan center only. Box 107E, BROADCASTING.

B. A. in Radio, first ticket, studio and recording experience, announcing, engineering, combination. Available Apr. 1st. Box 109E, BROADCASTING.

Announcer-engineer, good voice and can read, experience in 1 kw net, and 250 independent. Available immediately. R. A. Chambers, Powell, Wyoming.

Experienced announcer with first class ticket available immediately, $60 minimum. Ted Crowley, RFD #1, Concord, N. H.

Attention! Here's your chance to get an experienced sportscaster, 1 year play-by-play experience. Contact Bob French, 8817 Houston Ave., Chicago 1, Illinois.

Announcer, 1½ years experience including Mutual affiliate desires position as summer replacement within 10 mile radius of Philadelphia. Norman Morris, 5829 Woodbine Ave., Phila., Pa.

Situations Wanted (Cont'd)

he best of the new announcers are oming from the Pathfinder School of adio Broadcasting, 1222-A Oak St., ansas City, Mo. All trained board perators. Also ready some good writ- s. Write, wire, phone for discs, etc.

taff announcer, professional experi- nce. Capable all phases of broadcast- g. Disc, will travel. Michael Rand, 0 East 182 St., New York 57, N. Y.

portscaster—play-by-play all sports; J: newscaster. Jack Wilkerson, 22629 herry Hill, Dearborn, Michigan.

Technical

hief engineer seeking better boss. ble assume all your technical prob- ms in AM or FM including any direc- onal system and any power. Also TV and when. Experience since crystal ts, now 43. Permanency first. Prefer entral. Box 646D, BROADCASTING.

ngineer BEE, experienced 10 years, ief, maintenance, design, supervision, motes network, proof of performance. ox 836D, BROADCASTING.

ngineer, experienced, remotes, re- ordings. Console, transmitter, an- ouncing. Desires permanent position. ox 31E, BROADCASTING.

xperienced engineer. Announcer 2 ears. 1st phone. RCA grad. A-1 disc ockey, news, baseball, etc. 250 w to 50 w. Available immediately. Box 36E, ROADCASTING.

ngineer 1st phone, telegraph, amateur, years communications. No broadcast xperience, very reliable. 25, married. ox 43E, BROADCASTING.

ngineer, 1st phone. Veteran. 27; 16 onths transmitter. Technical school raduate, AM, FM, TV. Interested AM ation, TV possibilities. Travel. Box E, BROADCASTING.

ngineer, 6 years experience in studio d transmitter installation, opera- on and maintenance. single, presently nployed. Box 56E, BROADCASTING.

vailable immediately: Engineer, 1st one. 2 years college, 5 years ex- erience—installation, maintenance and eration, AM and FM transmitters and udio equipment, etc. Sober, excel- nt references. Desire permanent posi- on. Box 62E, BROADCASTING.

rst phone. Two radio schools. 21 onths broadcasting, 15 combination. efer North Carolina or Florida. Any- ing southeast considered. Box 65E, ROADCASTING.

horoughly experienced chief engineer ailable soon. Details Box 78E, ROADCASTING.

ngineer, 1st phone, FM and AM ex- rience, sales training, married, 24 ars old, veteran. Box 82E, BROAD- ASTING.

tuation wanted: March, 1950, Univer- y of Minnesota Electrical Engineer- g graduate desires position leading chief engineer. Experience: 2 years 00 watt AM, 1 year 50 kw FM, trans- tter and control operator. Available pril 1, 1950. Box 83E, BROADCAST- G.

xperienced chief engineer—some an- uncing. Sober, dependable, hard- rking, married man wants permanent sition south or southwest. Excellent ferences. Automobile. Available im- ediately. Box 84E, BROADCASTING.

ngineer, experienced, vet, car, mar- d, desires position midwest or west. ox 88E, BROADCASTING.

ung man, intelligent, personable, rried, first class ticket. Graduate of ding radio school, no commmercial perience. Available immediately. Box E, BROADCASTING.

ngineer, 1st class license, experienced w, single, vet, will travel, willing rker, make offer. Box 95E, BROAD- ASTING.

ngineer, experienced 5 kw AM, 3 kw I transmitter, control board and re- te broadcasts. Single, car, prefer- ly NYC or vicinity. Box 96E, BROAD- ASTING.

teran, 25 years of age with first class dio telephone license, seeks position, lling to travel. Box 97E, BROAD- STING.

rst phone license, transmitter, con- e, remotes; married, car. Want to tle in northeast. Available short tice. Box 108E, BROADCASTING.

Situations Wanted (Cont'd)

Attention CP holders! I will plan and build your station quickly and economically. 11 years experience 7 stations. Family man desiring interest in station. Box 110E, BROADCASTING.

Engineer, 2½ years experience, active ham 20 years, married, car, presently employed. Desire to get permanently located in midwest. Box 114E, BROADCASTING.

Holder of 1st phone seeks position in broadcast station. American Radio & TV Inst. graduate. Edward Axelsen, 304 East 83 St., New York 28, N. Y.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Have first class license with 1 year experience as combination man. Anything permanent considered. Archie Erickson, 300 N. Thorp, Kansas City, Kansas.

Attention CP holders! Let me help you plan and build your station. 26 years experience in construction, design and operation. Avoid many of the mistakes inexperienced men make on installations. Want permanent connection with chance to buy into station. Reasonable salary. Brochure on request. Kidd, Box 229, Salida, Colorado.

First phone. Experienced AM, FM. Free to travel. Ed Southard, 2108 1st Ave. N, Birmingham, Ala. Phone 4-4638.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Need a copywriter or a program director with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Woman continuity writer. Want some air time. Can build own women's and children's shows. Civic minded. Box 32E, BROADCASTING.

Experienced young woman, versatile, attractive, desires staff position with western or intermountain station. Six years varied experience. Director women's and children's programs, traffic, music library, public service. College graduate. Good voice, good personality. Available now. Box 34E, BROADCASTING.

Thoroughly experienced producer, university graduate, over 10 years experience, hard worker, single, aggressive, proven sales records, available, desire better opportunity, no high-pressure, announcer-control operator. remotes experience. Wire, write offer, don't drink. Box 50E, BROADCASTING.

Program director-announcer, presently employed executive producer NY radio television package company. desires return to station operation. Experienced all phases radio broadcasting—4 yrs. Strong on show building, production, programming, announcing. 24. College graduate. References, disc, background furnished on request. Box 53E, BROADCASTING.

Sports director and/or sportscaster can provide the very finest coverage on the major sports. Play-by-play baseball, basketball, football is accurate, exciting, thrilling. Critics describe my work as among the nation's best. Top-notch voice. Employed, but available soon. Box 66E, BROADCASTING.

Ready to serve your station. Experienced women's commentator-copywriter. Excellent reference from last employer. Single. 24. College graduate. Radio school graduate. Opportunity for advancement more important than starting salary. Box 71E, BROADCASTING.

Experienced program director—merchandisable personality offers profitable programming, supervision, origination. Box 86E, BROADCASTING.

Situations Wanted (Cont'd)

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progressive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Continuity: Young woman with 2 years experience (15 months as copy chief) want permanent continuity position. Prefer midwest. References and samples speak louder than words. Box 104E, BROADCASTING.

Television

Production-Programming, others

Desire any position TV station. Experienced production, direction, acting, M. C., all NYC. Married, 28, reliable. Want permanence. Best references. Box 38E, BROADCASTING.

For Sale

Equipment, etc.

Slightly used, but like new and in perfect condition Gates BF-250-A FM 250 watt transmitter and Hewlett-Packard combination frequency-modulation monitor type 335B. Make offer. Box 69E, BROADCASTING.

For sale: General Radio 916A RF. bridge Federal 101-C field intensity meter, Hewlett-Packard 205AG audio signal generator, Hewlett-Packard 330B distortion analyzer. All excellent condition. Box 79E, BROADCASTING.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. Write: KOME, Tulsa, Oklahoma.

RCA 250 K transmitter, Ideco 400-ft. guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230 kc; Johnson 1 kw antenna tuner; 3 standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

WE 503B2 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 70D turntable, RCA 76B2 console. All half price or less. WAGE, Chief Engineer, Loew Bldg., Syracuse, N. Y.

Make offer FM 10 kw transmitter, WE 506 B-2 new, never uncrated cancelled construction permit. H. Edwin Kennedy, WILM, Wilmington, Del.

One Meissner AM and FM Tuner, Model #9-1091C, practically new, make us an offer, WMMW, P. O. Box 822, Meriden, Conn.

For sale! RCA 1EA—1 kw AM transmitter. Complete with tubes and spares. Excellent condition. Now in service as auxiliary. $2000. Contact William D. Mangold, Chief Engineer, WTSP, St. Petersburg, Florida.

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

Wanted to Buy

Stations

Wanted to buy, radio station in middle Atlantic area, daytimer or fulltime local, no agents. Box 113E, BROADCASTING.

Equipment, etc.

Wanted—Used FM 250 w or 1 kw transmitter and other required installation equipment. Quote price. Box 975D, BROADCASTING.

Transmitter 250 watt AM, recent standard make. Give dimensions, weight, price, age, reason for sale. Box 57E, BROADCASTING.

Wanted to buy—250 watt AM transmitter, available now, state details and price. Box 112E, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted, used turntable and pickup, recording amplifier. Write Air Mail, WSKI, Montpelier, Vt.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Miscellaneous

Experienced, capable, high-type commercial manager can buy into progressive small station in growing east coast community of 16,000. This opportunity is available to those few persons who have always wanted the advantage of ownership. Full details and pictures in confidence. Box 46E, BROADCASTING.

Help Wanted

Managerial

COMMERCIAL MANAGER

One of the Nation's top independents, located in a large midwest city, needs a commercial manager (not a desk executive). Salary plus over-ride should average about $15,000 per year. Please send full details to

BOX 90E, BROADCASTING

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Production-Programming, others

WESTERN EMCEE WANTED

Wanted, a mail-pull salesman that can sell western music. An unlimited opportunity in one of the top markets of America. The man that steps into this spot will have to be of network calibre, able to emcee live western unit as well as doing a western disc jockey show that will be carefully produced, hold an audience and sell merchandise. A tough boss to satisfy, but one that believes in paying off real talent. Position is open March 1st so need all necessary details immediately. Address

BOX 48E, BROADCASTING.

For Sale

Equipment, etc.

PATCH CORDS

6 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each.
Western Electric 241A plugs. Price $2.00 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place, Brooklyn 1, New York

(Continued on page 86)

For Sale (Continued)

Used measuring equipment in excellent condition.

Federal 101-B field intensity meter, std. best. band—*$300.*

Fed. 101-C same, but later model—*$350.*

RCA 301-B H. F. field intensity meter with ant. case and vibrator pw. supply (18-125 mc) covers FM and TV low band—*$500.*

RCA 302-B audio noise meter like new —*$90.*

RCA WA-54A audio oscillator like new —*$100.*

RCA WX1A field intensity meter (50-220 mc), all TV and FM bands, factory calibrated, perf. cond.—*$1200.*

BOX 54E, BROADCASTING

YOUR OWN BUSINESS
IN PLEASANT TOWN

For the man who wants his own business for a small investment, with opportunity for good living, capital gains, this fully equipped transcribing and recording studio is ideal. Make spots, commercials, etc., for radio. Good market in 250,000 center three hours from Chicago, business growing, but must sell account health. Cash $6,000, balance terms.
Box 37E, BROADCASTING

50 KW TRANSMITTER

Composite with some spares and numerous "junkbox" items.

Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC,
San Antonio, Texas

Situations Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Wanted to Buy

Stations

WANTED TO BUY

Fulltime operating Florida west coast radio station—either outright or as working personnel with option to buy. Must be year 'round market of 10,000-15,000 or more population with anticipation of usual winter increase. Write

Box 47E, BROADCASTING

CKAC REQUESTS

Asks CBC Cut Commercial Ties

CKAC MONTREAL has suggested to the Royal Commission on Arts, Letters and Sciences that the Canadian Broadcasting Corp. be withdrawn, at least partially, from the commercial field.

Speaking for the owners of CKAC, Phil Lalonde, manager, told the commission that such a move would make "available to the listeners of Canada a full choice between information, education and entertainment provided by means of commercially sponsored programs (on privately-owned stations) and similar service provided on a wholly, or largely, sustaining basis." Mr. Lalonde also suggested that the Royal Commission "should favor the institution of an independently regulatory authority, whose regulations would apply to both state and private enterprise, and thus provide fair play and equality of opportunity, which is the very source of initiative in all sound business endeavor."

REPORTEDLY first radio station operated by public library in U. S., WFPL (FM), 10 watter in Louisville, will take the air officially Feb. 18.

WJBS DeLAND

New Owners Map Future

CHANGE of ownership and call letters of WJBS DeLand, Fla. (formerly WDLF), will herald improved programming and a continuation of basic services which has been offered the past 16 months, according to J. Ollie Edmunds, president of John B. Stetson U., the new owner [BROADCASTING, Jan. 30]. Station operates on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmunds pledged that WJBS would broaden its coverage of civic and public service events and broadcast many programs direct from the classrooms and auditoriums of the university, in addition to the regular MBS shows. He added that increased listening audience would make advertising time on the station more valuable. Attending the ceremony were Lyle Van Valkenburg, of New York, who relinquished station ownership, and Mayor Charles E. Tribble.

YON'S SUCCESS

WLOF Ads Bring Big Return

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That's what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just remodeled its building into a "showplace." Another furniture store was located two doors north of Mr. Yon's.

In recent years Mr. Yon had not used any advertising of consequence, and had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Colee, WLOF commercial manager. Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in "Yon's Has Lost His Lease Campaign." And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, *910 News*, for its alumni.

Disc jockey. Experienced. Must have personality and be able to do distinctive type show. Give full particulars about your past experience and salary expected. North central regional station. Box 115E, BROADCASTING.

'Mo' Too Big

WNOR Norfolk, Va., flashed word at 6:45 a.m.—a full half-hour before official notice — that the "Mighty Mo," the Navy's newsmaking battleship, had shaken loose on Feb. 1 from its Chesapeake Bay sandbar. The successful attempt that day and a previous test run were covered by WNOR's Announcers Earl Harper, Jack Harris, Paul Schafer, and Engineers Phil Stewart and Jim Tucker, who were placed on the USS Missouri's deck, on a private power launch and on shore. Station interrupted one description for a message from its sponsor—a trucking firm —which admitted the company couldn't move the "Big Mo" but would be delighted to help Norfolk civilians and Navy personnel to move anything "a little smaller."

KFXM STAFFERS

Strike Threat Withdraw

KFXM San Bernardino, Calif., ha announced withdrawal of a strik threat by the American Federatio of Radio Artists and the Interna tional Brotherhood of Electric Workers. Strike deadline had bee Feb. 3.

The Don Lee-MBS affiliate state it will continue to recognize bot unions and continue to negotia for new contracts for announce and technicians. Negotiations b tween the unions and the statio were deadlocked when KFX threatened to replace the four a nouncers and engineers who wou have struck, with four non-unio combination men. AFRA had r quested for announcers the prese salary of $66.60 for five-day wee instead of present five-and-on half-day week. IBEW had aske for engineers an hourly increa over the present salary.

Sackett Marries

SHELDON F. SACKETT, We Coast radio and newspaper owne was married Jan. 30 to Elizabet Worthington, Berkeley, Calif., s cialite and former Broadway a tress. Mr. Sackett's radio an newspaper properties inclu KROW Oakland; KOOS Coos Ba Ore.; KVAN Vancouver, Wash KRSC Seattle; the *Coos B Times*, the Alameda (Calif.) *Illu trated Press*, and the *Seatt World.*

ANNOUNCER-D.J. Experienced in dis jockey, ad-lib and straight commercia announcing. Exceptional opportunity Give complete personal resume including experience, salary expected, availability Enclose snapshot.

WAKR, Akron, Ohio

OOD MUSIC PLEDGES

Chicago Group To Give Support to WXRT (FM)

ORE than $3,000 was pledged d donated by the Citizens Com- ittee For Better Music in Chi- go for purchase of time on XRT (FM) Chicago two days ter the group's organization eeting Feb. 3. Directors of the mmittee, to which Chicagoans are bscribing for a minimum of $10 year, hope to collect a total of 0,000 before the year ends. All this is to be allocated to buying me on WXRT.

Five hundred Chicagoans at- nded the initial rally at the nickerbocker Hotel, when Tempo- ry Chairman Sydney J. Harris, icago *Daily News* columnist, tlined the group's purposes. He as later elected a permanent ard member, along with Munici- l Court Judge George Quilici and ra Reine, executive secretary of e Chicago Coal Dealers Assn.

WXRT First Project

The committee, to which anyone ay belong for the $10 fee, has reed to subsidize numerous ef- ts fostering classical music, first which is sponsorship of fine sic on WXRT, FM affiliate SBC. It hopes that purchase of e at card rates will encourage nsorship of classical music ws by commercial firms. Basic rly rate for Class A or evening e is $75.

WXRT was chosen from among veral independent FM outlets in icago because of its classical gramming and its need for com- rcial shows. Other stations are pected to be aided by the com- ttee in the future. Robert Mil- , WXRT manager, appeared at e Knickerbocker meeting to ac- pt the committee's proposal.

Public subsidy of WXRT, a pri- te commercial station, was an tgrowth of a *Chicago Daily News* umn written by Mr. Harris, who ggested that persons apprecia- e of good music should be willing support it financially.

Although the planning commit- tee did not meet with the FM Broadcasters of Chicagoland in ad- vance of the first meeting, mem- bers of the latter group are re- ported to be sympathetic to the music group's goals. At a meeting Tuesday morning, the FM broad- casters heard a report of the pro- posed sponsorship from Mr. Miller and elected him a member of the board.

WXRT will be given a year's support, during which time it will be expected to become self-suffi- cient, Mr. Harris said.

In The Public Interest

Record Players for Children

MARTIN BLOCK, m.c. of WNEW New York's *Make Believe Ball- room* show, conducted a campaign recently for record players to be used in the Children's Wards of the 18 New York City hospitals. The shortage of players was relieved when Mr. Block received 65 record players from his listeners.

For Safety

DIVERSIFIED campaign was con- ducted by WWBZ Vineland, N. J., during that city's safety effort. Spot announcements, window dis- plays and a loudspeaker carrying safety messages from an airplane piloted by Fred Wood, station's manager, were used. Prizes were given by station to children writing the best safety essays, and over 5,000 buttons promoting the cam- paign were distributed in WWBZ's immediate coverage area.

BRAND Names Foundation will be saluted at annual dinner dance of Philadelphia Club of Advertising Women, Feb. 24.

COAST-to-coast concert tour under auspices of RCA Victor Div. of RCA will be made by NBC symphony or- chestra.

Southwest Opportunity

A 250 watt daytime independent—with LISTENER PULL PROVEN BY HOOPER! On the air two years in a city of more than 25,000 —a county of 80,000—and a HOOPER SURVEY. To PROVE it's the best buy for the advertisers! Other interests force owner to sell at a BARGAIN PRICE. This station serves a city with retail sales of over $25,000,000.00 in a retail trade area of over 150,000 people! A second city of similar size only ten miles away. Price $35,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 82)

February 7 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Mendocino Bcstg. Co., Ukiah, Calif.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1340 kc 250 w unl.

AM—1540 kc

A. H. Kovlan and J. D. Sinyard, Athens, Ohio—CP new AM station 1010 kc 250 w D AMENDED to request 1540 kc 1 kw D.

AM—790 kc

KFYO Lubbock, Tex.—CP new AM station to change from 1340 kc 250 w unl. to 790 kc 5 kw unl. DA-N AMENDED to request 790 kc 5 kw-D 1 kw-N DA-DN.

AM—1400 kc

Carl F. Knierim, Grand Coulee, Wash.—CP new AM station 1240 kc 250 w SH AMENDED to request 1400 kc.

License for CP

WKLK Cloquet, Minn.—License for CP new AM station.

WHLD Niagara Falls, N. Y.—License for CP new AM station change frequency, increase power, install DA etc.

Modification of CP

Mod. CP new AM station for extension of completion date: KOEL Oelwein, Ia.; WPRT Prestonsburg, Ky.; WVMI Biloxi, Miss.

WLEE Richmond, Va.—Mod. CP to change frequency, increase power etc. for extension of completion date.

KFEL-FM Denver, Col. — Mod. CP new FM station for extension of completion date.

KCRK Cedar Rapids, Ia.—Mod. CP new FM station to change ERP to 49.2 kw.

KANW Albuquerque, N. M.—Mod. CP for extension of completion date new noncommercial educational FM station.

License for CP

WSPD-TV Toledo, Ohio—License for CP new commercial TV station to change studio location and change ERP from 27.4 kw vis. 14.4 kw aur. to 24.5 kw vis. 12.3 kw aur.

TENDERED FOR FILING

AM—1230 kc

WGUY Bangor, Me.—CP new AM station to change from 1450 kc to 1230 kc.

Modification of License

WHOM Jersey City, N. J.—Mod. license to change studio location from Jersey City to New York.

APPLICATIONS RETURNED

License for CP

KENM Portales, N. M.—RETURNED Feb. 7 application for license for CP new AM station.

Twentieth Century-Fox of Missouri Inc. Kansas City and St. Louis, Mo.—DISMISSED Jan. 31 applications new commercial TV stations.

February 8 Decisions . . .

BY COMMISSION EN BANC

Following granted changes in presently authorized FM facilities as indicated:

KXOK-FM St. Louis, Mo.—Change in power from 16 kw to 71 kw and ant. from 415 ft. to 550 ft.

WEOL-FM Grafton, Ohio—Change in power from 48 kw to 15 kw, ant. from 285 ft. to 290 ft.

WRGA-FM Rome, Ga.—Change in power from 48 kw to 15 kw, ant. from 910 ft. to 40 ft. subject to approval of application which provides for modifying ant. system to accommodate FM ant.

KPFA Berkeley, Calif.—Change in frequency from Ch. 261, (100.1 mc) to Ch. 285, (104.9 mc.)

WLYC Williamsport, Pa.—Granted authority to remain silent for period of 30 days in order to effect reorganization.

WHBF-TV Rock Island, Ill.—Granted extension of completion date to July 9, 1950.

February 9 Decisions . . .

BY COMMISSION EN BANC

CP Granted

WIBS Santurce, P. R.—Granted CP change trans. location, change DA system; eng. cond.

Modification Granted

KAFY Bakersfield, Calif. — Granted mod. CP (which authorized change frequency, etc.), to change trans. location and make changes in authorized DA system to increase efficiency; eng. cond.

Application Denied

Rollins Bcstg. Inc., Georgetown, Del. —Denied application for CP to replace expired permit which authorized new station on 900 kc, 1 kw D DA on indications company was not diligent in proceeding with construction. This action without prejudice to company filing new application for same facilities.

Hearing Designated

KWOC Poplar Bluff, Mo.—Designated for hearing April 24 in Washington application to change from 1340 to 930 kc, increase power from 250 w to 1 kw, install DA-N, change trans. location and install new trans., and made WTAD Quincy, Ill., and WKY Oklahoma City parties to proceeding.

WIBR Baton Rouge, La.—Designated for hearing April 26 in Washington application for CP to change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA, and change trans. location, and made KOME Tulsa, and WJDX Jackson, Miss., parties to proceeding.

KTFS Texarkana, Tex.—Designated for hearing April 28 in Washington application for CP to change from 1400 kc 250 w unl. to 1410 kc 250 w-N 1 kw-D, install new trans. and change trans. location; made WING Dayton and WALA Mobile, parties to proceeding.

Petition Granted

Radio Reading, Reading, Pa.—Granted extension of time within which to amend application to specify trans. site and ground system, on condition that requirements of Commission's order of Dec. 8, 1949, are complied with within said extended period of time; and upon understanding that no further extensions of time in this regard will be granted to petitioner; amended said order of Dec. 8, 1949 to specify date to May 1, 1950.

Extension Denied

KELL Waxahachie, Tex.—Denied extension of time for completion of station since application merely states additional time is desired only to

(Continued on page 88)

Mr. Curt Peterson
Marschalk and Pratt
New York City

Dear Curt:

Th' Esso Reporter has been on WCHS fer 'leven years! Jest think, Curt, th' folks here in West Virginny heerd about Hitler's March inter Poland, th' third term election, Pearl Harbor, th' death uv President Roosevelt, V-E and V-J Days, an' th' Cold War—all on th' Esso Reporter on WCHS! That's quite a record, an' hit jest goes ter show what kin be done when a station does a good news job and keeps its lisseners happy! Yessir, in these here parts when folks thinks uv radio they thinks uv WCHS — an' when they thinks uv news on th' air they thinks uv th' Esso Reporter! No doubt about it, Curt, WCHS an' th' Esso Reporter is TOPS in West Virginny—an' they intends ter stay thataway!



Yrs.

Algy

WCHS

Charleston, W. Va.

Docket Actions . . .

FINAL DECISIONS

Jackson Associates, Attleboro, Mass.; and WCRB Waltham, Mass.; Massasoit Bcstg. Corp., and Taunton Radio Corp., Taunton, Mass.—Announced final decision to grant Jackson Associates new AM station on 1320 kc, 1 kw unlimited, eng. cond. at Attleboro, Mass. and granted WCRB, Charles River Bcstg. Co. increase in power from 500 w to 1 kw daytime on 1330 kc, Waltham, Mass. Denied applications of Massasoit Bcstg. Corp., and Taunton Radio Corp. both seeking 1320 kc, 1 kw daytime, at Taunton, Mass. Decision Feb. 9.

Antelope Bcstg. Co. Inc., and Antelope Valley Bcstg. Co., Lancaster, Calif. —Announced decision granting application of Antelope Bcstg. Co., for new station on 1340 kc, 250 w unlimited. Denied application of Antelope Valley Bcstg. Co. for same facilities. Decision Feb. 9.

WFEC Miami, Fla.—Announced decision denying application of Florida East Coast Bcstg. Co. to change from 1220 kc to 1230 kc and increase hours of operation from daytime to unlimited, change antenna and transmitter location. Decision Feb. 9.

Brennan Bcstg. Co., Jacksonville, Fla. and WTOC Savannah, Ga.—Petition denied to reconsider action of Dec. 6, 1949, postponing oral argument in consolidated proceeding re applications. Decision Feb. 9.

Telectronics Inc., Waycross, Ga.—Dismissed as moot petition of appeal of Telectronics Inc., from action of examiner denying motion for continuance of hearing in consolidated proceeding scheduled for Jan. 16 in re Dockets 9419 and 9420. Decision Feb. 9.

WIBS Santurce, P. R.—Announced decision rescinding order of Nov. 3, 1948 revoking license. See story this issue. Decision Feb. 3.

INITIAL DECISIONS

KIOA Des Moines, Iowa—Initial decision by Examiner P. Cooper to grant application of Independent Bcstg. Co. for construction permit to make changes in transmitting equipment and operate with two element directional antenna system during daytime; subject to condition that company will take necessary steps to eliminate possibility of overlap of contours prohibited by Commission's Standards between KIOA and KMA Shenandoah, Iowa. Initial decision Feb. 8.

KPBS and Hugh Francis McKee, Portland, Ore. — Initial decision reported by Examiner Hugh B. Hutchinson to grant applications of Benson Polytechnic School for modification of license to increase hours of operation of KPBS and construction permit to increase power from 100 w to 250 w specified hours on 1450 kc, make changes in transmitting equipment and install new antenna system; denial of application of Hugh Francis McKee for new station on 1450 kc 250 w sharing time with KPBS. Decision Feb. 8.

Lawrence Bcstg. Co., Lawrence, Kan. — Initial decision reported by Examiner Fanney N. Litvin, to grant application of Loula Mae Harrison, executrix of estate of L. C. Harrison, for new station on 1230 kc, 500 w daytime. Site to be determined. Decision Feb. 7.

KID Idaho Falls, Ida.—Initial decision reported by Examiner Fanney Litvin to grant application of Idaho Radio Corp. to change facilities of KID from 1350 kc, 5 kw daytime, 500 w night to 590 kc, 5 kw daytime, 1 kw night, directional night; eng. cond. Decision Feb. 6.

Non-Docket Actions . . .

AM GRANT

Pryor, Okla.—Lakes Area Bcstg. Co., granted 1570 kc, 250 w day; engineering conditions. Partnership: L. L. Gaffaney, with Pryor "Daily Times Democrat", and J. B. Smith, job printer. Granted Feb. 9.

TRANSFER GRANTS

KCNY San Marcos, Tex. — Granted transfer of control of Central Bcstg. Co. licensee through purchase by Ed C. James of 67.25% interest of Charles L. Cain. Consideration $33,625. KCNY is assigned 1470 kc, 250 w daytime. Granted Feb. 9.

WABI Bangor, Me.—Granted transfer of control of Community Bcstg. Service, licensee, from Fred B. Simpson sole owner to Horace Hildreth and Murray Carpenter for consideration of $10,000. Mr. Hildreth, ex-governor of Maine is now president of Bucknell U. Mr. Carpenter is manager WABI and was formerly manager and part owner WPOR Portland, Me. WABI is assigned 5 kw on 910 kc. Granted Feb. 9.

KTXC Big Spring, Tex.—Granted assignment of license from Leonard R. Lyon to Big State Bcstg. Corp. for consideration of $10,000. Principals in new firm include Mr. Lyon, secretary treasurer and ⅓ owner; V. T. and E. W. Anderson, president and vice president, owners Anderson Music Store, 25⅔% each; Clyde E. and George T. Thomas, attorneys, 7.5% each. KTXC is assigned 1400 kc, 250 w fulltime. Granted Feb. 9.

WFEC Miami, Fla.—Granted assignment of license from Florida East Coast Bcstg. Co., licensee, to Howard D. Steere for $50,000. Mr. Steere is owner of advertising agency in Detroit. Florida East Coast is headed by Dorothy Bartell. WFEC is assigned 250 w daytime on 1220 kc. Granted Feb. 9.

WYVE Wytheville, Va.—Granted assignment of license from Dr. A. M. Gates and Robert D. Epperson d/b as Wythe County Bcstg. Co. to Dr. Gates. Mr. Epperson sells his 50% interest for $14,673. WYVE is assigned 1 kw day on 1280 kc. Granted Feb. 9.

WFUR Grand Rapids, Mich.—Granted transfer of control of Furniture City Bcstg. Corp., licensee, from Simon W. Oppenhuizen, T. F. and R. L. Vandermey, and William R. and G. R. Vanderwerp and Jennie Oppenhuizen to new group of 43 stockholders. New group is headed by William Kiuper and Harold Brinks as trustees and purchasers. Consideration is $60,300. WFUR is assigned 1570 kc, 1 kw day. Granted Feb. 9.

WSRK(FM) Shelbyville, Ind. — Granted acquisition of control of Shelbyville Radio Inc., licensee, from Emma S. DePrez and John C. DePrez by Emma S. DePrez. This is technical transfer involving no monetary consideration. WSRK(FM) is assigned Ch. 267 (101.3 mc). Granted Feb. 9.

KOKX Keokuk, Iowa—Keokuk Bcstg. Co. granted switch in facilities from 1310 kc, 250 w day to 1310 kc, 1 kw day, 500 w night, directional (DA-2); eng. cond. Granted Feb. 9.

New Applications . . .

AM APPLICATIONS

Beaver Dam, Wis.—Prairie Bcstg. Co. Inc. 740 kc, 250 w daytime. Estimated cost of construction $13,550. Principals in Prairie Bcstg. include: Edwin W. Erdman, radio technician, president 11.6%; Jasper J. Harwood, radio technician, vice president 5.0%; Walter T. Schlaugat Jr., engineer WFOX Milwaukee, secy-treas. 13.3%; Thomas C. Gallagher, owner Gallagher Real Estate, 10%; Arthur F. Vahovius, air technician, Air National Guard, 13.3%. Filed Feb. 7.

Crescent City, Calif.—Del Norte Bcstg. Co., 1400 kc, 250 w unlimited. Estimated construction cost $21,700. Principals include: John J. Perry, general partner El Camino Veterinary Hospital, 70% and Robert E. Grey, owner of The Sound Workshop, now in bankruptcy. Filed Feb. 7.

Hanover, N. H.—Granite State Bcstg. Co. Inc., 1400 kc, 250 w unlimited. Estimated construction cost $10,150. Granite State Bcstg. is licensee of WTSA Brattleboro Vt.; WTSV Claremont, N. H.; and WKBR Manchester, N. H. Filed Feb. 3.

Scottsboro, Ala.—Pat M. Courington, d/b as Sand Mountain Bcstg. Co., 1050 kc, 250 w daytime. Cost of construction estimated at $17,600. Mr. Courington is president and general manager and 51% owner WAVU Albertville, Al... Filed Feb. 6.

FM APPLICATION

Palatka, Fla.—Palatka Bcstg. Co., C... 249 (97.7 mc) ERP 420 w. Class ... Estimated cost of construction $2,90... Palatka Bcstg. Co. is licensee ... WWPF AM outlet Palatka. Filed Feb. ...

TRANSFER REQUESTS

WDOV Dover, Del.—Assignment ... license from William Courtney Eva... to Delaware State Capital Bcstg. Cor... for $60,000. Cecil F. Freed, Reading, Pa... physician will be 100% owner ... stock. Dr. Freed purchases WDO... for his son, William S. Freed, who w... be 1st vice president of corporatio... Company is presently indebted to D... Freed for $3,500 which he advanced f... organizational expenses. William ... Freed is employed at WEEU Readin... Pa. WDOV is assigned 1410 kc, 1 k... daytime. Filed Feb. 3.

WLYN-AM-FM Lynn, Mass.—Acqu... sition of control of Puritan Broadca... Service Inc. licensee, through purcha... by Theodore Feinstein of 38.2% sto... held by Emanuel Goldman. Mr. Gol... man sells for $14,165. Mr. Feinste... presently holds 38.2% and if transf... is granted will become majority stoc... holder with 76.5%. WLYN is assign... 1360 kc, 500 w daytime. Filed Feb. 3.

KDON Santa Cruz, Calif. and KSN... FM Salinas, Calif.—Assignment of ... censes of Central Coast Counties Rad... Inc., and Monterey Peninsula Broa... casting Co. to Salinas Newspapers In... parent company. Salinas Newspape... Inc. will assume all assets and liabil... ties. KDON is assigned 1460 kc, 1 k... daytime, directional and KSNI (FM... Ch. 233 (94.5 mc). Filed Feb. 6.

WABG Greenwood, Miss.—Assig... ment of CP from Cy N. Bahakel a... John C. Love d/b as Greenwood Broa... casting Co. to Cy N. Bahakel. Mr. Lo... wishes to dissolve partnership and M... Bahakel buys his interest for $1,0... WABG is assigned 960 kc, 1 kw da... time. Filed Feb. 6.

WCBA Corning, N. Y.—Assignment ... license from John S. Booth to Well... boro Corning Bcstg. Advertisers In... for $80,000. Principals in firm a... Lawrence A. Woodin, 50% own... Arcadia Theatre Co., Wellsboro, P... 50%; and Paul L. Carpenter, own... Carpenter's Funeral Home and M... morial Studio, 50%. WCBA operat... with 1 kw daytime on 1350 kc. Fil... Feb. 6.

KOCS and KEDO (FM) Ontari... Calif.—Assignment of license of Dai... Report Co. from Mrs. Jerene Apple... Harnish, Carlton R. Appleby, Mrs. A... nie M. Potter and Walter Axley to ne... partnership of same name and stoc... holders with exception of Mrs. Po... ter. Mrs. Potter is retiring and se... her 2% interest for $10,000 to Carlt... R. Appleby. KOCS is assigned 1510 k... 1 kw daytime. Filed Feb. 7.

WCRA Effingham, Ill. — Transfer ... 210 shares of stock in Effingham Bcs... Co. from William L. Thompson a... Mabel L. Thompson to other stockhol... ers in corporation. This is simple sto... transfer involving no money and u... marred by restriction save FCC a... thority. WCRA is assigned 1090 k... 250 w daytime. Filed Feb. 7.

KHIT Lampasas, Tex—Assignment ... license from Sylvester Lewis and Ro... ert Easton d/b as Lampasas Bcstg. C... to new partnership of same name a... composed of W. R. Pierre, T. A. Ne... man and M. A. Frenkel. Mr. Newm... owns construction and contracting, ar... rice drying businesses and investmen... in trucks and contracting equipme... Mr. Frenkel is sports director KTL... Texas City and WTAW College Stati... and Mr. Pierre is station manag... WTAW and general manager and pr... gram director KTLW. Consideration ... $35,000. KHIT is assigned 1450 kc, 2... w unlimited. Filed Feb. 7.

WHIT New Bern, N. C.—Assignme... of license from Coastal Bcstg. Co., ... censee, to Harmon L. Duncan. Mr. Du... can will lease WHIT for $10,000 per ye... with option of buying within two c... endar years. If Mr. Duncan buys st... tion, consideration will be $75,000 or ... application for increase of power pre... ently pending is granted by FCC, se... ing price is $80,000. Other radio inte... ests of Mr. Duncan include WDU... Durham, N. C., general manager a... vice president, 451 sh; WGTN Georg... town, S. C. 33⅓% interest. WHIT ... assigned 1450 kc, 250 w unlimited.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 9

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,103	2,064	184		308	262
FM Stations	732	491	274	*6	50	28
TV Stations	99	33	78		350	182

* Four on the air.

* * *

CALL ASSIGNMENTS: KELY, Ely, Nev. (White Pine Broadcasting Co., 1230 kc, 250 w unlimited); KGOS Torrington, Wyo. (Joseph P. Ernst, 1490 kc, 250 w unlimited); KALI Pasadena, Calif. changed from KWKW (John H. Poole); KWKW Pasadena changed from KAGH (KAGH Inc.); KWKW-FM Pasadena changed from KARS (FM) (KAGH Inc.); WBLT Bedford, Va. changed from WBLX (Bedford Bcstg. Corp.); WMAY Springfield, Ill. (Lincoln Broadcasting Co., 970 kc 500 w-night, 1 kw daytime, directional); WNDI Montevallo, Ala. (Shelby County Broadcasting Co. 730 kc, 250 w daytime); WNES Mooresville, N. C. (Wayne M. Nelson 1350 kc, 1 kw daytime); WOND Pleasantville, N. J. (Pioneer Broadcasters Inc. 1400, 250 w unlimited).

* * *

FCC Actions

(Continued from page 87)

further plans for assignment of CP. If a hearing is desired it can be requested within 20 days. If hearing not requested permit will be cancelled.

Extension Granted

KULE Ephrata, Wash.—Granted extension of completion date to June 1, of CP as modified for new station.

Modification Granted

WLEE Richmond, Va.—Granted mod. CP to make changes in daytime directional pattern and change type of trans. eng. cond.

February 9 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

Royal V. Howard, Honolulu, Hawaii —CP new AM station 850 kc 250 w unl. AMENDED to request 860 kc.

AM—1230 kc

Chet L. Gonce, Reno, Nev.—CP new AM station 1230 kc 250 w unl. AMENDED to request name change to Chet L. Gonce tr/as The Voice of Reno.

License for CP

KWEW Hobbs, N. M.—License for CP increase power etc. new AM station.

WHAT Philadelphia—License for CP authorizing unlimited time with 250 w using presently licensed vertical ant.

License Renewal

..Request for license renewal new AM station: KHUB Watsonville, Calif.; KPDN Pampa, Tex.

Modification of CP

KJFJ Webster City, Iowa—Mod. CP new AM station for extension of completion date.

KHSL Chico, Calif.—Mod. CP new AM station increase power, install new trans. etc. for extension of completion date.

KSUB Cedar City, Utah—Mod. CP new AM station change frequency, increase power etc. for extension of completion date.

TENDERED FOR FILING

AM—1250 kc

WMTR Morristown, N. J.—CP new AM station to change from 1250 kc 500 w daytime to 1250 kc 1 kw daytime.

1950 **February 13** 1950

Call Frazier & Peter re: Reducing TV Loss Period

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

LOAN AWARDS

Entries Close on Mar. 15

HE Alfred P. Sloan Radio Awards r Traffic Safety has announced ght special offerings to radio and V stations, networks and spon- rs of commercial programs for tstanding service to highway fety during 1949.

Four awards are to be made for staining, and four for commer- ally sponsored activities. Re- ients in the commercial category ll be advertisers or other spon- rs. One sustaining and one com- rcial award will be made in each these categories: Local radio tions, regional or clear channel tions, national or regional net- rks and television. A mounted nze plaque will be presented to ch winner.

Deadline for nomination entries March 15. They will be judged a six-member jury panel made of prominent leaders in safety, ucation and broadcasting. Among m are Kenneth G. Bartlett, dean, iversity College, and director, dio Workshop, Syracuse U., and rge Jennings, director of radio, icago Board of Education, and sident, Assn. for Education by dio. The panel will consider all ipients of the National Safety ncil's "public interest awards." tries, together with sample tran- iptions, scripts or other support- material, must accompany offi- l applications and sent to Paul es, director of public informa- n, National Safety Council, 20 rth Wacker Drive, Chicago 6.

ROCERY DRIVE

KFI, 200 Stores Cooperate

TENSIVE promotional tieup ween KFI Los Angeles and ap- ximately 200 multiple-unit Los geles area grocery stores has n started and will continue oughout the year.

Arrangement involves a con- uing series of KFI "Value eks" conducted jointly by the tion and the retail groceries, all whom do over $200 million busi- s annually. During these weeks station's leading programs ad- tising grocery products will ect listeners into cooperating res who are supporting the pro- tion with extensive use of seven erent types of point-of-sale pur- se material provided by the sta- n. KFI-advertised items will be on mass display.

According to Kevin Sweeney, I sales and promotion manager, station believes the series of motions will produce "substan- sales increases" for KFI-adver- d products in every store. Mr. eeney further pointed out that illions of individual sales of gro- y products are made by KFI sonalities, programs and an- ncements every day," and "we nt to make certain that these es are consummated at the cer's cash register . . ."

Milestones

► All locally-originated programs over WTIC Hartford, Conn., carried special birthday formats and network programs gave anniversary salutes, when WTIC celebrated its 25th birthday, Feb. 10. Station began with 500 w power and now has 50 kw. It is one of the six charter affiliates of NBC.

► WEFM (FM) Chicago marks its 10th anniversary this month. A special show is being offered by the station every Sunday in February.

► Second anniversary of WLWT (TV) Cincinnati was celebrated Feb. 11 by special personal appearances of the cast of NBC-TV's *Kukla, Fran & Ollie* and performances by stars of WLWT and WLW, station's AM affiliate.

► February marks the 25th year of operation by WORC Worcester, Mass. Station reports it was the first in the 100 w category to become affiliated with a major network, CBS, in 1931. WORC has been managed by Mildred Stanton for the past 10 years.

► Lowell Institute Cooperative Broadcasting Council, Boston, which presents shows over eight Boston stations, is celebrating its fourth year of broadcasting.

EXAMINER HIT

On Foreign Language Stand

CONDEMNATION of foreign language broadcasting voiced by FCC Hearing Examiner Hugh B. Hutchison was sharply rebuked in oral argument before the Commission last Monday. His conclusion—generally that foreign language shows retard Americanization processes —was given in his initial decision in the Boston proceeding to choose a successor to deleted WORL [BROADCASTING, Nov. 7, 1949].

Vigorous opposition was presented by WHOM New York, which although not a party to the proceeding, had been granted permission to participate in the argument *amicus curiae*. Similar position was taken by counsel for Joseph Solimene, one of the several applicants to whom the examiner recommended denial and whose foreign language program proposals drew the comments of the examiner. FCC's general counsel also stood by his brief opposing the foreign tongue view of Mr. Hutchison.

Pilgrim Broadcasting Co., proposed winner of the 5 kw daytime, 950 kc facilities to be assigned, and Beacon Broadcasting Co., another applicant proposed to be denied, also appeared at the argument. Other applicants receiving proposed denials were Boston Radio Co. Inc., Continental Television Corp. and Bunker Hill Broadcasting Co.

WHOM charged there was no evidence in the record to support in any way the "general derogatory language" used by Examiner Hutchison in his conclusions regarding foreign tongue programs, nor was any authority cited at any point for such views. WHOM pointed out that FCC in the past and many other high authorities have repeatedly praised the various values of such programming, both in time of war and peace. WHOM's counsel indicated FCC has never criticized the general concept of foreign language broadcasts.

COURT BAN

WMAQ Finds Disagreement

WMAQ (NBC) Chicago, battling unofficial City Council rules banning broadcast of Council proceedings, has found seven aldermen who disagree with the policy. [BROADCASTING, Feb. 6]. They went on record in favor of such broadcasts via tape at the request of WMAQ Newsman Len O'Connor, who conducts the daily *News on the Spot* show.

Mr. O'Connor, who was refused permission to tape-record a public hearing of the transportation committee Jan. 31, hopes to record interviews with 50 aldermen on the subject before the next Council meeting March 2. At that time a resolution seeking permission for stations to cover the sessions with recorders and cameras (for video) is expected to be submitted by Ald. Nicholas Bohling.

Air interviews with the seven aldermen featured their answers to: (1) What do you think of broadcasting Council proceedings? (2) Would you support a resolution permitting broadcasts? (3) Can you think of any reason why the Council should be afraid to permit broadcasts?

Rosewell On WWSW

A. K. (Rosey) ROSEWELL broadcasts Pittsburgh Pirates baseball games, at home and away, on WWSW Pittsburgh. He also conducts a morning show *Rosey Bits* on WJAS Pittsburgh. BROADCASTING reported incorrectly in its Feb. 6 issue that Mr. Rosewell broadcasts the Pirate games on WJAS.

Kobak Sr. Is Nominee

EDGAR KOBAK Sr., consultant and part-owner of WTWA Thomson, Ga., is among the nominees for a small stations NAB board post. In BROADCASTING, Feb. 6, he was incorrectly listed as his son, Edgar Kobak Jr., who is general manager of WTWA.



HARRY WISMER (standing), ABC sports director, looks over Bob Hope's shoulder at the cup awarded to the comedian as "Champion Sportsman of the Year" during Mr. Wismer's network broadcast on Feb. 4 at 6:30 p.m. Assisting on the sportscast is Air Secretary Stuart Symington (r), who had presented Mr. Hope with an Air Force citation the previous day.

NEW AM GRANT

Proposed for Lawrence, Kan.

INITIAL DECISIONS of FCC hearing examiners were reported by the Commission last week recommending one new station grant and improvements in facilities for KID Idaho Falls, Idaho; KBPS Portland, Ore., and KIOA Des Moines.

New AM outlet at Lawrence, Kan., on 1320 kc with 500 w daytime only was recommended by Examiner Fanney N. Litvin for Loula Mae Harrison, executrix of the estate of L. C. Harrison, trading as Lawrence Broadcasting Co. Mr. Harrison died in November 1948, five months after his application was filed. The grant was favored although slight mutual interference would result with KCKN Kansas City and KFH Wichita, both Kan.

Examiner Litvin also issued a recommendation to grant the application of KID to switch from 5 kw day, 500 w night on 1350 kc, directional, to 5 kw day, 1 kw night on 590 kc, directional night. The grant was favored in spite of some nighttime interference to WOW Omaha; KFXM San Bernardino, Calif., and KSUB Cedar City, Utah, because of local gains in first primary service.

Examiner Hugh B. Hutchison proposed to grant Benson Polytechnic School's KBPS increased hours of operation and power boost to 250 w from present 100 w, operating specified hours on 1450 kc. He proposed to deny bid of Hugh Francis McKee, assistant manager and technical supervisor of KGHD Missoula, Mont. The examiner favored KBPS' past performance over indefinite proposals made by Mr. McKee.

Examiner Basil P. Cooper recommended grant of KIO's request to change its daytime directional array on condition the station take steps to eliminate any overlap that might result with KMA Shenandoah, Iowa, which is prohibited by FCC's standards. KIOA is assigned 10 kw day, 5 kw night on 940 kc.

At Deadline...

COMR. JONES CASTIGATES 'ECONOMIC THINKING'

IN ATTACK on "economic thinking" in industry, FCC Comr. Robert F. Jones said in speech Thursday night that problem of "getting television to all the people" is "almost as far from solution as it was in 1941." He feared that "very little is likely to be done by industry and its eminent engineers to help us in the current hearings with this problem."

Addressing Lima (Ohio) Section of American Institute of Electrical Engineers, Comr. Jones said that "heretofore I had, for the most part, a healthy respect for the industry's technical committees." But, he said, "more recent experience with them has raised some questions in my mind as to whether or not they have that objectivity that I had always associated with the engineering and scientific profession."

"Whereas a year ago I credited the big executives with imaginative genius," he said at another point, "I now realize . . . that they have a negative approach until economic necessity drives them to pitching in and finding answers for the Commission and, of course, for themselves."

One of TV's greatest problems, he said, is "inflexibility" of standards. FCC "must be careful not to write its standards in such a way that one or two patent holders will dominate a whole portion of the broadcasting industry," he said.

FCC ASKED TO HALT TRANSIT RADIO SERVICE

PETITION filed Friday with FCC charging transit radio is contrary to "public interest" and asking Commission to halt service. Brief, prepared by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf, parallels complaints filed earlier by Transit Riders Assn. (see early story, page 24). FCC currently has TR study underway.

Petition also asks FCC to (1) rule that transit radio violates Commission rules and regulations governing station licenses; (2) announce and initiate policy of license revocation "as far as necessary;" (3) take no final action on license, renewal and permittee bids; (4) furnish attorneys with copies of contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.) franchise holder; (5) appoint public counsel to present to Commission above requests.

Attorneys charged WWDC-FM transit broadcasts violate original representations made by Capital Broadcasting Co. in application for station CP; that programs impinge on individual's "right of privacy;" and that system utilizes unauthorized supersonic device to raise volume of commercials.

HORSE RACING BILL

BILL to authorize FCC to prohibit airing of horse race odds and winners in conflict with state laws introduced in Congress by Rep. Charles E. Bennett (D-Fla.) at request of Florida Atty. Gen. Richard Irvin. Measure (HR-7233) would prohibit such broadcasts 30 minutes immediately preceding and following scheduled race. Rep. Bennett said proposal is aimed at illegal gambling operations and designed primarily to cover wire communication. TV would be included. Legislation would not outlaw such broadcasts per se unless FCC should so rule.

WMAN ASKS INJUNCTION FOR BASKETBALL RIGHTS

DECISION to be handed down Tuesday in Richland Co. (Ohio) Common Pleas Court on plea of WMAN Mansfield to enjoin local school board from allegedly discriminating against station in denying it play-by-play rights for high school basketball games.

Judge Calbfleisch told at hearing that neighboring stations in Ashland, Fostoria and Sandusky were allowed to carry games. J. M. O'Hara, WMAN president and general manager, claimed board is influenced by *Mansfield News Journal*, owned by S. A. and Isadore Horvitz. Messrs. Horvitz are defendants in anti-trust suit filed by Dept. of Justice alleging coercive practices in Lorain and Elyria, Ohio, to prevent advertisers from buying time on WEOL Elyria. U. S. District Court to open hearing of anti-trust case in Cleveland March 1.

School board received over 10,000 letters and petitions in three days protesting denial of play-by-play rights to WMAN. Board offered station four-year contract if play-by-play account were not sponsored, with automatic cancellation if any one game is missed unless for mechanical failure. Station rejected this.

CBS 1949 INCOME DOWN

NET income of CBS in 1949 reported Friday as $4,184,100, decline of $857,600 from 1948 figure. In 1949 income before Federal income taxes was $7,634,100; in 1948, $8,141,700. Federal income taxes were $3,450,000 in 1949 and $3,100,000 in 1948. Financial report is for CBS and subsidiaries, including Columbia Records Inc. Earnings per share in 1949 were $2.44, compared with $2.94 in 1948.

CENSUS WARNING

NETWORKS and movie producers asked to avoid future dramas in which census takers are impersonated. Frank R. Wilson, Census Bureau information director, reminded that all facts collected by bureau are confidential. Broadcasters and film interests asked to avoid plots that would cast suspicion on motive of genuine census enumerator, who carries credentials.

O'CEDAR IN 17 MARKETS

O'CEDAR Corp., Chicago, sponsors one-minute and 20-second TV spots this week in 17 markets for 13 weeks for new product, Sponge Mop. Agency, Young & Rubicam, Chicago.

NAB BOARD

(Continued from page 4)

Arkansas imposts suspended by Supreme Court, until new test case develops.

To provide revenue for a general manager's setup, board cut certain allocations, among them $5,000 annual contribution to Federal Radio Education Committee, and cut of Inter-American Assn. of Broadcasters from $8,400 to $4,000, with travel allotment reduced from $3,000 to $2,000.

Board at concluding session adopted resolutions commending eight veteran members who retire with April convention.

Retiring directors are Mr. McCollough; G. Richard Shafto, WIS Columbia, S. C.; Campbell Arnoux, WTAR Norfolk, Va.; Hugh B. Terry, KLZ Denver; Robert Enoch, formerly KTOK Oklahoma City; Michael R. Hanna, WHCU Ithaca, N. Y.; Henry W. Slavick, WMC Memphis; Howard Lane, WJJD Chicago.

Closed Circuit

(Continued from page 4)

economic expert, NAB board of directors la week authorized him to undertake explorato study for possible creation of business a visory council comprising leading industria ists and broadcasters to appraise nation business scene periodically. Voluntary gro would provide economic type of service en bling broadcasters and industry alike to di cern economic trends.

GRIESEDIECK Western Brewing Co., Bell ville, Ill. (Stag? Beer), through Maxon In New York, preparing radio campaign to sta March 1. About 30 stations in 25 markets w be used. Company will place one-minute e.t. chain breaks and individual programs for weeks.

WINSTON CHURCHILL as top speaker NAB convention next April? It's possib NAB has extended invitation to Britain's eld statesman and is awaiting his pleasure. NA board at meeting last week in Chandler, Ari agreed to have six top speakers only, with staff level reports or sessions on theory th these are adequately covered at district me ings.

THAT House commerce subcommittee's rac hearing may not start Feb. 20 as schedul Subcommittee Chairman George Sadowski (Mich.) is ill in Detroit and not expected ba this week. Additionally, some of subcommitt men would like to see color television demo strations which also are slated Feb. 20.

MEG ZAHRT, radio and public relations dir tor of Polsky's, Akron department store whi has walked off with numerous NRDGA rac citations, shortly joins BAB at New York hea quarters as replacement for Lee Hart, now leave.

KENYON & ECKHARDT, New York, expect to submit another topflight comedian as da time disc jockey to its client, Borden Co., place of Bob Hope, whose request for clearar from Lever Bros. to do Borden show reporte turned down Friday afternoon (see sto page 20).

FEATHER in cap of Broadcast Advertisi Bureau was action last week of AAAA tin buyers' committee approving in principle NA BAB TV rate card recommendation [TE CASTING, Nov. 21, 1949]. Committee suggest new clause dealing with commercial time lim provide that stations would recognize that t limit may vary in certain instances, and th exception might be made in special cases. Co mittee will submit counter suggestions in f days which then will go to NAB board or B committee.

MOVE to enter suit for alleged copyright fringement against trade journals which ha published copyrighted BAB material with authorization was made at NAB board meeti at Chandler last week but was tabled, te porarily at least. Proposed motion cited th non-BAB members were given benefit of BA service through such alleged unauthorized pu lication. Several score purported infrin ments were cited, some of them dealing w "full text" reproductions.

PABST Blue Ribbon beer effective March 1 v take over sponsorship of boxing from St. Ni Arena, New York, on CBS-TV, after curr sponsor, P. Ballantine & Son (ale & beer), bo out Feb. 22.

PAN AMERICAN coffee bureau understood be considering spot announcement campai for spring. Federal Adv., New York, is agen

A STATEMENT FROM WGAR

★

We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely . . . and free . . . over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

★

These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us . . . and helps us to best serve them and our advertisers.

And there are more of both . . . listeners and advertisers . . . than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.

★

50,000 WATTS CBS **CLEVELAND**

Represented Nationally by Edward Petry & Co.

Radio—America's Greatest Advertising Medium

WGAR

Tough Battle?

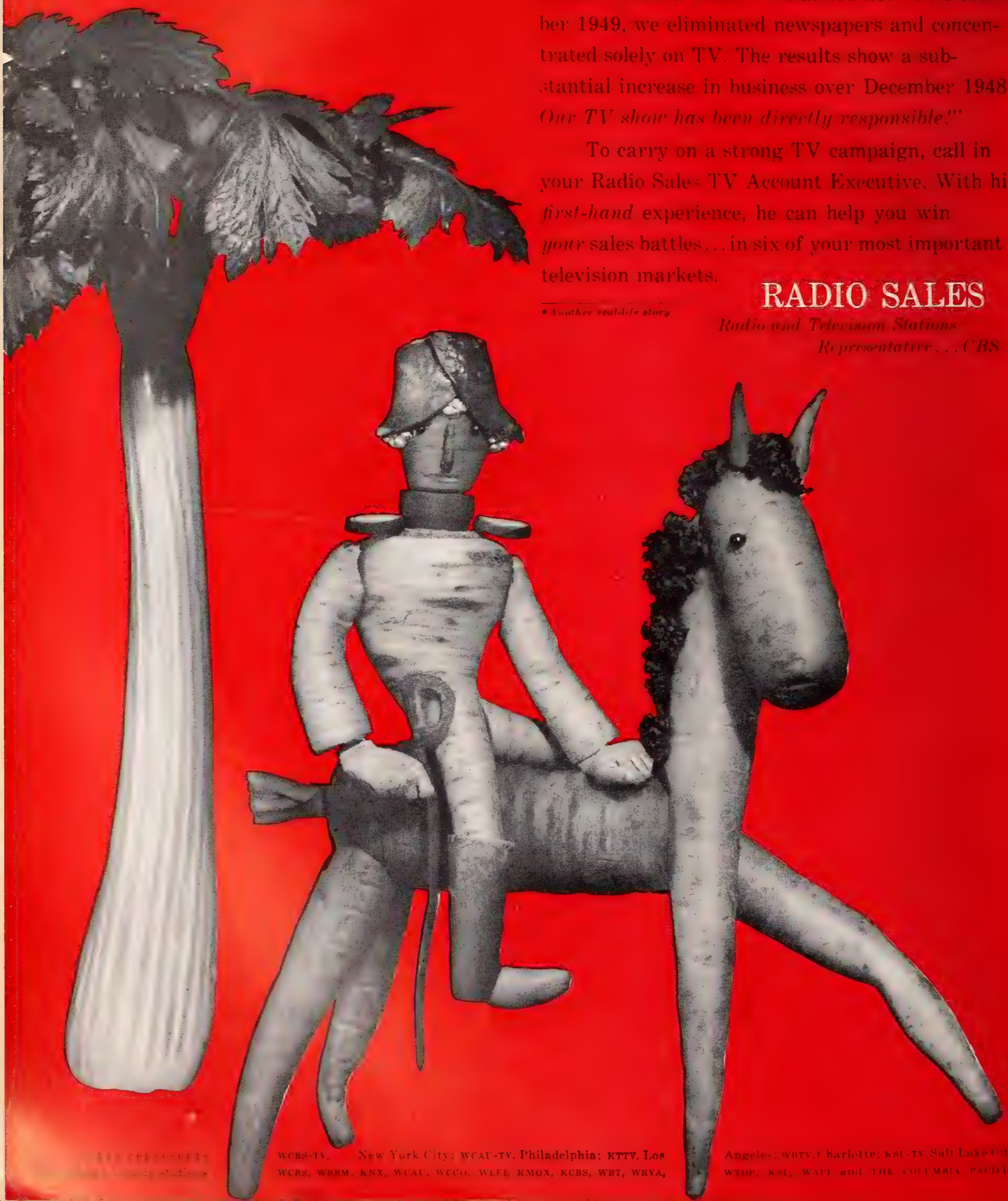
Take it with a grain of salt. For if the problem of using television on a modest budget seems hard to beat, you can call up reinforcements by calling up Radio Sales. As a noted New York retailer did.* And found he could win big sales victories by using a low-cost Class C quarter-hour on WCBS-TV once a week. Proclaimed he: "In December 1949, we eliminated newspapers and concentrated solely on TV. The results show a substantial increase in business over December 1948. *Our TV show has been directly responsible!*"

To carry on a strong TV campaign, call in your Radio Sales TV Account Executive. With his *first-hand* experience, he can help you win *your* sales battles... in six of your most important television markets.

*Another real-life story

RADIO SALES

Radio and Television Stations Representative . . . CBS



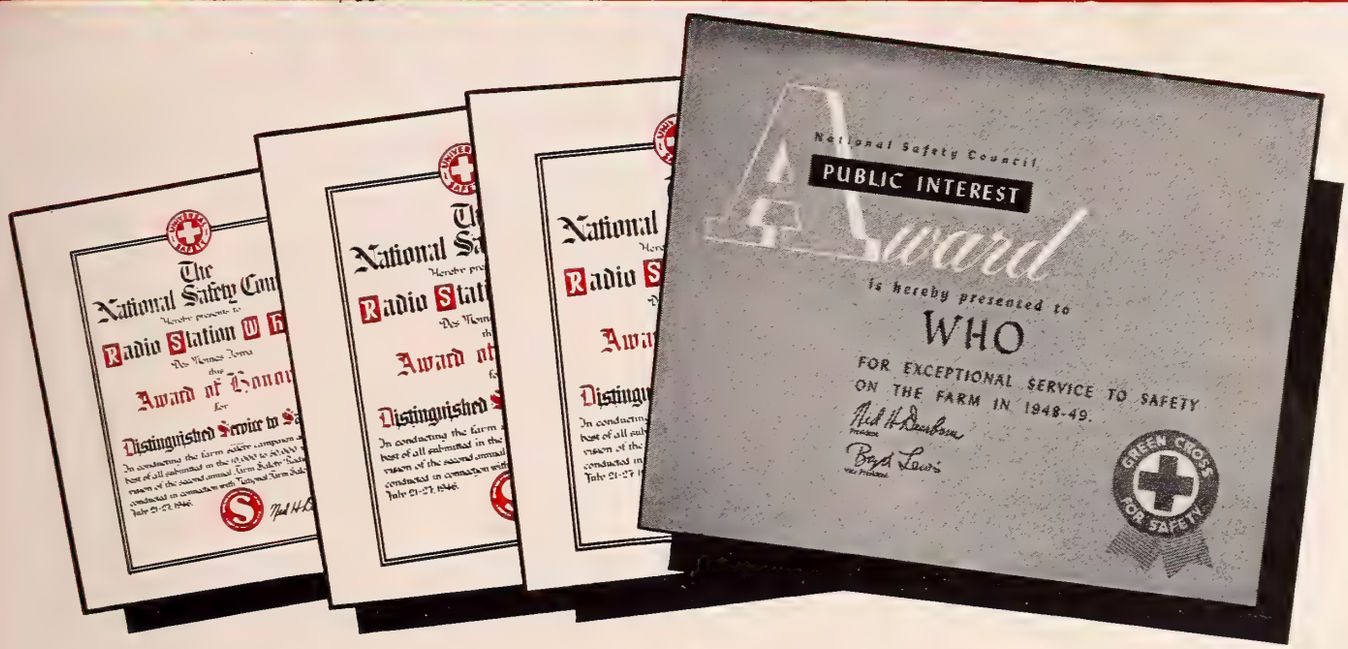
WCBS-TV, New York City; WCAU-TV, Philadelphia; KTTV, Los Angeles; WBTV, Charlotte; KSL-TV, Salt Lake City; WATV, WCBS, WBBM, KNX, WCAU, WCCO, WEEI, KMOX, KCBS, WBT, WRVA, WTOP, KSL, WAPI and THE COLUMBIA PACIFIC NETWORK

FEBRUARY 20, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the *fourth consecutive year* in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the *people* on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting *realities* from farm-safety *ideas.*

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—*WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.*

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

For that

BRIGHT NEW PICTURE *in* LOUISVILLE

see your **Petry Man**

WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company.
Petry has represented WHAS since 1933.



VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*



Frank M. Headley



Dwight S. Reed



Paul R. Weeks

Frank M. Headley, Dwight S. Reed and Paul R. Weeks

Announce the formation

of

H-R Representatives, Inc.

NEW YORK CHICAGO SAN FRANCISCO

405 Lexington Ave.
New York City
Murrayhill 9-7463

79 West Monroe St.
Chicago, Illinois

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NBC PRESIDENT Joseph H. McConnell in Washington Friday for further consultations with FCC representatives on FCC's tentative ruling against arrangements for NBC's projected 2½-hour Saturday night TV series (earlier story, page 68). He returned to New York without commenting, but in Washington it was assumed NBC would not contest FCC's decision.

WILEY, FRAZEE & DAVENPORT, New York, recommending intensive spot announcement campaign in about 100 major markets to its client, Amurol Prod. Co. (Ammoniated tooth powder). Advertiser's decision expected within two weeks.

IT BECOMES more evident that NAB's new general manager, authorized by board at Arizona meeting fortnight ago, will be selected from outside NAB staff. President Miller understood seeking expert in internal administration rather than specialist. Practical broadcasting experience regarded as prerequisite.

NETWORK head-shaking at some phases of NAB headquarters operation said to have been aired at mid-week New York meeting of top-level executives. Future attitude of networks, now associate members, discussed at length.

REALIGNMENT of NAB structure was premised largely on theory that entire organization has had quarter-century of experience in radio—hence no need for Radio Division as such. TV, being a new medium, requiring special attention and coordination with all bureaus, is retained under G. Emerson Markham.

THAT SECOND Sadowski Bill, to provide for reorganization of FCC procedures, may originate in this fashion: FCC, whose staff abetted with first Sadowski measure (HR 6949), is preparing detailed comments on Senate-passed McFarland Bill (S 1973), which also reorganizes FCC procedures and is pending before House radio subcommittee headed by Rep. George Sadowski (D-Mich.). Then look for ideas expressed in FCC's comments to turn up in new legislation which may be introduced as second Sadowski Bill. Exit McFarland Bill?

DON McNEILL, of ABC's *Breakfast Club*, who is being wooed by CBS and NBC, reportedly advised to remain with ABC at recent meeting with his sponsors, Swift & Co., Philco and General Mills. Mr. McNeill expected to start simulcasting morning strip before fall.

PHILLIPS "66" through Lambert & Feasley, New York, negotiating with Rex Allen, hillbilly star, in Hollywood for half-hour network show. CBS probably will be network.

NOW THAT FCC has approved test of Zenith Phonevision, dollar-in-slot version of TV, there's speculation in Hollywood about Comdr.

(Continued on page 86)

Upcoming

Feb. 23: Illinois Broadcasters Assn., Springfield.
Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.

(Other Upcomings on page 56)

Bulletins

FORD MOTOR Co. will increase *Ford Theatre* program on CBS-TV to weekly feature starting Sept. 29. Now presented alternate Fridays, 9-10 p.m., series has been renewed for 52 weeks. Agency is Kenyon & Eckhardt, New York.

WGTM Wilson, N. C., to join CBS June 18 as network's 187th affiliate. Station is owned by Watson Industries Inc. General manager is Allen E. Wannamaker.

ALL-RADIO GROUP REVISES 'LIGHTNING' SHOWINGS

OF TOTAL of 84 presentations of "Lightning That Talks" already scheduled when NAB board fortnight ago objected to quality of film, only three cancelled as of last Friday, according to All-Radio Presentation Committee (early story page 24).

After New York premiere of film postponed from March 1 to as yet unsettled date in late March or early April, committee notified subscribers in 32 cities where showings had been scheduled in first three weeks of March that their dates would be postponed until after New York presentation. Committee reversed that decision last week, advised all that original schedules had been reinstated.

Because some had already acted on first notification of postponement, and cancelled arrangements for theatres or other showing facilities, not all 32 cities will be able to follow original schedule. Only three, however, indicated definite cancellation, and they reported future showing would depend on their reactions to viewing of finished film. Picture shown NAB board was not final version, it was stated.

NARBA TO HEAR REPORT ON BASIC CHANNEL NEEDS

REPORT showing points of U. S.-Cuban agreement and disagreement on their respective NARBA channel-allocations requirements is slated to be presented today (Feb. 20) at further meeting of U. S. and Cuban delegations at Havana. Report was to be prepared over weekend by special engineering committee appointed Friday after consultation between heads of delegations: FCC Comr. Rosel H. Hyde and Dr. Jose R. Gutierrez, deputy minister of communications of Cuba.

Committee is headed by James Barr, chief of

(Continued on page 86)

Business Briefly

H-R CHICAGO OFFICE ● Chicago office H-R Representatives Inc., new station repr sentative firm organized by resigned office of Headley-Reed Co., will be located at 79 Monroe St., Frank M. Headley, president, a nounced Friday. Dwight S. Reed, H-R exec tive vice president, will be in charge in Chica (earlier story, page 21).

SPOT DRIVE PLANNED ● Maier Brewi Co., Los Angeles, plans new radio campaign five weekly half-hour *The Lonesome Galon* KHJ Los Angeles for 52 weeks. Drive sta April 10 with later extensive spot campaign Southern California area. Agency, Brisach Wheeler & Staff Los Angeles.

UPTON CLOSE LIBEL SUIT DISMISSED BY COURT

DISMISSAL of $200,000 libel suit filed Upton Close (Josef Washington Hall), co mentator, against Cowles Broadcasting C as WOL Washington owner, and Albe Warner, commentator, ordered Friday by Chi Judge Bolitha J. Laws, U. S. District Cou for District of Columbia.

Judge Laws granted defendants' motion f summary judgment and denied similar m tion by plaintiff. Court's action makes it u necessary to deal with remaining motio filed by parties.

Statements made by Mr. Warner in WC broadcast "constituted fair comment a criticism of plaintiff's broadcast and we privileged," court ruled.

Suit by Mr. Close grew out of local WO commentary by Mr. Warner March 6, 194 It was in answer to network broadcast previo day, originating at WOL. Mr. Close charg Mr. Warner's broadcast was false and defam tory in 18 respects and claimed malice defendant, both personally and as agent Cowles interests.

Mr. Warner argued his broadcast was pri ileged as fair comment on plaintiff's public stated views on matters of public concer During war Mr. Warner was in War Intel gence Division of War Dept.

'BROADCASTING' RECEIVES SEATTLE C. OF C. AWARD

SIXTH ANNUAL "Paul Bunyan Award" co ering books, articles, stories and radio pr grams presented Friday to BROADCASTING Seattle Chamber of Commerce.

Scroll, presented at C. of C. luncheon, cit Seattle market survey [BROADCASTING, July 1 1949] "for constructive contribution towa focusing national attention on the city of Sea tle during the year 1949." Leo Lippman, Sea tle news representative, received award behalf of BROADCASTING. As author of mark survey he was presented separate scroll.

Awards committee, covering seven class of community service, headed by Joe All president of Spokane Athletic Roundtable.



SELLS

The always-rich Wilmington market has heartily welcomed the only television station located in the state of Delaware—WDEL-TV—on the air since June 30, 1949. Viewers are enthusiastic about this, their own television station. Already, tuning WDEL-TV is a fixed habit—and set sales are showing a tremendous growth every month. This is due to the clearer picture this local outlet brings, the resourceful and varied *local* programming and NBC network shows. Be sure your sales story is effectively seen and heard in the Wilmington market where residents enjoy far above average per capita income—fifth in the nation. Enjoy as do many foremost advertisers, new, profitable business this year from selling on WDEL-TV. Write for information.

Represented by ***Robert Meeker Associates***

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

STEINMAN STATIONS

CLAIR R. McCOLLOUGH, *General Manager*

WGAL WGAL-TV WGAL-FM Lancaster, Pa.

WDEL WDEL-TV WDEL-FM Wilmington, Del.

WKBO Harrisburg, Pa.

WRAW Reading, Pa.

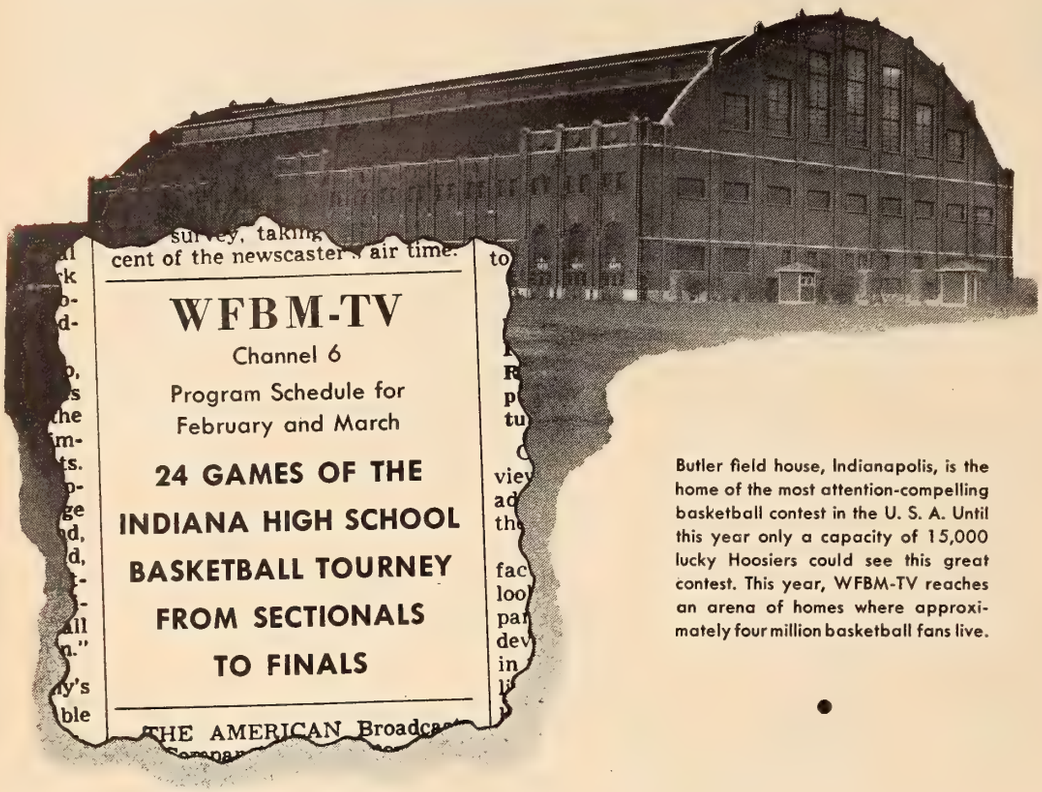
WORK York, Pa.

WEST WEST-FM Easton, Pa.

NBC TV-AFFILIATE

No Wonder

THE EYES OF INDIANA ARE UPON US



Butler field house, Indianapolis, is the home of the most attention-compelling basketball contest in the U. S. A. Until this year only a capacity of 15,000 lucky Hoosiers could see this great contest. This year, WFBM-TV reaches an arena of homes where approximately four million basketball fans live.

● First again in Indiana, WFBM-TV is writing another inspiring chapter in the history of Hoosier sports. Beginning on February 22, all games of one of this State's outstanding sport contests, the Indiana High School Basketball Tournament, will be telecast statewide to an eager and basketball-crazy audience.

The entire program is sponsored by local RCA-Victor dealers, and thanks are due Mr. L. V. Phillips, Commissioner of the Indiana High School Athletic Association, and the board of that Association, for permission to telecast the games.

It's no wonder the eyes of Indiana are upon us. And it's our aim to keep them there. Our program schedule is loaded with exciting sports events and other popular and entertaining programs. And with inter-connection due in the fall, WFBM-TV's service to the Indiana audience will be greater than ever.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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At Washington Headquarters

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Editor and Publisher

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Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Allen Riley.

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250 Park Ave., Zone 17, PLaza 5-8355

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ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WWDC NOW

5000 watts

If WWDC did a selling job with 250 watts, what do you think it will do for you with 5000 watts? This new power means new listeners for your message on WWDC—250,000 of them! It means more value, more results from every advertising dollar you spend on WWDC, now more than ever *Washington's big independent.* Get the whole story from your Forjoe man today.

WWDC-FM — 20,000 WATTS — THE TRANSIT RADIO STATION FOR WASHINGTON

250,000 NEW LISTENERS



WWDC

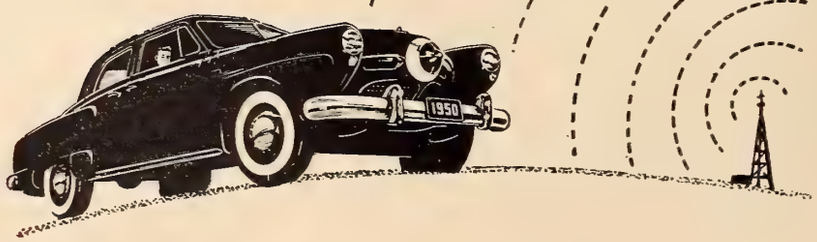
WASHINGTON, D. C.

"Here it is, America!"

SAYS STUDEBAKER... THE "NEXT LOOK" IN CARS

And to make *sure* America gets the word, Studebaker uses Spot Radio. Gets all-important *local* impact, keeps dealers happy, proves Spot can do a job for products that rank high in the "considered purchase" class.

Spot puts added sales pressure behind just about *any* product. Does it for *your* product, too . . . especially when you use the top Spot stations listed here . . .



"Any advertiser can — and most advertisers should — use

SPOT RADIO"

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

O. U. FIRST IN FOOTBALL

GOODRICH FIRST IN SALES

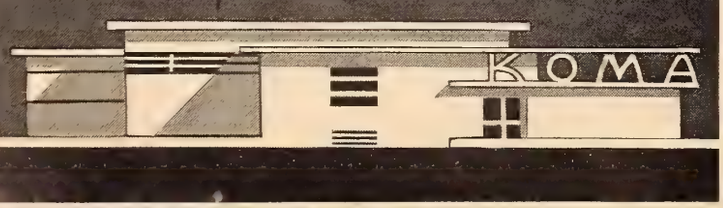
Yes, in the fall of 1949, cash registers in the B. F. Goodrich stores began to hum! Slowly but surely the Oklahoma City District climbed into First Place among all other Goodrich districts in the nation.

Backing that climb was a carefully selected program of advertising—sponsorship of the 1949 Oklahoma University football games over KOMA. Week after week the Goodrich story went to 45.1 per cent of the Oklahoma City metropolitan audience, as determined by listener surveys.

Let your story be a KOMA success story. Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio!

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies



L. C. MacGLASHAN, former executive vice president of Gardiner Adv., joins Kudner Agency, New York, in an executive capacity.

MERRE K. NORTHRUP, former account executive with Cruttenden & Eger, Chicago, joins J. M. Mathes Inc., New York, as assistant to **Read Wight,** director of radio and television.

JOHN K. STRUBING Jr., vice president and member of plans board of Compton Adv., New York, for nine years, elected member of board of directors.



Mr. Strubing

DON ELLIOTT, director of media department of Meldrum & Fewsmith, Cleveland, for past five years, assigned contact responsibilities on Dearborn Motors account for firm.

NORAH ADAMSON YARDLEY, former film librarian for WBZ-TV Boston, joins Biow Co., New York, effective March 3.

LAWRENCE C. BARLOW, with Brooke, Smith, French & Dorrance, Detroit, as account executive for seven years, appointed vice president of firm.

KENNETH H. WARD, formerly with Schoenfeld, Huber & Green Ltd., Chicago, joins Pollyea Inc., Terre Haute, Ind., as account executive.

WM. G. ROLLEY Adv. Agency, Atlantic City, N. J., **WM. T. REYNOLDS Co.** and **JOSEPH R. MICKLE Agency,** Philadelphia, merge into new corporation known as **Rolley & Reynolds Inc. WM. GLEN ROLLEY** appointed president and chairman of board of new company. **WM. T. REYNOLDS** named vice president and treasurer and **MARY B. MICKLE** appointed vice president and account executive.

BERNARD H. LOMBERG, formerly advertising manager of International Trade Co., appointed head of radio and television sales department. Headquarters are 2016 Sansom St., Philadelphia 3.

ROBERT H. GASS, formerly advertising and sales promotion manager of Evans-Winter Hebb Co., Detroit, joins Zimmer-Keller Inc., Detroit, as account executive.

CAHILL, GORDON, ZACHRY & REINDEL, New York, announces opening of European office at 52 Ave. des Champs Elysées, Paris. **FREDRICK C. KEMPNER** is manager.

HARVEY Q. HICKMAN, formerly account executive with John Freiburg & Co., Los Angeles, joins Hal Stebbins Inc., that city, in similar capacity.

PAUL E. JACKSON, general partner of Jackson & Co., New York, is managing new Chicago office of firm at 30 N. LaSalle St. Phone: RAndolph 6-5453.

WILLIAM T. MAXFIELD, formerly vice president and account executive, Lindeke Adv., Glendale, Calif., joins Newton A. Free Co., Los Angeles, in similar capacity.

HELEN GILLER GRANT, formerly with Ruthrauff & Ryan, New York, joins copy department of Duane Jones Co., New York.

JOHN R. MARKEY, formerly operator of his own Vancouver, B. C., agency, and **WILMA MAHONEY,** market research specialist, join staff of Charles Ross Adv., Hollywood. Mr. Markey is merchandising director; Miss Mahoney is supervisor of market research and analysis. Firm recently moved to larger quarters at 1418 N. Highland Ave. Phone is Hudson 2-1184.

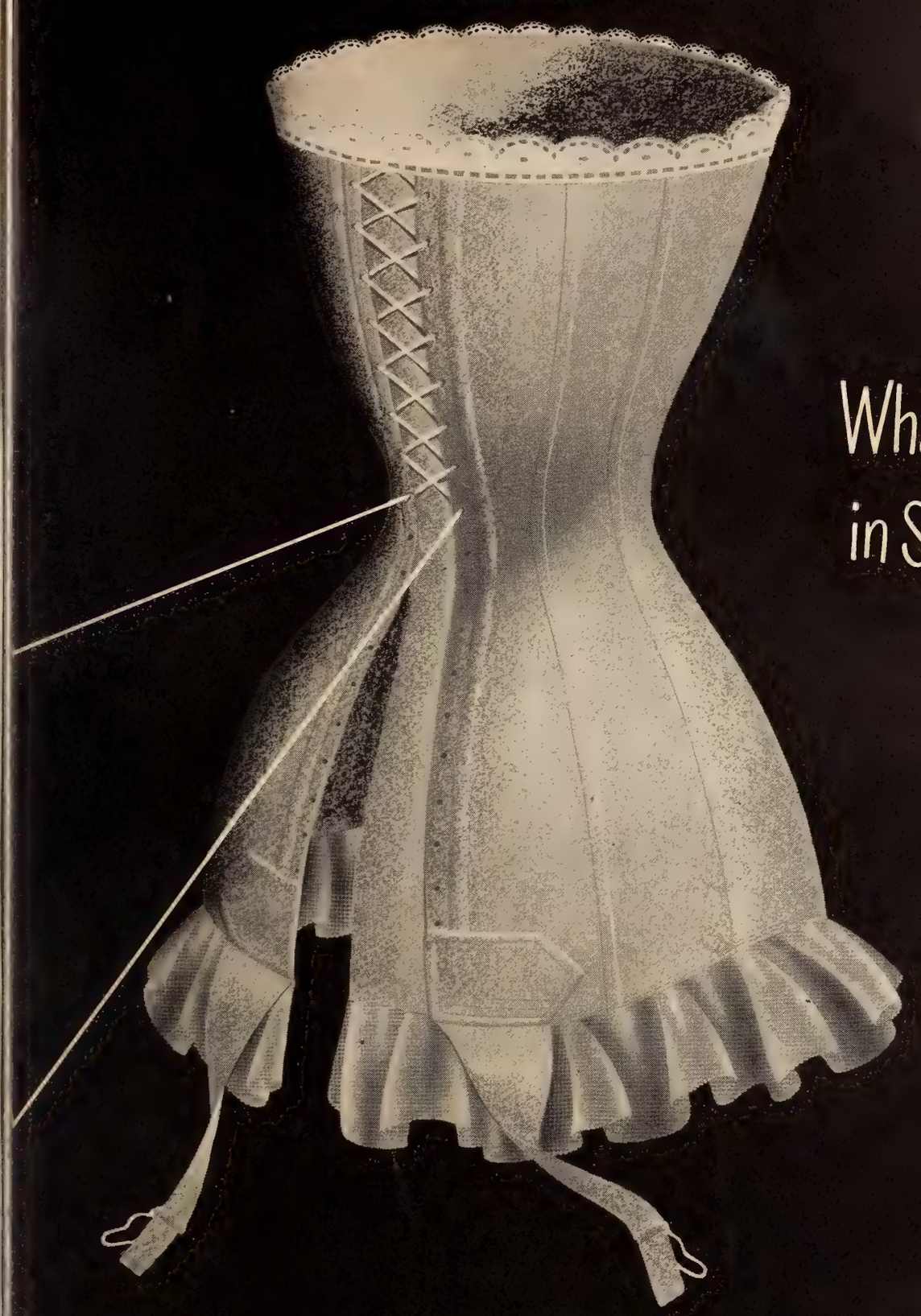
NELSON AMSDEN, formerly with McCann-Erickson, Cleveland, Neal D. Ivey, Philadelphia, and sales and merchandising consultant for a number of companies, appointed by Morey, Humm & Johnstone Inc., New York, as its merchandising counselor.

BRUCE LINDEKE, for past four years operator of his own Los Angeles advertising agency, joins Mayers Co., same city, as account executive.

WILLIAM A. MURRAY joins media department of Detroit division of Brooke, Smith, French & Dorrance, New York.

LEONARD SHANE Agency, Inglewood, Calif., opens client service and media office at 1127 Wilshire Blvd., Suite 307, Los Angeles. Telephone: Michigan 3231. Other operations continue at Inglewood office.

JOHN ORR YOUNG & Assoc., New York, moves to Steinway Hall, 113 W. 57th St., New York.



What shape are you i in St. Louis?

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for *More Listeners Per Dollar!* Check the Hoopers . . . check the time costs . . . check the extra reach of KXOK's clear signal at 630 on the dial . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station • 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times • Represented by John Blair and Co.



See what else the South's Greatest Salesman gives you:

Advertising for our advertisers every day 24 sheet posters, streetcar dash signs, full-page newspaper advertisements, store displays, work with jobbers and leading retailers—WWL uses all of these — the greatest audience-building program in the South.





He racks up leading Hoopers— gets biggest share of audience

Latest Hooper shows WWL share-of-audience ahead of any New Orleans station. Nighttime WWL has greater share than next 2 stations combined!

South's Greatest Salesman Helps Raise Better Crops

Farmers in 7 states profit from WWL's varied farm program. WWL helps them harvest bigger, more profitable crops—and sells them all the while! Only WWL directs herd improvement contests, provides weather and market reports, on-the-scene rural broadcasts, 4-H Club programs.



He's a favorite all over the map

WWL primary coverage covers a two-billion–dollar trading area. 50,000 watts, clear channel, and top programming makes folks turn first to WWL.



South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS **CLEAR CHANNEL** **CBS AFFILIATE**

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY



1440 N. MERIDIAN STREET

yes, we've moved,

says "willie wish"... **BUT–**

Watta mess! Watta racket!
Hammers, saws, carpenters,
electricians, painters—all tryin' to
finish up at the same time.
I feel like "curb-stone willie."
It won't be long now, tho, til we have
somethin' like St. Peter might've ordered...
the facilities to back up the kind of
radio results we've been giving advertisers
for a long time.



Wish -A-B-C
OF INDIANAPOLIS

George J. Higgins, *Manager* **Free & Peters,** *National Representatives*

New Business



SPEIDEL Corp., Providence, R. I. (Speidel Watch Bands and jewelry), appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle its approximately $750,000 advertising budget. Advertiser last season used both radio and television, then sponsoring quarter-hour of *Stop The Music* on ABC and TV show featuring Ed Wynn on CBS-TV.

DEL CAMPO BAKING Co. (wholesale baked goods), Wilmington, Del., appoints Kates-Haas Adv., same city, to handle all advertising. Radio is included in current plans and TV for future.

BROWN SHOE Co., Buster Brown Div., St. Louis, sponsoring series of TV spot announcements in 13 cities. Series will run through spring into summer months in New York, Chicago, Philadelphia, Los Angeles, Boston, Baltimore, St. Louis, Pittsburgh, Atlanta, Detroit, San Francisco, Cincinnati and Cleveland. Three announcements run weekly in all cities but New York and Chicago, where four are scheduled. Agency: Leo Burnett, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Sherman & Marquette, New York, to handle advertising for its Veto deodorant, effective June 1. Product is now serviced by Ted Bates Inc., New York. Radio spots have been used.

LINCOLN-MERCURY DEALERS of Southern California, Los Angeles, sponsor weekly 1½ hours of jai alai games from Tiajuana, Mex., on KFMB-TV San Diego and KLAC-TV Hollywood. Games are beamed from Tiajuana to KFMB-TV for simultaneous release on both stations with Mexican government clearance granted. Contract is for 13 weeks, through Heasley & Heasley, Los Angeles.

ANNUAL CHICAGO RAILROAD FAIR, Chicago, appoints Foote, Cone & Belding, that city, as agency. Radio and TV being considered.

SITROUX TISSUES, New York, through Franklin Bruck, New York, will sponsor *The Hazel Scott Show* on WABD (TV) New York, starting Feb. 24, to introduce combination offer of Sitroux tissues and Sitroux kerchiefs.

QUAKER OATS Co., Chicago, places *Grady Cole and the Johnson Family* over 37 CBS southern stations in 15-minute broadcast once weekly. Show originates at WBT Charlotte, N. C.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme breweries), starts 52-week spot announcement schedule on KECA KFI KHJ and KNX Los Angeles. Spots run four nightly, six days weekly, except during March. Agency: Foote, Cone & Belding, Los Angeles.

ALDEN'S MAIL ORDER HOUSE, Chicago, will promote distribution of its new catalog on its first TV show, *The Dude Ranch,* to be aired eight weeks as test on WENR-TV Chicago, Saturday, 8-8:30 p.m., starting March 4, through George F. Koehnke Agency, Chicago.

RAYLITE ELECTRIC Corp., Bronx, appoints Gordon & Rudwick Inc., New York, to handle advertising of its indoor and outdoor lighting products. Radio and television spots may be used.

CHAMP HATS Inc., Philadelphia, appoints Hirshon-Garfield, New York, to handle its advertising. Radio may be used.

ATCHESON, Topeka, Santa Fe Railway, Chicago, plans evening one-minute TV spot campaign for five weeks starting March 12 on Chicago and Los Angeles stations, with about five spots weekly. Expansion to other markets may follow. Agency: Leo Burnett, Chicago.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., appoints Ruthrauff & Ryan, New York, to handle its advertising. Radio is being strongly considered.

PHILCO CORP. sponsors half-hour TV show, *Philco Mystery Chef,* on WPTZ (TV) Philadelphia and WNBT (TV) New York, Thursday, 4:30-5 p.m. Cooking program, formerly on radio, promotes company's new electric range product. Firm also sponsors *Philco Playhouse* on NBC-TV. Agency: Hutchins Adv. Co., Philadelphia.

HELEN T. BROOK Chocolates, Brooklyn, appoints A. B. Landau Inc., New York, to handle its advertising. Radio will be used.

CHEVROLET DEALERS of Southern California, Los Angeles, Feb. 27 starts

(Continued on page 49)

Now 98 *Just count 'em!

CBS SHOWS ON KTSA

Day and Night . . . an endless parade of the best in radio entertainment for K T S A listeners! Great programs, great features, great personalities! All this, plus top local programs and features with an unexcelled coverage of all the news No wonder more and more people say, ... "It's on K T S A"!



NEWS

. . . . . the famous CBS network broadcasts of national news events, plus the broadcasts of outstanding CBS commentators over KTSA everyday.

MORE NEWS

. . . . . KTSA's complete radio coverage of local news augmented by news from the reportorial staffs of two newspapers.

STILL MORE NEWS!

. . . . . state, national and world news from the wire services and special news bureaus of both the SAN ANTONIO EXPRESS and SAN ANTONIO EVENING NEWS

San Antonio Express

SAN ANTONIO EVENING NEWS

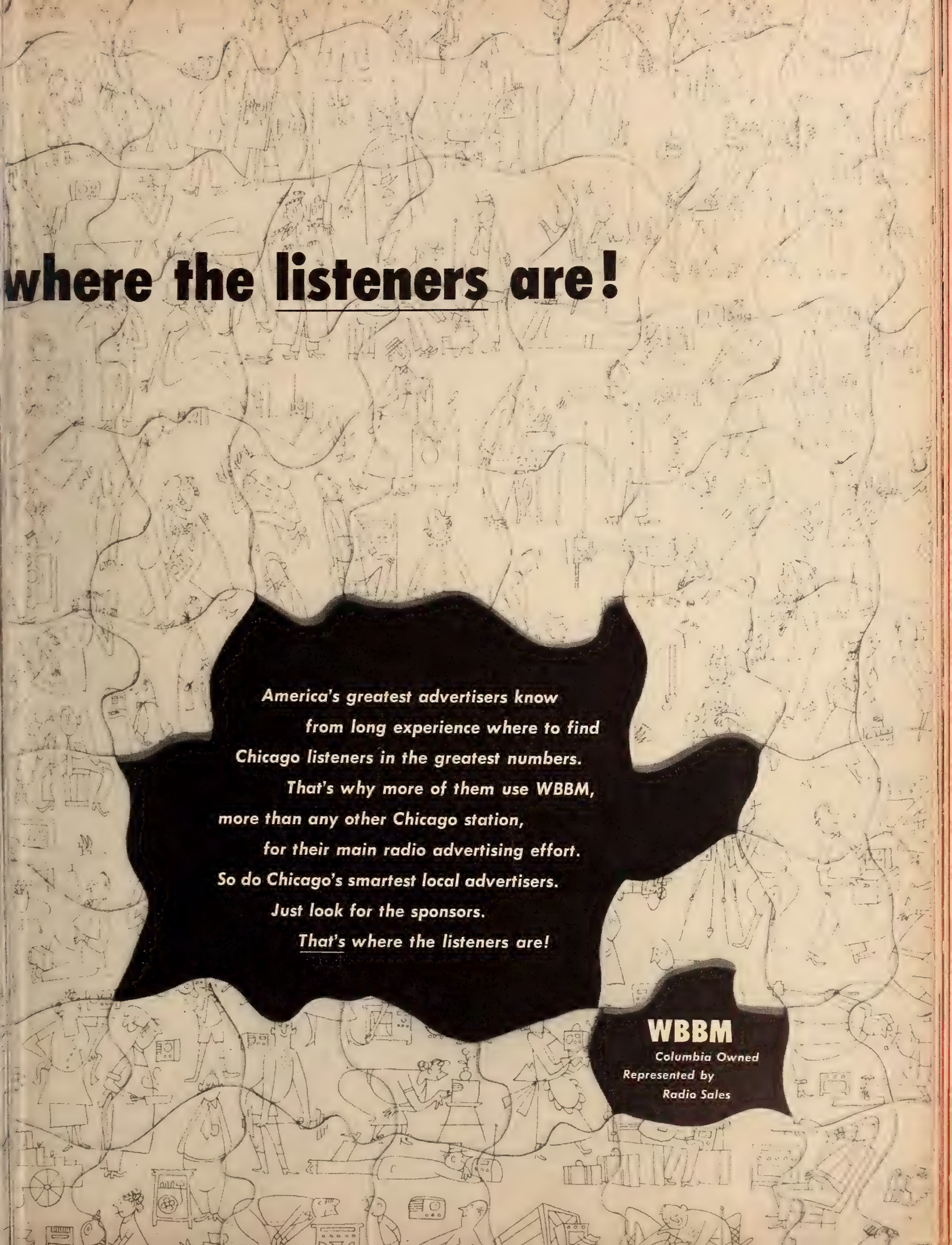
KTSA AM/FM

* A list of current CBS programs will be sent you on request



FREE & PETERS, INC. National Representatives


The sponsor goes


where the listeners are!
America's greatest advertisers know
from long experience where to find
Chicago listeners in the greatest numbers.
That's why more of them use WBBM,
more than any other Chicago station,
for their main radio advertising effort.
So do Chicago's smartest local advertisers.
Just look for the sponsors.
That's where the listeners are!
WBBM
Columbia Owned
Represented by
Radio Sales



IT'S EASY, IF YOU KNOW HOW!

WHEN you get right down to it, programming Know-How is what makes the difference between a *great* station and "just another station." And this difference is what makes great stations *outstanding advertising values!*

We of KWKH have had 24 years' experience in our Southern market. As a result, we've got a "native-son" approach to the Southern mind, heart and ear—a knack for programming that's unmatched in this area. The proof? Latest Shreveport Hoopers (Nov.-Dec., '49) credit KWKH with *top* ratings in all weekday periods—

KWKH is 52.0% higher than the next station for Total Rated Periods — is actually 82.3% higher, weekday Mornings!

BMB and mail-pull figures prove that KWKH does an equally superior job in *rural* areas too. . . . Let us send you all the facts about KWKH's sales-influence in the prosperous New South!

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 8 WASHINGTON, D. C., FEBRUARY 20, 1950 $7.00 A YEAR—25¢ A COPY

BASEBALL BUDGETS UP

Record Outlay for '50 Coverage

SPONSORSHIP of 1950 baseball schedules, including major and minor league games, will bring total advertiser budgets well past the $20 million mark—this is not counting the satellite programs and spots built around these games, according to a pre-season roundup by BROADCASTING.

While some contracts are still in the negotiation stage, it already is obvious that more sponsors will spend more money on baseball than ever before. More listeners and viewers will tune in play-by-play coverage when the season opens in mid-April.

Main addition to the 1950 diamond lineup is the MBS 350-station package [BROADCASTING, Feb. 13].

A blanket survey by BROADCASTING last week found the major league cities about ready for the season. Most contracts were in almost to the day of the unofficial deadline of Feb. 15, the date at which the major league headquarters annually pegs its sights for clearance of all broadcast contracts. In addition, reports from minor league cities, show considerable baseball budget increases there.

Chesterfield Increases

Liggett & Myers Tobacco Co. (Chesterfields) is expected to pick up a larger tab as a result of this year's baseball scheduling. While no figures were available last week, the expenditure is believed to be substantially higher than during 1949 because of the addition of Chicago and the 35-station Midwest Baseball Network to its coverage. Agency handling placement for L&M is Cunningham & Walsh, New York.

L&M will sponsor the full 154-game schedule of the National League's Chicago Cubs with WIND Chicago the originating station. Bert Wilson will handle play-by-play chores as he has in the past.

Elsewhere, the Chesterfield picture is essentially the same as last year with the tobacco firm sponsoring radio-TV coverage of the Washington Senators and the New York Giants. WMCA New York will beam the radio version of home and away games of the Giants, while WPIX (TV) New York will telecast the 77 home contests—an agreement now in its third year. Expected to rotate radio-video duties are Russ Hodges and Ernie Harwell and another announcer to be selected.

In Washington the rotation of radio-TV sportscasting also will be employed. Announcers Arch McDonald, veteran Washington sportscaster, and Bob Wolff will give listeners and viewers a running description of Senators' diamond activities. WWDC-AM-FM Washington, which switched today from its 1450 kc 250 w facility to 1260 kc 5 kw, has xclusive AM rights for all home and away games, both day and night. Last year, WWDC broadcast only night and Sunday games with WPIK Alexandria, Va., airing weekly day games. In the package rights negotiated this year by Liggett & Myers—similar to that consummated in 1949—Chesterfield is given exclusive "in-the-park" advertising rights. Telecasts of Senators home games will be handled again by WTTG (TV), DuMont's Washington station, with Howard Williams assisting Messrs. McDonald and Wolff in announcing chores.

Yankee Sponsorship

P. Ballantine & Sons (Ballantine beer & ale) again will sponsor telecasts of all New York Yankee home games on WABD (TV) New York, as well as alternate radio sponsorship on WINS New York of all Yankee home and road contests with General Cigar Co. for White Owl cigars. J. Walter Thompson handles both accounts. Mel Allen and Curt Gowdy have been set to announce on AM, with TV chores still undecided.

The split sponsorship also will prevail for coverage of the Brooklyn Dodgers, with F & M Schaefer Brewing Co. paying the bill for home telecasts on WOR-TV New York, and 50% of the Dodgers' full season schedule on radio. Post Cereals Div. of General Foods Corp. will sponsor the balance of the broadcasts, which will be aired live by WMGM New York. Young & Rubicam handles Post Cereals; the Schaefer Beer account is under BBDO.

It is understood that the New York Yankees management is mulling a special arrangement which would set up a "home of the champions" network comprising 12 upstate New York stations beyond the conventional 50-mile limit cited in major league rules governing broadcast rights. Albany, Jersey City and other points would be included.

A similar network arrangement reportedly is under consideration in Philadelphia's Shibe Park, home of the American League's Athletics and the National's Phillies, and apparently has held up official release of contract rights.

While details were not disclosed

(Continued on page 52)

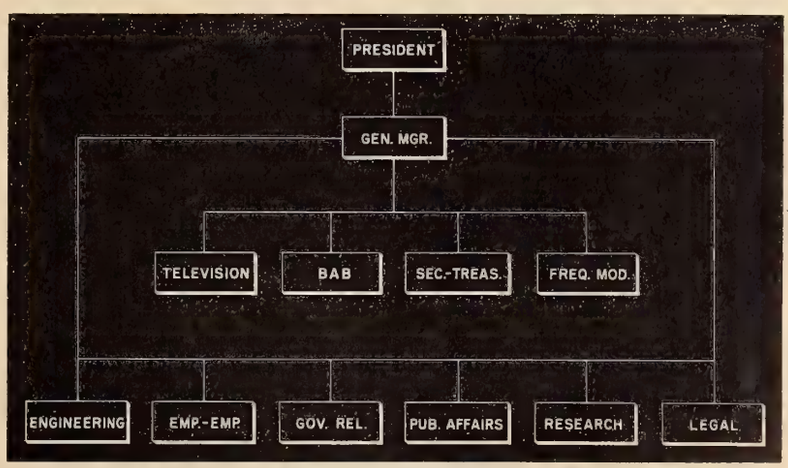
VIEWS ON DUES

NAB Raise Gets Mixed Reaction

NAB'S increase in dues for stations—780 of them—in the four lower income classes, effective April 1 as a result of the board's recent Arizona meeting [BROADCASTING, Feb. 13], met with mixed reaction among members last week. The subject promises to come up informally, and perhaps on the floor, at the mid-April convention in Chicago.

When April NAB bills are submitted, Class A stations ($25,000 net income and under) will be asked to pay $15 per month instead of aproximately $6.50 ($7.50 minus 12½% discount). The discount ends April 1. Three other low-income brackets will pay higher fees, the board having raised rates to expand service to the membership and to get rid of inequities in the dues schedule.

Among those who voiced their views the new rates were praised and cussed. Edgar Kobak, writing as head of WTWA Thomson, Ga., to NAB President Justin Miller, praised the boost. J. S. Younts, president-general manager of WEEB Southern Pines, N. C., was one of those sharply critical but he is willing to be shown that the boost is justified.



NAB's revised structure

Kobak Agrees

Mr. Kobak wrote:

. . . I am glad to see that some straight thinking has been given to the dues structure. I know from the standpoint of WTWA I will be happy to pay the increased dues. I have paid in advance for this year and if you will have a revised bill sent to me I will send you my dues for the balance of the year.

Taking the opposite tack, Mr. Younts wrote NAB:

. . . Whereas small stations feel that we receive benefit from NAB, it is questionable if the benefit is in proportion to the amount of dues that you propose to charge in order to maintain a very high overhead in Washington. When I see that you have officers that are drawing yearly salaries that exceed the total gross billing per annum of many small sta-

(Continued on page 54)

RED CROSS FUND

Radio, TV To Aid Drive

MAJOR radio and television networks will join in observing "Red Cross Day" on March 1 when the American Red Cross launches its month-long 1950 campaign, Howard Bonham, Red Cross vice president in charge of public relations, announced in Washington last week.

As in past years, Mr. Bonham said, each sustaining network program will feature a Red Cross message the first day of the campaign and all commercial clients will be asked by the networks to tie-in or refer to the 1950 appeal.

Simultaneously, the more than 2,000 local stations in the United States plan to cooperate with Red Cross chapters in their communities by observing "Red Cross Day" and by supporting the drive throughout the month, Mr. Bonham stated. Programs, announcements and background material are being supplied by chapters.

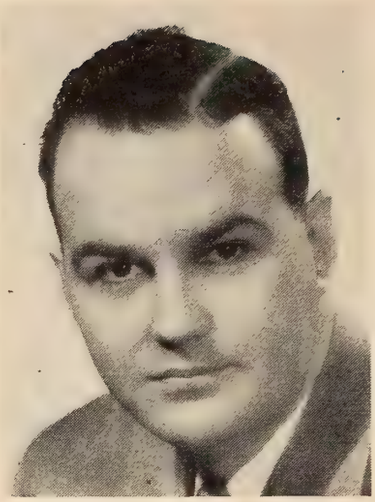
Combined Networks

The campaign launching will be heralded by a half-hour kickoff show 10:30-11 p.m. on Tuesday, Feb. 28, over the combined networks of ABC, CBS and MBS. President Truman and General George C. Marshall, American Red Cross president, will speak.

Campaign radio plans also call for an all-star variety program on Monday, March 6; a six-program series of Red Cross transcriptions of national network star presentations; a pair of transcribed four-and-a-half-minute dramatic spots featuring Hollywood stars, which will be distributed through cooperation of the NAB; a series of transcribed announcements; a series of television slides and trailers; foreign language live announcements, and month-long radio and TV network coverage and special events.



Mr. CAMPBELL



Mr. WILKEY

* * *

CBS WESTERN DIV.

Campbell, Wilkey In Shift

IN ANOTHER realignment involving its Western Division, CBS last Thursday announced the appointment of Wendell B. Campbell, general manager of WCCO Minneapolis-St. Paul, as western sales manager for CBS network sales, and the elevation of Gene Wilkey, WCCO assistant general manager, to Mr. Campbell's vacated post at the CBS owned-and-operated 50 kw outlet.

Mr. Campbell will headquarter in Chicago, succeeding Don Roberts, who resigned as CBS western sales manager. Mr. Roberts' future plans were not announced, nor was there any replacement indicated for Mr. Wilkey at WCCO.

Both changes take effect today (Monday), according to J. L. Van Volkenburg, CBS vice president in charge of network sales, and J. Kelly Smith, CBS vice president in charge of station administration, who made the announcement.

Mr. Campbell joined CBS' Radio Sales department in August 1938 and was western sales manager of CBS Radio Sales until September 1942. He then moved to KMOX St. Louis to become sales manager of the CBS owned-and-operated station. Later he was elevated to assistant general manager, then to general manager in 1945. He was named general manager of WCCO last year.

Mr. Wilkey came to WCCO from WDOD Chattanooga, a CBS affiliate, serving as production director and later program director and assistant general manager. Mr. Wilkey also has been general sales manager of the Twin Cities' CBS outlet since late 1949.



Drawn for BROADCASTING by Sid Hix

"Our spot said Straightlye Antiseptic removes mouth bacteria, film, excessive acidity . . . but how were we to know it removes teeth too?"

CBS AFFILIATES

Coast Advisory Meet Set

SALES and programming as well as general operation problems will be discussed by some 35 station owners and managers at a 9th District CBS Affiliates Advisory Board meeting in Beverly Hills (Calif.) Hotel, Feb. 27-28. Meeting was called by Clyde F. Coombs, general manager of KROY Sacramento and director of CBS Affiliates Advisory Board.

Several of the network's New York executives will participate in the sessions. They include: Frank Stanton, president; H. V. Akerberg, vice president in charge of station relations; John J. Karol, general sales manager, and Louis Zusman, director of advertising.

West Coast network executives attending are:

Howard S. Meighan, vice president and general executive; Arthur Hull Hayes, vice president and general manager of KCBS San Francisco; Harry Ackerman, vice president and director of network and TV programs, Hollywood; Merle S. Jones, general manager of KNX Hollywood and CBS Pacific Network; A. E. Joscelyn, director of CBS Hollywood operations; Wayne R. Steffner, KNX-CBS Pacific Network sales manager; George W. Allen, western program director.

COLORADO UNIT

Plan Western Slope Network

PLANS for a new regional network comprised of five stations in western Colorado were announced last week. To be known as the Western Slope Network, the unit is scheduled to begin operations about June 1 with KFXJ Grand Junction as its key outlet. Other stations in the network will be KIUP Durango, KUBC Montrose, KRAI Craig and KGLN Glenwood Springs. Latter station is now under constructions.

Purpose of the network is three fold, officials said: (1) to promote radio in general in the western slope area; (2) to improve programming of all stations concerned through an exchange of ideas and programs such as sports, special events and news; (3) to attract national and regional advertisers by offering the five stations as a single package.

Tentative plans for the new network were made Feb. 5 in an all-day meeting in Grand Junction. Clarence Mendenhall and Art Keese of the Mountain States Telephone and Telegraph Co. spoke to the group about line arrangements for the network. Jerry Fitch, director of the United Press Denver Bureau, outlined a proposed system of news coverage for the region. Future meetings are planned to work out final details.

Officials of the five stations attending the plans meeting included: Rex and Charles Howell, KFXJ and KGLN; Dick Miner, KRAI; George Cory, KUBC, and Pat O'Brien, KIUP.

Swan Elected

E. T. SWAN, vice president of Kellogg Sales Co., subsidiary of Kellogg Co., Battle Creek, Mich., has been elected president by the board of directors. He continues in the position of sales manager, which he has held since 1948.



CHRONOMETER with gold-initialed name plate is presented to C. E. Arney Jr. (center), NAB secretary-treasurer, by the board of directors for 10 years service with the association. Presentation was made at the Chandler, Ariz., board meeting Feb. 8-10. Floral piece is presented by Mrs. Michael R. Hanna, wife of Director Hanna, WHCU Ithaca, N. Y. Holding the chronometer is Director Harry R. Spence, KXRO Aberdeen, Wash.

H-R INC. FORMED

Miller Becomes New Headley-Reed Co. President

A NEW station representative organization, H-R Representatives Inc., opened offices in New York's Chrysler Bldg. last Thursday. Principals of the new firm, who until a week before its formation had been executives of Headley-Reed Co., are: Frank M. Headley, president and treasurer; Dwight S. Reed, executive vice president; Paul R. Weeks, secretary.

This trio and George R. Marchant, secretary and assistant treasurer, New York Air Brake Co., comprise the board of the new company. Mr. Headley formerly was president of Headley-Reed Co.; Mr. Reed was vice president and manager of the Chicago office, a function he will continue for H-R representatives; Mr. Weeks was a member of the New York sales staff. H-R will open offices in Los Angeles and San Francisco shortly.

Following the resignation of these three on Feb. 11, the board of Headley-Reed elected Frank W. Miller Sr., president; Sterling B. Beeson, vice president in charge of AM sales; William B. Faber, vice president in charge of television; Frank W. Miller Jr., secretary and treasurer. Mr. Miller Sr., chief stockholder in Headley-Reed, also is president of Kelly-Smith Co., newspaper representative. His son is secretary of Kelly-Smith Co. Messrs. Beeson and Faber for several years have been members of the New York sales staff of Headley-Reed.

Wrath Chicago Head

John Wrath, for the past six years a salesman in the Headley-Reed office in Chicago, was appointed manager of that office. E. W. Sweatman remains as head of the Atlanta office. Harold Lindley in charge of the Los Angeles office and Harold Barrett in charge of the Detroit office.

Headley-Reed Co. was launched in August 1939 to take over the radio station representative functions of Kelly-Smith Co., which had inaugurated a radio division in October 1936 primarily to represent the radio properties of newspapers represented by the firm. Mr. Miller Sr. has been majority stockholder in Headley-Reed since its inception, with Messrs. Headley and Reed as minority stockholders.

Disagreements over operating policies led eventually to the resignations of the top Headley-Reed personnel and to their formation of H-R representatives.

Mr. Headley announced that in addition to Mr. Reed and Mr. Weeks, another long-term staff member of Headley-Reed would join his new organization. She is Marie Chernet, for the past 11 years office manager of Headley-Reed and Mr. Headley's secretary.

The new company's offices will be in Suite 1015 of the Chrysler Bldg., New York, telephone Murray Hill 9-7463.



Mr. REED



Mr. HEADLEY



Mr. WEEKS

Mr. Headley, coincident with his moving to the new offices of H-R Representatives Thursday, announced the first station to engage his new firm was KMPC Los Angeles, a 50kw outlet owned by G. A. Richards. KMPC was not formerly represented by Headley-Reed.

Mr. Headley said other station clients would be announced soon. He said the policy of H-R Representatives would "concentrate on sales, not station relations." He added that many of the stations he had worked for at Headley-Reed had advised him of their intention to appoint H-R as their representatives as soon as they could conclude their present contracts with Headley-Reed. He pointed out that the Headley-Reed contracts of 27 AM stations and one TV station will expire within the calendar year 1950.

AM stations now represented by Headley-Reed Co. include: WSGN Birmingham, WHBS Huntsville, WALA Mobile, WSFA Montgomery, all Alabama; KJBS San Francisco; WELI New Haven; WCON Atlanta, WDAK Columbus, Ga; WEEK Peoria, WROK Rockford, Ill.; WGL Fort Wayne, Ind.; KSO Des Moines; WITH Baltimore; WSAR Fall River, Mass.; WSAM Saginaw, Mich.; KFEQ St. Joseph, Mo.; KMMJ Grand Island, Neb.; WBAB Atlantic City; WHLD Niagara Falls, WSYR Syracuse, WTRY Troy, WFAS White Plains, N. Y.; WWNC Asheville, WSOC Charlotte, WSJS Winston-Salem, N. C.; WJW Cleveland, WCOL Columbus, WONE Dayton, WTOD Toledo, WFMJ Youngstown, Ohio; WSAN Allentown, WFBG Altoona, WJAC Johnstown, WLAN Lancaster, WEEU Reading, Pa.; WAPO Chattanooga; KOL Seattle; WKOW Madison, WEMP Milwaukee, Wisc. The firm also represents three TV stations: WTVN (TV) Columbus, Ohio, WICU (TV) Erie, WJAC-TV Johnstown, Pa., and will serve two more now under construction, WCON-TV Atlanta and WSYR-TV Syracuse.

NETWORK LICENSING

Sought by Sheppard

A SURPRISE BILL to require licensing of networks by the FCC and to arm the Commission with sanctions against the networks was introduced in the House last Wednesday by Rep. Harry R. Sheppard (D-Calif.).

He said the bill would supersede his pending measure (HR-2410) which instead of licensing networks would prohibit their ownership of stations [BROADCASTING, Feb. 14, 1949]. This measure was slated for study in House subcommittee hearings slated March 13.

The new measure, Rep. Sheppard said, is designed to protect network affiliates from "any discrimination or coercive practices," and at the same time "permits considerably less" FCC regulation of both independent and affiliated stations.

It would also "protect all sponsors and their agencies from discrimination or intimidation on the part of any network" and permit them "to be free to determine where and when their programs shall be broadcast, in addition to their regular network broadcast," Rep. Sheppard said.

Network licensing as provided in the bill would be similar to the established station - licensing procedures.

Additionally, stations seemingly would be permitted to rebroadcast any network program with the "express permission of the sponsor," and any other program with "the express permission of the originating station."

A network would have to have a license if it consisted of two or more stations located in different states and was operated for the purpose of broadcasting "a substantial number of identical radio programs."

Network licenses would be issued for three-year terms, as in the case of radio stations.

Licenses of network owned station could be revoked or suspended for a period up to 90 days (and any construction permits held by the network could be revoked) for submitting false information to FCC; failure to operate substantially as provided in the license; willful and repeated violations of the Communications Act, FCC rules, or U. S. treaty; for attempts to coerce any station to violate FCC rules or otherwise operate improperly; for violation of any FCC cease-and-desist order.

Show Cause

Before revoking or suspending a license or issuing a cease-and-desist order, FCC would be required to institute show-cause proceedings against the network concerned. After hearing has been held the Commission could fine the network up to $500 a day for each day the offense was found to have been committed. This would be in lieu of revocation or suspension, but might be in addition to issuance of a cease-desist order.

Failure to pay the "fine" assessed would, unless FCC's order were set asde by the courts, result in revocation of the network license. The money would be paid to the U. S. Treasury.

The legislation would make it unlawful for any network or network representative to attempt "by threat of economic injury" or "by the offer of any inducement" to prevent any sponsor from permitting the rebroadcasting of his programs. This would not apply where the subject of the broadcast is a sports event or other production to which an admission fee is charged.

The bill would empower FCC to investigate network practices with respect to affiliates and sponsors, and to issue appropriate regulations. With respect to the rights of affiliates, the bill also provides:

"If by reason of any action by the sponsor of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area (as defined by the Commission) of the affiliated station shall rebroadcast the program without the express permission of the affiliated station."

Pan-X Campaign

APPROXIMATELY $300,000 will be spent by Pan-X Co., Los Angeles, to introduce new Pan-X liquid cooking agent in a six-month national radio and television spot campaign on 50 stations in 20 major markets. The radio campaign starts Feb. 27; TV campaign begins about March 15. Agency is Cowan-Whitmore, Los Angeles.

Pabst Pins *Its Blue Ribbon*



On Radio and Television

By BILL THOMPSON

Best & Co., Beer Brewery, Whiskey Distillery & Vinegar Refinery on Prairieville Street, south side of the summit of the hill above Kilbourntown. Herewith we give notice to our friends that henceforth we will have bottom fermentation beer for sale, also good corn whiskey and vinegar by the barrel. We will endeavor to give our worthy customers Prompt and satisfactory service. For barley we will pay 44c per bushel.

* * *

ON WASHINGTON'S BIRTHDAY, 1845, the above advertisement appeared in the *Wiskonsin Banner*, a Milwaukee weekly.

This single-column insertion by Pabst Brewing Co.'s founding fathers, costing little more than the quotation for a bushel of barley, marked the beginning of 105 years of uninterrupted advertising by the company.

In 1950, Pabst will spend more than $5 million for advertising, with a major portion allocated for radio and television. With this budget it hopes to better its 1949 sales record, which was the largest in its history.

The company's first radio program in 1926 (for the makers of Blue Ribbon Malt, who have since merged with Pabst) featured Richie Craig Jr., "the Blue Ribbon jester," in three 15-minute periods weekly over the CBS network. The show cost $570 a week for talent, including a guest star. Time costs totaled $2,300 weekly.

One of Mr. Craig's first guests was an orchestra leader named Ben Bernie. Pabst officials never forgot the "terrific pace" of his patter. In 1928, the late Mr. Bernie and his orchestra signed for a half-hour show at $1,500 weekly, and his Blue Ribbon Malt tag, "The Mosta of the Besta," became a household phrase. He was paid $1,750 his second year, $2,000 his third, and by 1933 got $4000 weekly after agreeing that he would not broadcast for any other product.

The advanced state of Pabst preparations for the revival of brewing in 1933 is indicated by the fact that the year of repeal, when both Pabst and its biggest rival were producing beer, the competitor's properties were assessed at almost as high a value of those of Pabst. However, a year before beer production commenced Pabst had buildings and machinery rated at 30% more than that of its rival.

Pabst also had prepared for advertising its product at the second Chicago World's Fair, which opened that year. (At the first, the World's Columbian Exposition of 1893, Pabst beer won a first award. The company's exhibit, featuring a gold model of its Milwaukee brewery, was widely acclaimed.) The famous Pabst Pavilion, where Ben Bernie reigned, was on the drawing boards by 1932; shortly after it appeared "A Century Of Progress," on Chicago's lakefront, would be a reality.

By 1935 Pabst had gained its share of the steady increase in total beer consumption during the post-prohibition upswing. A survey of 10 cities by the Ross Federal Research Corp. demonstrated the general effectiveness of its advertising campaigns. Personal interviews of 2,517 people showed that of those who had heard and seen beer advertising, 50% were using the product advertised, and 75% of these drank Pabst. A still more positive proof of advertising effectiveness was Pabst's sales leadership in 1936.

Network Radio Shelved

However, network radio was laid aside temporarily so that Pabst could place its advertising budget on a more flexible basis, which would permit gearing expenditures in various markets more directly to sales. This move opened up Pabst's era of spot and special events radio, which was continued through 1943 when the company resumed network advertising.

The first of Pabst's big-time radio appropriations went for the Groucho Marx show in March 1943. The Marx package cost $8,755, but total expenses amounted to between $10,000 and $12,000 a week. In June 1944, Kenny Baker and Robert Armbruster's orchestra, plus outstanding guest stars, came on for the remainder of the year. In 1945, Danny Kaye, Eve Arden and Lionel Stander, together with Harry James' orchestra, took over.

This first radio venture by Mr. Kaye was preceded during the summer by a schedule featuring the



* * *

POSTLUDE to Cary Grant's performance in "Mr. Blanding Builds His Dream House," the first production on *Screen Directors' Playhouse* was this gathering of (l to r): Homer Canfield, NBC program manager; Mr. Grant; Nate Perlstein, Pabst advertising director; and Henry Legler of Warwick & Legler, agency handling account.



FRED PABST

* * *

James orchestra. In the summer of 1946, Orson Welles' *Mercury Theatre* signed on, to be followed in the fall by one of Pabst's most durable performers—Eddie Cantor.

With Mr. Cantor as spearhead, the company made its radio shows and its slogan, "Thirty-three Fine Brews Blended into One Great Beer," the core of its promotional efforts. Distribution of point-of-purchase materials, such as pocket calendars and cardboard store displays, which began during the sponsorship of Groucho Marx, was accelerated in 175 cities.

It was "like parting with an old friend," company officials say, when Mr. Cantor left Pabst last October. Pabst had to fill the need for a different type program. So *Life of Riley* was taken on for both AM and TV but not as a simulcast because William Bendix, who stars in the sound version, was tied up by motion picture commitments. Jackie Gleason, Broadway and Hollywood comedian, plays Riley on TV.

Heavy Sports Schedule

For years, Pabst has set a record among brewers for sponsorship of sports events. Prior to 1949, the company carried all of its sports on AM, but during the past year has entered television in a big way. It sponsored the 1949 Chicago Cubs home games, the recent Chicago championship pro football game between the Bears and the Cardinals, and also Chicago's Ninth Annual All-Star Bowling Tournament, a two-day event. It carried the New York football Giants 1949 home games on AM, as well as the Hollywood Stars and Angels baseball games on TV. Beginning March 1, Pabst will sponsor the fights from New York's St. Nicholas Arena over the CBS-TV network (Wednesday nights for nine weeks).

If Nate Perlstein, Pabst's radio and television-minded advertising director, has his way, the company's name will become more and more associated with sports. Although only 41, Mr. Perlstein has lived up to the reputation established by Pabst advertising men of bygone days, notably A. Cressy Morrison, who launched a three-year "Blue Ribbon" campaign in *Harper's* in 1895, and Joseph R. Kathrens, who set up the company's first high-level ($229,830) national advertising budget through J. Walter Thompson in 1903.

At 18, Nate Perlstein had a part-time job handling publicity for Ben Bernie's orchestra while attending Northwestern U.'s downtown commerce school. He later joined the Chicago advertising firm of Matteson, Fogarty & Jordan, which had acquired the Bernie account, and helped produce the "Ole Maestro's" Pabst Pavilion show at the 1933 Chicago Fair. He became radio director of Morris, Windmiller & Enzinger Agency in the mid-30s, and remained with the firm as radio and promotion director after it became Morris, Schenker & Roth.

Mr. Perlstein was 31 when he first became an employe of Pabst in 1939. He was named merchandising manager of Pabst Sales Co., Chicago. On Jan. 1, 1945, he was promoted to advertising manager of the sales organization, and in July 1948 was named advertising director of Pabst's overall operations, including its large Newark subsidiary, Hoffman Beverage Co.

Radio's Power Lauded

"Radio is an effective medium for Pabst because it reaches the largest number of people while they are at home relaxing," Mr. Perlstein told BROADCASTING. "We like to contribute to that relaxation by means of subtle commercials, rather than to repeatedly slap the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

With a background in merchandising, Mr. Perlstein is missing no bets in merchandising Pabst radio and TV shows. He spends about 3½ months each year fanning out from his Chicago office to troubleshoot markets.

Always alert to changing conditions in markets and competition, he holds frequent conferences with Warwick & Legler, New York agency which has handled the Pabst account for the past five years.



HARRIS PERLSTEIN



I. E. HARRIS (l), Pabst vice president and sales manager, chats with I. E. (Chick) Showerman, NBC Central Division vice president, at the first showing of the *Life of Riley* on TV.

* * *

The history of the Pabst Brewing Co. is too long and involved to recount in detail. Here, however, are the chief milestones:

In 1842, two sons of Jacob Best Sr., great-grandfather of the present Frederick Pabst, set out from their father's brewhouse and winery in Mettenheim, Germany, for the "land of promise." Jacob Jr. and Charles Best set up a vinegar factory in Milwaukee and prospered so well that in less than two years their father, and his two other sons, Phillip and Lorenz, joined them to establish Best & Co. brewery.

In 1848 a youth named Frederick Pabst also came to the United States from Germany and by 1857 was a steamship captain on the Great Lakes. In 1862, he was married to Phillip Best's daughter, Maria, and two years later became an equal partner in Phillip Best & Co., successor to Best & Co. In 1866, the partnership between Phillip Best and Captain Pabst, as the latter was known throughout the company's history, was dissolved. A new agreement was drawn up between the Captain and Emil Schandein, who during the year had married another of Phillip Best's daughters, Lisette.

Capt. Pabst's Acquisitions

This marked the beginning of the most striking years of success in the Pabst history, since the Captain was a most colorful character. He absorbed the Melms Brewery in Milwaukee in 1870; incorporated as the Phillip Best Brewing Co. in 1873 with capitalization of $300,000 (himself as president and Mr. Schandein as vice president); started bottling beer in 1875; was awarded a gold medal for his beer at the Philadelphia Centennial Exposition in 1876, and a similar award at the World's Fair in Paris in 1878; and by 1884 increased capital to $2 million.

Four months after Emil Schandein died in November 1888, the company acquired the name Pabst Brewing Co. for the first time, and capital stock was increased to $4 million. During the same year, the Captain refused to sell out to a British syndicate, the first in a series of refusals. In October 1892, Falk, Jung & Borchert Brewing Co. was absorbed and capital increased to $10 million. During this same year the Pabst Bldg. was erected in Milwaukee and the Captain became first president of the Wisconsin National Bank.

In November 1899 Pabst, already advertising-minded, gave Diamond Match Co. its largest order to date for advertising on book matches. Captain Pabst died Jan. 1, 1904, and his son, Gustav, was elected president. Three years later the company's beer won the "highest award" at the International Foods Exposition in Antwerp. In 1916, Gustav Pabst was elected president of the United States Brewers Assn.

By 1920, prohibition had forced Pabst to dissolve its brewing company, but it set up the Pabst Corp., capitalized at $5 million. A year later Gustav Pabst, who had excelled at beer production, resigned so his younger brother, Fred, could become president and specialize in the development of new products. Sheboygan (Wis.) Beverage Co. and the cheese division of Pabst Holstein Farms (unrelated to the earlier brewing operation) were acquired in 1923, and Puritan Malt

(Continued on page 51)



THE CHESTER RILEYS of radio and television: Above, the video version is handled by stage actor Jackie Gleason, shown with Rosemary DeCamp (the TV Mrs. Riley). Below, the AM favorite's title role is synonymous with the name of William Bendix (r), who is pictured with John Brown (Digger O'Dell, the friendly undertaker).



VOD WINNERS

To Get Prizes in Week-Long Fete

FOUR high school students who won the annual Voice of Democracy radio script contest, in a competition that drew a million entries, will receive their $500 scholarships and spend this week in the nation's capital as guests of NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

The winning scripts were by blind transcriptions in a contest involving 28,000 high schools in 48 states, District of Columbia and Puerto Rico. The young students wrote and voiced broadcast scripts on the subject, "I Speak for Democracy."

High spot of the week's events will be the awards luncheon Wednesday at the Hotel Statler, Washington. Dr. Earl J. McGrath, U. S. Commissioner of Education, will preside. Edward W. Barrett, Assistant Secretary of State for Public Affairs, will make the presentations during a 15-minute nationwide broadcast on MBS, 1:15-1:30 p.m.

The Office of Education has endorsed the annual contest. The Voice of Democracy Committee is headed by Robert K. Richards, NAB director of public affairs.

Open Tuesday

Formal events for the four young winners open with a Tuesday luncheon in the Senate restaurant. The winners will visit both houses of Congress and hear their scripts read into the *Congressional Record*. The Wednesday luncheon will be broadcast by Voice of America to all English-speaking countries. NBC will carry the four winners in an interview program with Morgan Beatty.

Thursday morning's sight-seeing tour will end at 12:15 p.m. at the White House where the winners will be received by President Truman. In the afternoon they will visit Mt. Vernon.

Saturday morning the quartet will be taken to Williamsburg. A three-day visit will include a Sunday evening reception by NAB and a dinner with John D. Rockefeller III and Colonial Williamsburg as hosts. Mr. Rockfeller is chairman of the board of Colonial Williamsburg.

Luncheon Set

Monday Mr. Rockefeller will be host at a luncheon for Gen. George C. Marshall, president of the American Red Cross. Gen. Marshall and Mr. Rockefeller will be heard in a broadcast on CBS, 5-5:30 p.m., with Voice of America sending the program to all English-speaking nations. The winning students will address the youth of the world during the broadcast, which will originate in the historic House of Burgesses of the colonial capital.

Winning students who will receive the acclaim of official Washington and Williamsburg are Richard L. Chapman, Brookings, S. D.; Gloria Chomiak, Wilmington, Del.; Anne Pinkney, Trinidad, Col.; Robert Shanks, Lebanon, Ind.

National judges, who chose winners after local and sectional eliminations, are Mr. Beatty; Mrs. Raymond Clapper; Associate Justice Tom C. Clark, of the U.S. Supreme Court; Wayne Coy, FCC chairman; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director; Edward R. Murrow, CBS commentator; James Stewart, actor.

LIBEL SUIT

KYW Asks Dismissal

ONE PHASE of argument on the libel suit filed against five Philadelphia stations [BROADCASTING, Feb. 6] was completed last week in the city's Federal District Court. KYW Philadelphia (Westinghouse Radio Inc.) placed its plea before the court asking for dismissal of the bill of complaint.

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations (WCAU WFIL WPEN WIBG) are taking similar positions.

The libel suit was filed by Attorney David H. H. Felix, of Philadelphia, charging the stations with airing a political speech of alleged "false and malicious publication by broadcast" last October. He asked $50,000 in damages from each of the stations.

GOTHAM RECORDING

New Firm to Handle Tape

THE GOTHAM Recording Corp., designed for transcribing and editing of tape recorded material, has been established by Herbert M. Moss, radio and television producer, with Stephen F. Temmer, former supervisor of tape recording for ABC.



Mr. Moss

The new firm's offices will be at 2 West 46 St., New York. Telephone lines will connect the company's tape recorders to all network studios in New York from which they will service advertising agencies and industrial clients as well as civic organizations.

The new tape recording firm will have a production unit supervised by Mr. Moss.

FCC Actions

THREE new AM and one new FM stations approved by FCC last week. Initial decision reported to grant another AM outlet. Six stations granted ownership transfers. One AM and eight FM authorizations deleted. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC beginning on page 64.

NBC Harris-Faye Pact

NBC HAS SIGNED an exclusive contract with Phil Harris and Alice Faye covering their weekly radio program and giving the network first call on their television services when they decide to launch their own video show. Contract was signed last week by the two entertainers and Niles Trammell, chairman of the board of NBC. Under the new pact, the pair will retain their current Sunday-7:30 p.m. spot, Mr. Trammell stated.

Hormel Renews

GEORGE A. HORMEL & Co., Austin, Minn. (canned meat products), through BBDO, Minneapolis, renews *Music With the Girls* on ABC Sunday, 5:30-6 p.m. (CST), for 52 weeks from March 12.

ALL-RADIO FILM

Dates Outside N.Y. Stand

DESPITE postponement of what had been originally planned as the premiere of "Lightning That Talks" in New York, the All-Radio Presentation Committee last week decided to cling to original showing dates already arranged in other sections of the country.

The first wave of showings will be held from early March through May in cities that had already reserved dates.



THIS backstage group at the CBS Jack Benny program which originated in New York recently includes (l to r): Mr. Benny, Ben Duffy, president of BBDO, and Vincent Riggio, president of the American Tobacco Co., sponsor.

The precise date of the New York presentation, originally scheduled for March 1, was not set. It will be in late March or early April.

At a meeting in New York last week, the committee announced that changes in the film suggested by the NAB board after seeing it in Phoenix a fortnight ago were already made in the final version. The committee emphasized that the film shown to the NAB directors was not the finished picture.

Twenty cities have arranged to present 35mm showing of the film and 64 cities to show 16mm versions in the first schedule, the committee said.

A proposal to revise the non-New York presentations in view of the postponement of the New York premiere was voted down by the committee.

It was learned that the New York committee was considering three dates, one in late March and the other two in early Apirl, for the New York presentation. One of them will be chosen this week.

The decision to proceed with non-New York showings as originally planned was taken because of the difficulty in revamping the distribution schedule, it was said.

AD COUNCIL Holds Sixth White House Meeting

REPRESENTATIVES of radio, advertising and industry convened in Washington last week for the sixth White House meeting of The Advertising Council and its committees.

High praise was heard for radio's part in supporting Advertising Council backed campaigns. During the Wednesday night board session a 20-second television film spot, on behalf of the Census campaign to open in March, was previewed. This is the Council's first endeavor in the television field. The film was prepared by Benton & Bowles, volunteer agency on the account.

At a Wednesday night dinner at the Statler Hotel, Vice Admiral Ross T. McIntire, USN (Ret.), chairman of the President's Committee on National Employ the Physically Handicapped Week, presented an award to the Council for its efforts on the campaign. In his remarks Admiral McIntire praised radio, reportedly the chief medium used.

Wilson Cited

Charles E. Wilson, president of General Electric and chairman of the Council's Industries Advisory Committee, received a special citation for his leadership as chairman of the sponsor's committee of the United Church Canvass. The citation was received in Mr. Wilson's absence by Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and a member of the Council's board of directors. More than $3 million worth of time and space reportedly was contributed to the campaign.

Also at the Wednesday dinner session, Treasury Secretary John W. Snyder thanked the Council for its support of the Savings Bonds campaign. Radio was widely used in this endeavor. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council's board of directors.

Thursday morning the group witnessed a demonstration of CBS color television. Following introductory remarks by Frank Stanton, CBS president, a shortened version of the program seen by over 15,000 Washingtonians in the past few weeks was presented.

Closed Sessions

Gathered for the day and a half meeting were members of the Advertising Council, its board of directors and staff, plus the members of the Industries Advisory Committee and Public Policy Committee. A majority of the time was spent in closed sessions with heads of government departments. As one of his last official acts, David Lilienthal, former chairman of the Atomic Energy Commission, addressed the group Wednesday.

Dr. John R. Steelman, assistant to the President, presided at these sessions. In addition to Mr. Lilienthal and others connected with the AEC, the conference heard from Dean Acheson, Secretary of State; Livingston Merchant, acting Assistant Secretary for the Far East; Paul G. Hoffman, administrator, Economic Cooperation Administration; Charles Sawyer, Secretary of Commerce; Charles Brannan, Secretary of Agriculture, and Frank Pace Jr., director, Bureau of the Budget.

Wednesday afternoon the group met briefly with the President. A cocktail party was held Wednesday

(Continued on page 55)

INFORMAL discussion groups at the Statler included:

TOP PHOTO (l to r): Herbert H. Kirschner, president, Advertising Assn. of the West; Lawrence W. Lane, publisher, *Sunset* magazine, and member of the Council board, and Robert C. Coleson, Ad Council Hollywood representative.

SECOND PHOTO: Howard J. Morgens, vice president in charge of advertising, Procter & Gamble, and Samuel C. Gale, vice president and director of advertising, General Mills. Both are on the Council board of directors.

THIRD PHOTO: Nelson Bond, vice president, McGraw-Hill Pub. Co., and member Business Paper Advisory Committee, and Edgar Kobak, radio consultant, and Council board member.

FOURTH PHOTO: Ralph Hardy, radio division director, NAB, and Paul W. Morency, general manager, WTIC Hartford. Both are on the Council's board of directors.

FIFTH PHOTO: A. R. Stevens, advertising director, American Tobacco Co. and coordinator on CARE campaign, and Mrs. Olive Clapper, publicist and member of the Public Policy Committee.

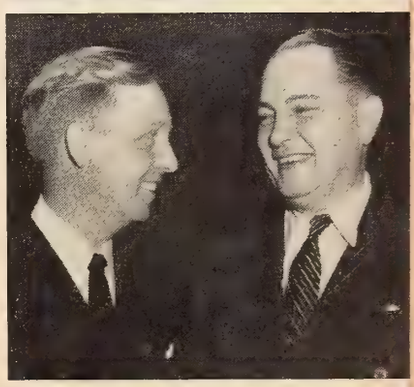
BOTTOM RIGHT: Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Frederic R. Gamble, president, AAAA, both members of the Council board, and Wesley I. Nunn, Standard Oil Co. of Indiana and coordinator for the Stop Accidents campaign. Mr. Gray is coordinator on the American Economic System campaign.

* * *













A FEATURED speaker Wednesday night, Treasury Secretary John W. Snyder (2nd l), participates in a discussion with (l to r) Niles Trammell, chairman of the board, NBC; Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and Lee R. Jackson, Firestone Tire & Rubber Co. Messrs. Trammell and Mortimer are members of the Council's board of directors.



COCKTAIL party Wednesday afternoon at the Statler Hotel gave members of the Advertising Council White House sessions a chance to get together for some informal conversation. T. S. Repplier (r), Advertising Council president, discusses the meeting with Mark Woods (l), ABC vice chairman of the board, and Frank Stanton, CBS president.



CLEAR-CHANNEL DELAY

Decision Awaits NARBA Pact

THE LONG-AWAITED clear-channel decision is being held up by FCC pending completion of current NARBA negotiations, it was revealed last week with the release of testimony in Congressional hearings on FCC's 1950-51 budget.

This disclosure came during testimony which also:

● Reported progress on FCC's plans to reorganize its staff into four functional bureaus [CLOSED CIRCUIT, Dec. 12, 1949]:

● Raised new doubts about the lifting of the television freeze, while putting late summer as the earliest conceivable lifting date (see story page 68);

● Revived the old question of fixing cut-off dates for the filing of competing applications;

● Disavowed FCC ability to determine what goes on the air (see story this page);

● Reflected FCC opposition to an extension of the AM license term beyond the present three years, or of the TV license beyond one year at the present time.

● Indicated belief that sooner or later, as spectrum space becomes more and more scarce, non-broadcast services will start demanding frequencies used by the broadcast services.

Most of the testimony was given by FCC Chairman Wayne Coy during the Jan. 30 appearance of the Commission and its top staff executives before a closed session of the House Appropriations Subcommittee on Independent Offices [BROADCASTING, Feb. 6]. The testimony was released by the committee last Saturday, although the appropriations bill itself has not yet been reported out of committee. For FCC, the President's request was for $6,912,000, approximately 2½% more than the 1949-50 figure.

Chairman Coy, while giving no hint of Commission thinking on the clear-channel question, said the decision is currently being held up because of the NARBA negotiations. U. S. and Cuban negotiations are now underway and full NARBA sessions are slated to resume after April 1.

"It seemed to us that it was not advisable to make a decision in advance of [a new NARBA]," he said, "because an agreement might be reached which might act to change the terms of the decision in the clear-channel case, and cause it to have to be reopened immediately and a new decision made."

Decision Seen

But he appeared confident that "if we can get a North American regional agreement this year, with Mexico, Cuba, and other countries in the Caribbean area. . . . we can expect a decision from the Commission in the clear-channel case."

This, he said, would clear the way for action on some 111 applications currently being held up until the clear-channel decision is reached.

Chairman Coy told the appropriations group, headed by Rep. Albert Thomas (D-Tex.), that FCC has a full-time planning group at work on reorganization studies. The group is slated to complete its study of common carrier functions and make appropriate recommendations to FCC about the end of February, and will then proceed to study safety and special service and broadcasting functions, he said.

Four principal line bureaus would be created: Broadcast, Common Carrier, Safety & Special Services, and Field Engineering & Monitoring. Each would have a director and would contain its own professional divisions of law, engineering, and accounting. (The field engineering and monitoring division already is set up along functional lines.)

Chairman Coy said "considerable progress" had been made toward reorganization, but that "anticipating the timing and the many problems of the reorganization is extremely difficult."

He felt certain there would be "a long transition period during which the organization studies, reassignments of personnel, changing procedures, and many other things will have a temporary retarding effect upon our work."

He said FCC is prohibited from hiring a special outside engineer to help blueprint the reorganization plan, as the appropriations group had suggested. Rep. Thomas suggested $20,000 or $25,000 might be appropriated for that purpose.

Chairman Coy said he thought the projected reorganization "will greatly increase our effectiveness" and that "we can get more of our work done than we have heretofore been able to do." He felt it "will in part meet the disparity between what we think we should have for the job we have before us and what we have been able to get as an appropriation to carry that on."

Chairman Coy said FCC foresees "nothing but increasing demand" from the non-broadcast services, with the likelihood that eventually these users will be seeking frequencies allocated to broadcasting.

Committee Chairman Thomas conceded that FCC is operating under a workload that "simply is staggering," and ventured that one reason is the Commission's failure to "delegate enough authority to the staff." He paid tribute to FCC's preparation for the budget hearing.

He felt FCC's administrative services "are a little high," with a total of some 119 persons assigned to such duties. Chairman Coy did not regard that as more than necessary.

Rep. Francis Case (R-S. D.) wanted to know if the Commission's workload wouldn't be reduced materially if television stations were licensed for three years instead of one, and AM stations for perhaps six instead of three.

License Period

Chairman Coy replied that television stations were still too few to pose any great problem in this respect. While it is a new service "we want to get a more direct look at how the service is developing," he said, adding that eventually the license period undoubtedly will be lengthened.

As to licensing AM stations for "five or ten years," Mr. Coy said:

We could [do so] if we believed that that should be done. But we do not think it should be done at the present time. We think that the people who hold these frequencies and who are required to operate them in the public interest ought to be held accountable for their operation, at least as often as every three years.

Chairman Coy did not seem to agree fully with the Commission's action abolishing the Avco Rule which permitted competitive bidding for stations up for sale. Radio frequencies, he said, "are public property and it would seem that there ought to be some competition for them, and that the holders of them who want to get out of business ought not be permitted to select their successors as licensees."



THE "Voice of Fisher's" (r)—otherwise unidentified— and Ken Fisher, treasurer of Fisher Flouring Mills Co., looks over a three-column newspaper ad heralding the mystery personality's transcribed program scheduled five mornings weekly on KOMO Seattle. The new show is in addition to Fisher's 23 weekly newscasts, *Fisher's News— Morning, Noon and Night* on KOMO.

WHAT THEY SHALL HEAR

Coy Says 'Dangerous' for Seven To Decide

CHAIRMAN Wayne Coy assured a House appropriations subcommittee in testimony released last week (see story above) that he felt it would be "very dangerous" for any seven persons to have authority to say what shall go on the air.

He also thinks it's possible that giveaways may become virtually extinct by the time FCC's anti-giveaway rules are court-tested, even though the court test may come within a few weeks.

Rep. Albert Gore (D-Tenn.) was pushing him as to whether FCC had considered "requiring these deep-abdomen, vociferous, hired laughing participants on the supposedly funny-man, wisecracking shows to stay a certain distance from the microphone."

He said he hadn't, and then Rep. John Phillips (R-Calif.) interjected that it was his habit in such cases to rely on "one of those little buttons on your set that you can push and cut the program off." Rep. Gore felt that "hundreds of thousands" are turning off their sets "because that kind of tripe comes over the air." To this Chairman Coy replied:

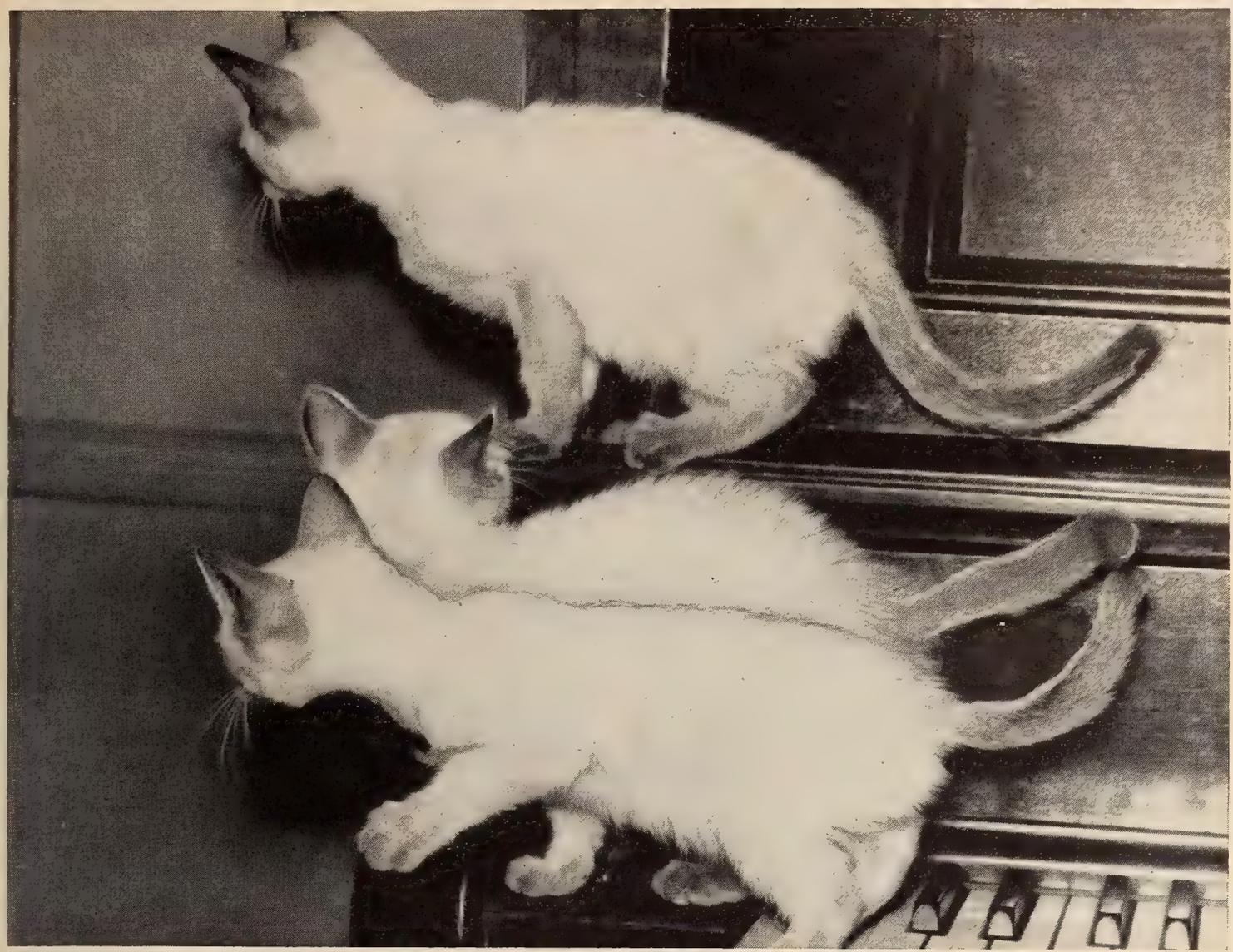
That raises a rather difficult problem, as to just how far any communications commission can go. There are seven of us. If we had the authority to determine the kinds of programs that would suit us, I do not believe we are smart enough to pick out what would satisfy the American people. We are a group of people with widely diverse interests, and I think it would be dangerous for seven people to have the authority to determine what went on the air.

The real control of American radio is in the hands of the public, and Mr. Phillips has given the answer to it. People just will not listen to things they do not want to hear. As to the radio networks and independent stations, if you can imagine their getting as bad as Mr. Phillips indicated he thinks they are, when he can find nothing but bad, people will just quit turning on the radio and the radio will be dead if they cannot get people to listen to it.

. . . Two or three years ago the giveway programs were among the most popular programs on the air. Today, I do not believe there is one of them that is in the first 15 of the top radio programs, and I would say that nearly half of the giveway programs have disappeared from the air. They may even disappear completely before we are able to litigate in court the legality of our regulation [banning giveaways], but I still think we ought to litigate it.

Hi-V Elects Godfrey

ARTHUR GODFREY, radio and TV star, and his business manager, C. Leo DeOrsey of Washington, D. C., have been elected to the board of directors of the Hi-V Corp, maker of Hi-V frozen orange juices and other food concentrates. Plans are underway for an intensive television and newspaper advertising campaign. Franklin Bruck, New York, is the advertising agency.



What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it.

What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W·I·T·H ought to be on your list.

W·I·T·H is the station that delivers more *home* listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

Advertisement

97% DEPEND ON WLS

First in Market Service

ONE RADIO STATION—WLS—is mentioned by 97% of Illinois, Indiana, Michigan and Wisconsin live stock producers who answered the question, "What radio stations do you depend upon for live stock market reports? Please list these stations in order of their importance to you."

Of the 1,086 live stock producers completing questionnaires, 97% or 1,053 mentioned WLS. A total of *78* other radio stations received only 1,164 mentions—just a fraction more than received by the one station, WLS.

77% Put WLS First

The Chicago Producers Commission Association, a member of the National Live Stock Producers Association, sent 7,858 questionnaires to its own list of leading live stock men. The questionnaire does not mention any radio station but was planned to give a maximum of useful information to the Producers Association and all market services.

Returns were unsually high at 14.1%. With 97% of the responding live stock producers mentioning WLS as one of the stations they depend on, *28.8% listed only WLS!* Another 49.1% made WLS first choice, while also naming one or more other radio stations. Adding the 28.8% who listed WLS only, to the 49.1% who made WLS their first choice, gives a total of 77.9% of all those responding who put WLS first!

Live Stock Capital

Chicago radio stations were mentioned a total of 1,653 times, while radio stations outside Chicago were mentioned ony 564 times, indexing the importance of Chicago as the live stock capital of this broad Midwest region.

A Wide Margin

Three other major Chicago stations received mention in the returned questionnaires, but the margin between WLS and all others was wide, as shown by the chart on this page.

Station "B" was first choice with only 12.4%, against the 77.9% first choices for WLS. Stations "C" and "D" shared less than one percent of first choices, while stations outside Chicago shared 8%.

Towns Effected, Too

Live stock market reports are not exclusively the business of the live stock producer or farmer. In Midwest cities and towns, particularly those of 10,000 and under, the whole community has a big stake in the farmer's prosperity. Automotive dealers depend on farm-bought trucks and cars for their profit—grocery and drug stores build their volume on farm family purchases. Daily live stock market reports are a regular listening habit with scores of townspeople.

This close town-farm relationship has established WLS listener-loyalty in the entire market—farm and town alike. Backing up services such as market reports is the family-style entertainment found only on the WLS National Barn Dance and the daily programs featuring Barn Dance stars.



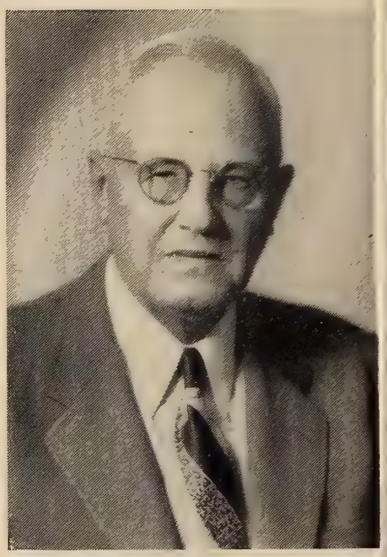
Bill Morrissey, whose twice-daily broadcasts direct from the Union Stock Yards are "must" listening for live stock producers in four states.

All Needed Services

WLS treats homemakers' information, regional news, weather, grain markets, and educational programs with the same thoroughness and dependability that characterizes the station's broadcasting of live stock markets. Each has its established place on the daily schedules—each service is handled by people who know both their subject and their audience and its needs. Dinner Bell Time—Feature Foods—duPont Award winning School Time—Farm Bulletin Board Prairie Traveler—This Farming Business—Noontime News—all are unduplicated in the WLS service area. All rendered a needed service at the right time.



Lloyd Burlingham, veteran farm editor and broadcaster, talks about "This Farming Business" each day at 12:45 over WLS, sponsored by Murphy Concentrates and by DeKalb Hybrid Seed Corn. He precedes the closing live stock market reports.



Experienced live stock man Dave Swanson presents a weekly summary of live stock market happenings and trends every Saturday over WLS.

Quick Response

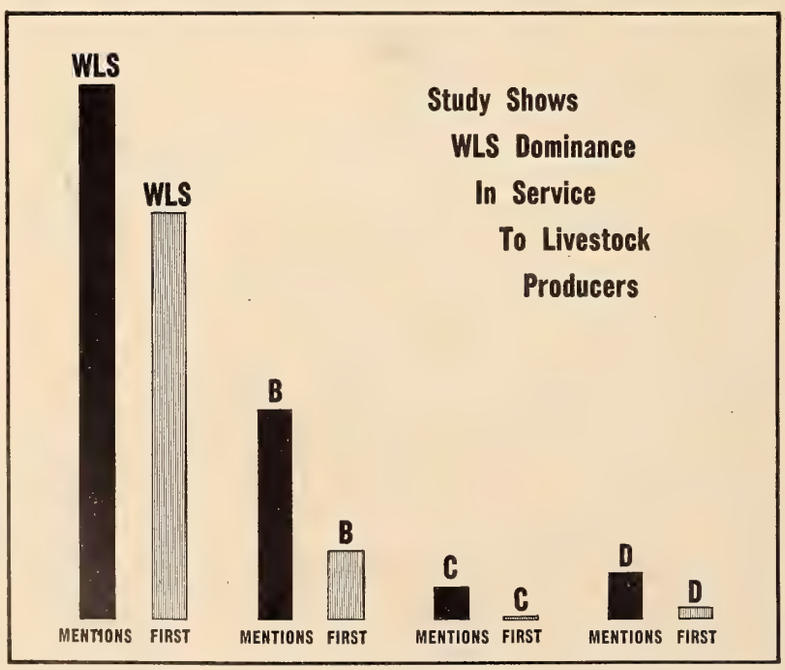
This explains why the single WLS announcement of Edith Hansen's birthday brings over 4,000 letters from her WLS Kitchen Club audience. It explains the steady increase in number of quality dealers for several current WLS advertisers.

It explains why a 50,000-watt, clear channel radio station is regarded as a next-door neighbor in homes from the heart of Chicago to the outer edges of a four-state territory.

Facts Available

There is more information available on the details of the recent study in which 97% of responding live stock producers mentioned WLS as one of the radio stations they depend on for market reports —and 77% put WLS as their first choice.

There is also more data available on the success of advertisers who are using WLS talent, time and programming to speed sales and distribution of a wide variety of products in the Chicago Midwest—America's second market and first in salability through one far-reaching medium. Write, telephone or wire "Sales Manager, WLS, Chicago 7, Illinois" or see your John Blair man today.



Illustrating returns in Chicago Producers Commission Association study of live stock producers' use of radio in the Chicago Midwest. Black columns represent total mentions for each of 4 major stations; gray columns are number of "firsts" for each station.

WLS, the Prairie Farmer Station, 1230 Washington Blvd., Chicago 7, Illinois. 50,000 watts, 890 kilocycles, American affiliate. Represented nationally by John Blair & Company.

Advertisement

772,775 SEE WLS STARS IN 1949

First in Midwest Entertainment

The friendly acceptance WLS programs receive in the multi-million family homes of the Chicago Midwest is based on service, family entertainment—and on the feeling of *personal friendship* established by the WLS entertainers who travel half a million miles to appear before three-fourths of a million people in a single year.

This is just one of the plus features working for every WLS advertiser to bring acceptance of his sales message over the neighborly clear channel station noted for—



Packed tent for one of the three daily shows put on by the WLS Buccaneers at Illinois State Fair

- ★ **Largest entertainment staff traveling the Chicago Midwest**
- ★ **Special shows 3-times daily at three State Fairs**
- ★ **A million letters a year for 20 years**
- ★ **Live stock market reports that are first choice with 77% of live stock producers**
- ★ **42 Dinner Bell remote broadcasts during 1949**
- ★ **Friendly, widely-known announcers**
- ★ **Its own classroom program and its own staff pastor**
- ★ **Two packed houses every Saturday night in Chicago for the WLS National Barn Dance**

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

A-TISKET, A-TASKET, WHAT'S IN THIS LITTLE BASKETT (Ky.)?

Sorry, but we can't tell you *what's* in Baskett (Ky.)! At WAVE we don't put any of our eggs in Baskett, and we certainly don't recommend it for any of *your* eggs, either!

For you as for us, Kentucky has only *one* best package—the Louisville Retail Trading Area. Its 27 Kentucky and Indiana counties do almost as much business as all the rest of the State *combined* . . . and families living here average 40% higher Effective Buying Income than folks out in the handicraftin' parts of the State!

That's the story in a bundle, Gents. Why don't you sack Baskett, and *wrap up this market with WAVE?*

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Feature of the Week

THERE are flexibility and sales in the business triangle of radio, the retailer and the advertiser. WJR Detroit, which calls itself the city's Goodwill Station, has plotted the graph with a promotional campaign that pays off in plaudits on its goodwill register.

By cooperation with a grocer's trade journal, *Grocer's Spotlight*, WJR reports it is attaining remarkable success with its promotional program, *Grocery Grag-Bag*. For the public, the show entertains and provides service. For the retailer, it provides an opportunity to become a city-wide personality as a businessman. And to radio, the program promotes products of advertisers who are its commercial life-blood.

The show has a quiz format and is broadcast each week from a grocery store chosen from listeners' nominations. Selection is based on outstanding jobs done for both the community and the store's customers. The grocer, or store manager, is cited as "Grocer of the Week."

One of the heaviest trade and public responses in the city's history was recorded by WJR following the initial broadcast on Jan. 14. It brought 380 letters and calls



Mr. Gamble (l) salutes a "Grocer of the Week."

* * *

commenting on the broadcast. They came from listeners, grocers and wholesalers. Listeners wrote giving their choice for future programs; grocers asked that their stores be chosen as the next site for program origination, and food industry representatives called to ask their products be included in programming.

Particular appeal to the food and

(Continued on page 66)

On All Accounts

IF YOU SHOULD chance to see Bob Livingston of WBBM Chicago loitering around a paddock, don't jump to the conclusion he's a horse player. Bob is a horse *fancier*.

The sales manager of Columbia's key midwest station was scarcely out of his teens—only a dozen years ago—when his Morgan filly, "Black Satin," won a grand championship at the Illinois State Fair.

Bob knows his odds too. He got his first job at WBBM by playing percentages. It was New Year's week of 1946 when he wandered into the office of station representative Howard Wilson in Chicago. The manager, Sil Aston (now general manager of WAIT Chicago), tossed him an issue of BROADCASTING, while he was warming his toes, and Bob opened it to a column featuring the biography of WBBM Sales Manager Ernie Shomo.



BOB

Bob noted that Mr. Shomo, who has since been named general manager at KMOX St. Louis, acquired his first sales job at WBBM after only one call. The decisiveness of the station's action prompted Bob to make his next move in that direction.

Seven interviews and two weeks later, Bob went to work for WBBM. Within a year he sold such programs as Elgin American's *Wayne King Show*, which signalled that company's entry into radio; Canfield Ginger Ale's *Party Time*, a Saturday nighter; Cory Corp. three quarter-hours weekly; and the first participations ever purchased by Jay's Potato Chips. By February 1947 he was moved to New York as WBBM's eastern representative, remaining there until he succeeded Mr. Shomo as WBBM sales manager last October.

Christened Robert James Livingston, Bob was born in Washington, D. C., July 4, 1917. His father, George, was chief of the U. S. Bureau of Markets at the time, but soon moved the family to Minneapolis where, at the request of milling interests, he founded Livingston's Economic Service. Bob attended grade school in the Twin Cities and went two years to Shattuck Military Academy, Faribault, Minn. In his junior year, the family moved to a 420-acre farm near Champaign, Ill., and his father began commuting between Champaign and Chicago, where he headquartered as

(Continued on page 32)

YOU MIGHT LAND A 12′ 8″ BLACK MARLIN*—



BUT . . .

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are three sound reasons why WKZO and WJEF consistently come up with the best radio advertising results in Western Michigan:

(1) **They have more urban listeners.** These two CBS outlets get the highest Hoopers in their home cities. WKZO gets a whopping big 59.5% Share of Audience in Kalamazoo, and WJEF heads the list in Grand Rapids with 26.5% (Total Rated Periods, Nov.-Dec. '49).

(2) **They have more rural listeners.** BMB figures prove that *outside* urban limits, WKZO and WJEF get the largest "circulation" throughout the town, village and farm areas of Western Michigan.

(3) **They cost less per listener.** In delivering about 54.5% *more listeners* than the next-best two-station choice in the area, this strong combination *costs about 20% less!*

For all the proof of WKZO-WJEF's outstanding superiority in Western Michigan, write to us or ask Avery-Knodel, Inc!

**In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE
MONTHS: July-August, 1949

Total Coincidental Calls—This Period - 15,115

INDEX	"A"	"B"	"C"	"D"
WKDA	31.1	18.6	15.5	11.5
HOMES USING SETS	21.5			
Total Rated Time Periods	21.9			

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JANUARY 1-7, 1950
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(4,046)	(10.3)	(+0.4)
1	1	Lux Radio Theatre (CBS)	9,035	23.0	0.0
2	2	Jack Benny (CBS)	8,642	22.0	+0.3
3	13	Mystery Theatre (CBS)	7,424	18.9	+3.7
4	4	Godfrey's Talent Scouts (CBS)	7,188	18.3	—1.5
5	5	Charlie McCarthy (CBS)	6,992	17.8	—0.9
6	7	Amos 'n' Andy (CBS)	6,953	17.7	+0.3
7	3	Fibber McGee & Molly (NBC)	6,913	17.6	—2.4
8	6	My Friend Irma (CBS)	6,874	17.5	—0.6
9	10	Bing Crosby (CBS)	6,717	17.1	+1.6
10	16	Mr. Chameleon ((CBS)	6,678	17.0	+2.1
11	29	Crime Photographer (CBS)	6,599	16.8	+4.0
12	17	People Are Funny (NBC)	6,481	16.5	+2.1
13	20	Mr. Keen (CBS)	6,285	16.0	+2.0
14	30	Hallmark Playhouse (CBS)	6,285	16.0	+3.3
15	25	Suspense (CBS)	6,246	15.9	+2.2
16	12	Bob Hope (NBC)	6,246	15.9	+0.6
17	26	Mr. District Attorney (NBC)	6,206	15.8	+2.3
18	23	Dr. Christian (CBS)	6,167	15.7	+2.0
19	33	Judy Canova (NBC)	6,167	15.7	+3.3
20	38	Big Story (NBC)	6,128	15.6	+3.6
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,710)	(6.9)	(—0.1)
1	1	Beulah (CBS)	5,617	14.3	+1.2
2		Counter-Spy (ABC)	4,792	12.2	
3	3	Lone Ranger (ABC)	4,753	12.1	+1.7
WEEKDAY (Average for All Programs)			(2,553)	(6.5)	(+0.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	4,792	12.2	+0.4
2	4	Romance of Helen Trent (CBS)	4,557	11.6	+2.4
3	10	Young Widder Brown (NBC)	4,085	10.4	+2.0
4	9	Wendy Warren (CBS)	4,085	10.4	+2.0
5	11	Aunt Jenny (CBS)	4,046	10.3	+1.9
6	6	Backstage Wife (NBC)	3,967	10.1	+1.2
7	3	Right to Happiness (NBC)	3,928	10.0	+0.7
8	15	Our Gal, Sunday, CBS)	3,928	10.0	+2.0
9	2	Arthur Godfrey (Nabisco) (CBS)	3,889	9.9	+0.2
10	7	Stella Dallas (NBC)	3,889	9.9	+1.2
11	5	Pepper Young's Family (NBC)	3,771	9.6	+0.6
12	20	Lorenzo Jones (NBC)	3,575	9.1	+1.8
13	8	Arthur Godfrey (Goldseal) (CBS)	3,535	9.0	+0.4
14	13	Road of Life (NBC)	3,457	8.8	+0.5
15	19	Rosemary (CBS)	3,457	8.8	+1.3
DAY, SATURDAY (Average for All Programs)			(2,396)	(6.1)	(—0.6)
1	1	Armstrong Theatre (CBS)	4,939	12.7	+0.5
2	3	Stars Over Hollywood (CBS)	4,674	11.9	+0.5
3	2	Grand Central Station (CBS)	4,596	11.7	0.0
DAY, SUNDAY (Average for All Programs)			(1,493)	(3.8)	(—0.7)
1	1	True Detective Mysteries (MBS)	4,360	11.1	—2.9
2	2	Shadow (MBS)	4,203	10.7	—1.8
3	3	Martin Kane, Private Eye (MBS)	3,496	8.9	—1.9

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CAB SESSION

Annual Meet Opens March 27

SELLING has been selected as the main topic of discussion in tentative plans for the annual meeting of the Canadian Assn. of Broadcasters, March 27-30, at General Brock Hotel, Niagara Falls, Ont. The agenda, approved at a CAB board meeting at Toronto Feb. 9, starts with a pre-meeting directors' session March 26 at Niagara Falls.

Highlights of the four-day session will be presentation of the All-Radio Presentation film, "Lightning That Talks," by Maurice B. Mitchell, director of Broadcast Advertising Bureau, and a television forum conducted by Sam Cuff, president, Retailers' Television Film Service, New York.

Opening day's program will include a closed business session and committee meetings, the latter scheduled for each morning throughout the session. On Tuesday, the noon luncheon will be addressed by Don Henshaw, account executive of McLaren Adv. Co., Toronto. Wednesday afternoon session will be a TV forum, followed by idea and information forums with panels of Canadian broadcasters to answer questions gathered from the entire Canadian broadcasting industry.

Also on the program are bus tours Tuesday and Wednesday to WBEN-TV Buffalo.

RELIEF SERIES

Stress Protestant Work

The transcribed series *Operations, Good Samaritan,* is being made available to stations by Church World Service to tell the story of united Protestant relief efforts for the "One Great Hour of Sharing" program to be observed in U. S. churches on March 12.

One of the series, comprising six 15-minute transcriptions, is an interview between Albert Crews of the Protestant Radio Commission and a displaced person brought to this country by Church World Service, overseas relief agency for major Protestant denominations. Mr. Crews formerly was with NBC and served as General McArthur's chief of radio before joining the Protestant Radio Commission.

On All Accounts

(Continued from page 30)

executive vice president of the Millers' National Federation.

Before and after classes at Champaign High School, Bob learned farming—especially the breeding of pure-bred Morgan horses. In addition to taking state fair prizes with "Black Satin," he made a hobby of showing other Morgans at fairs.

Bob studied agriculture at the U. of Illinois and Ohio State U., choosing the latter because it was his father's alma mater. He left before graduating, however, to become associated with the Vidal Research Corp., Camden, N. J. Experiments in the molding and laminating of plastics prepared Bob for a war-time venture as one of the founders of Fulton Molded Products Co., Hartford City, Ind. The firm handled subcontract work on Curtiss C-76 airplanes during the early years of the war, and did experimental work for Wright Field and the Naval aircraft factory.

Bob entered the service in 1943, and while stationed with the Army Air Force at Gulfport Field, Miss., first scouted the possibility of a career in radio. Released from service due to a physical disability in January 1944, he joined the local sales staff of WDZ Tuscola, Ill. He was named sales manager eight months later, and the following year made the jump to WBBM.

Bob and Patricia Callaghan of Chicago, a former member of the WBBM staff, were married July 5, 1947. They live on Chicago's Lake Shore Drive with their daughter, Susan, aged 11 months.

While in New York, Bob lived on the Sound in Greenwich, Conn., and spent most of his leisure time on their boat, "Hiatus," fishing for weakfish or just loafing. Back in the midwest, Bob has resumed his first sports-love, fresh water fishing.

WBAP TOUR

So. American Cattle Study

UNDER sponsorship of WBAP Fort Worth, 21 Texas cattlemen and their wives left on a 21-day South American tour Feb. 11 to see how livestock is raised in the lower half of the hemisphere.

Traveling by Pan American Airways, the party is headed by Layne Beaty, WBAP farm editor. The Texans are scheduled to visit Lima, Santiago, Buenos Aires, Montevideo, Sao Paulo, Ureba (Brazil), Rio de Janeiro, and San Juan, Puerto Rico, inspecting ranches nearby.

In reporting the trip for WBAP, Mr. Beaty is using a tape recorder en route for interviews and special broadcasts. These, as well as movies he is making for WBAP-TV, are being flown back as the trip progresses.

"GUESS WE OUGHTA BUY 'EM BOTH, ELMIREY!"



WITH incomes far higher than the national average, our wealthy Red River hayseeds have all the dough they need for lux-your-rious living! *ARE YOU GETTING YOUR SHARE?*

There's a sure-fire way to sell our high-spendin' farmers. It's WDAY, Fargo. This remarkable station got the nation's *highest urban Hoopers* (for Total Rated Periods, Dec. '48—Apr. '49) and in addition, WDAY has a phenomenal *rural* coverage of the whole Red River Valley! Our wealthy hayseeds and "city-folk" not only listen to WDAY *about five times as much* as to any other station; they also *buy the products they hear advertised over WDAY!*

Write to us or ask Free & Peters for all the facts about this fabulous station! You'll be amazed!

WDAY

FARGO, N. D. NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives

HOOPER Asks Standards for Audience Research

TO HELP advertisers, agencies and broadcasters deal with the problem of evaluating the postwar multiplication of audience measurement services for radio and television and the even more difficult problem of financing this multiplicity of services, C. E. Hooper, president, C. E. Hooper Inc., has asked the AAAA, ANA and NAB to establish standards for both procedures and prices of such research.

In an open letter to Paul B. West, ANA president; Frederic R. Gamble, AAAA president, and Justin Miller, NAB president, released for publication today (Feb. 20), Mr. Hooper proposes that these three trade associations examine the research procedures of all audience measurement services "with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures."

He further suggests that the associations also examine "the pattern of subscription" cost of each measurement firm and finally to examine the "justification" for any experimental projects these organizations may undertake.

Following Mr. Hooper's address last month before the New York Radio & Television Research Council [BROADCASTING, Jan. 16], his letter contains a vigorous attack upon the "unadjusted diary and aided recall methods" being used in radio and TV audience studies, particularly at the local level. Such methods not only develop "substantially inflated" audience figures, but also endanger the present buyer-seller relationship and "lay the whole field of broadcasting wide open to attack from competing media," Mr. Hooper declares.

Letter follows in full text:

This is an open letter addressed to the president of the ANA, the president of the NAB and the president of the AAAA. I choose to make it an "open" letter because the constitutions of the three associations may not provide for any official action being taken on this subject. The mere fact of throwing the subject open may create the opportunity for constructive "unofficial" action.

In years past, the membership of your association was burdened financially, and dealings were confused, by *duplication* in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is *multiplication* of radio and TV audience services both local and network, resulting in *multiplication* of subscription cost and *multiplication* of staff in subscriber offices to analyze and chart the contents.

Those individuals in the offices of networks, stations, agencies and advertisers who are not responsible for finances may hold that "there is a place for every one of these services." This view is not held by the treasurers and owners of these organizations. Furthermore, if this trend is allowed to continue, the inevitable effect on the measurement can only be ultimate lowering of standards, limitation of service or financial ruin for the measurers.

Network TV and both local radio and local TV have spawned a crop of audience surveys the findings of which are based on a variety of unadjusted "diary" and "aided recall" methods. Both methods develop audience figures (1) which are *substantially inflated* as compared with the actual size of the audiences, (2) which, if accepted as a basis for transactions, can upset the equilibrium existing between buyer and seller in the entire area of cost and price relationships, (3) which lay the whole field of broadcasting wide open to attack from competing media.

Furthermore, many of these new reports, by using "aided recall" are introducing every distortion traceable to the frailty of the human memory (in even more exaggerated form than did the CAB "recall"). The "recall" method was judged and found wanting by the advertising association representatives "officially" in the early forties.

Advertising agencies as well as radio and TV stations are currently being "needled" into buying services, certain of which they don't need and don't want. Advertisers (who in many instances don't buy the services direct) are insisting or implying that material from "all services" be applied by agencies, stations or networks servicing their accounts.

By contrast, Colgate-Palmolive-Peet has informed its agencies that it has complete confidence in their respective abilities to judge the merits of research techniques and in their willingness to equip themselves with the necessary facts. Colgate has implemented this attitude by withholding all suggestions or comments regarding subscription to additional

(Continued on page 43)



CHANGE of ownership and call letters of WJBS DeLand, Fla. [BROADCASTING, Feb. 13], is celebrated by this trio. Mayor Charles E. Tribble (center) looks on as J. Ollie Edmunds (l), president of John B. Stetson U., new owner, is congratulated by Lyle Van Valkenburg of New York, who relinquished ownership of the station, formerly WDLF. Affiliated with MBS, WJBS is on 1490 kc with 250 kw.

Alaska's

Two Great Stations

KFAR - Fairbanks

10,000 watts—660 kc

and

KENI - Anchorage

5,000 watts—550 kc

Proudly Announce Affiliation with

THE NATIONAL BROADCASTING COMPANY

Effective Immediately

NBC advertisers may now use the facilities of Alaska's two great stations—KFAR and KENI—to bring their programs to Alaska's two greatest markets—Anchorage and Fairbanks. Ask NBC's sales department for details, or ask your nearest Adam Young office.

KFAR FAIRBANKS

NBC

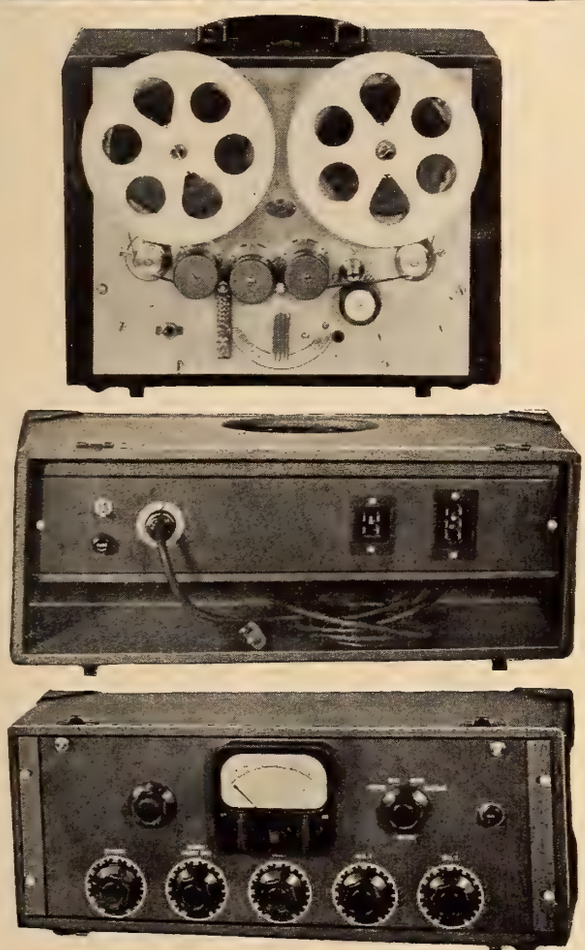
KENI ANCHORAGE

AFFILIATES

Represented by Adam J. Young, Jr., Inc.

G. A. Wellington,—Nat'l Adv. Mgr.
822 White Bldg.,
Seattle 1, Washington





NEW PRESTO

PT-900 PORTABLE TAPE RECORDER

Here's the answer for delayed special-events broadcasts—on-the-spot recording—wherever there is a need for field recording of complete broadcast quality. Look at these outstanding engineering features:

Separate recording and playback heads, each with its own associated amplifier, permit monitoring direct from tape. High fidelity unit—50 to 15,000 CPS at 15" per second tape speed. 3 microphone channels with master gain control in recording amplifier. V.U. meter to indicate recording level, playback output level, bias current and erase current, and level for telephone line. 2-speed single motor drive system.

Don't choose your tape recorder until you see the *new* Presto Portable Tape Recorder. Write for complete details today.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downs, Ltd., Dominion Sq. Bldg., Montreal
Export: The M. Simons & Son Co., Inc., 25 Warren St., N.Y. Cable Address: "Simontrice" New York

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Along Came the 'California Caravan'

By DAVE GLICKMAN

MANY people were dubious 4½ years ago when diminutive Lou Holzer, vice president in charge of radio and television for Lockwood-Shackelford Co. Inc., Los Angeles agency, set out to conquer what then was considered radio's biggest bugaboo—medical sponsorship. He was determined to have the California Medical Assn., San Francisco, as an agency client.

"Impossible!" shouted the skeptics. The chorus that echoed that sentiment was equally as loud. After all, wasn't there an unwritten law among the medics that made it unethical for them to promote their personal services through the medium of any kind of advertising? Hadn't most air-time advertising experts long considered it a fruitless effort to invade the field of scalpels and stethoscopes with so much as salable spots?

But today the story is quite different. Even the skeptics are smiling with the hustling Lou Holzer. The doubting Thomas chorus is taking some of the bows as if the idea was theirs. It is all because Mr. Holzer's personally created and produced weekly 30-minute *California Caravan* on 14 California Don Lee-Mutual stations, Sunday, 3-3:30 p.m. (PST) now in its fourth year under sponsorship of California Medical Assn., goes merrily along piling up memberships for the organization's California Physicians Service. In fact membership has more than tripled since the program started back in the summer of 1946.

The weekly *California Caravan*—a documentary series, dramatizing little known, entertaining and interesting facts about the history of California—has done and continues to do a job.

This has been attested to by present and past officers of California Medical Assn. Further proof is the fact that the weekly *California Caravan* recently was renewed for another 52 weeks on the 14 California Don Lee-Mutual stations.

"Radio is a vital medium in the year-in, year-out task of maintaining effective public relations with the people of California," said Dr. R. Stanley Kneeshaw of San Jose, president of CMA, in lauding acceptance being created by *California Caravan.*

"The tremendous job of informing and educating the public on benefits of voluntary health coverage is being ably done through intelligent use of our regional network programming," he continued. "The doctors of California will continue to work for the improvement of medical care and radio will assist in carrying the story to the 10 million people of this state."

Membership Drive

Dr. E. Vincent Askey, eminent Los Angeles physician and past president of CMA, declared: "I am convinced that our state-wide program over Don Lee Broadcasting System has contributed greatly in building the present membership in California Physicians Service to over 900,000."

But things were different in the early days before California Medical Assn. started advertising. It was early 1946. World War II, as everybody knows, had caused changes everywhere. Even the doctors found themselves confronted with a new era. Such things as food shortages, meat problems and the like, had created a new and serious threat to national health. Then too there was talk of socialized medicine.

Although the CMA's voluntary prepaid health care program—California Physicians Service—had been in force since 1939, not enough people knew about it.

Here is where Mr. Holzer got his assignment to follow through on the medics. He knew about this voluntary health service. He talked to officers of CMA and to many of its 10,000 member doctors. They indicated an interest in promoting California Physicians Service through radio. But *how* was the question.

Lou Holzer proceeded to search for the answer as to what kind of a radio program could best reach the people with dignified messages about benefits of prepaid voluntary medical insurance offered through California Physicians Service.

"The program we needed had to have 'class' and at the same time appeal to listeners in all walks of life," Mr. Holzer said. "Cost of such a campaign was also an important factor. The budget was limited.

"We knew that a giveaway program wasn't dignified enough for such a profession. Musical? It was considered, but that sort of show reaches a particular type of listener only. So we tossed that one aside too.

"An educational approach seemed to be our best bet; educational, yet entertaining. It had to be 'different'; something 'new.' This gave us our start. At least we had an idea to work from."

It soon impressed Mr. Holzer that perhaps a series of stories about California, done in "caravan" style might be the answer. He figured that there must be a stock of unlimited, colorful and true stories about California; stories which would be thoroughly entertaining and enjoyable to listeners if dramatized properly.

A meticulous search of libraries, Chambers of Commerce, maps, news data, and other sources surprised even Mr. Holzer. He found a wealth of material that could be dramatized; material which could be packed with humor, adventure, romance and mystery. Most important however, was that the material was adaptable in accordance with the dignified standards of the proposed medical sponsorship. It had 'sales' possibilities too.

Wheels Start Turning

Writers were set to work. Auditions were held. Rehearsals followed.

It was on June 15, 1946. that Mr. Holzer directed his first *California Caravan* program on 17 California Don Lee-Mutual stations for California Medical Assn. It was a 15-minute documentary, taking over the Saturday, 9:15 p.m. spot on the regional network.

Doctors who witnessed the broadcast were unanimous in their approval of this first production. Others who "listened in" congratu-

(Continued on page 47)

* * *

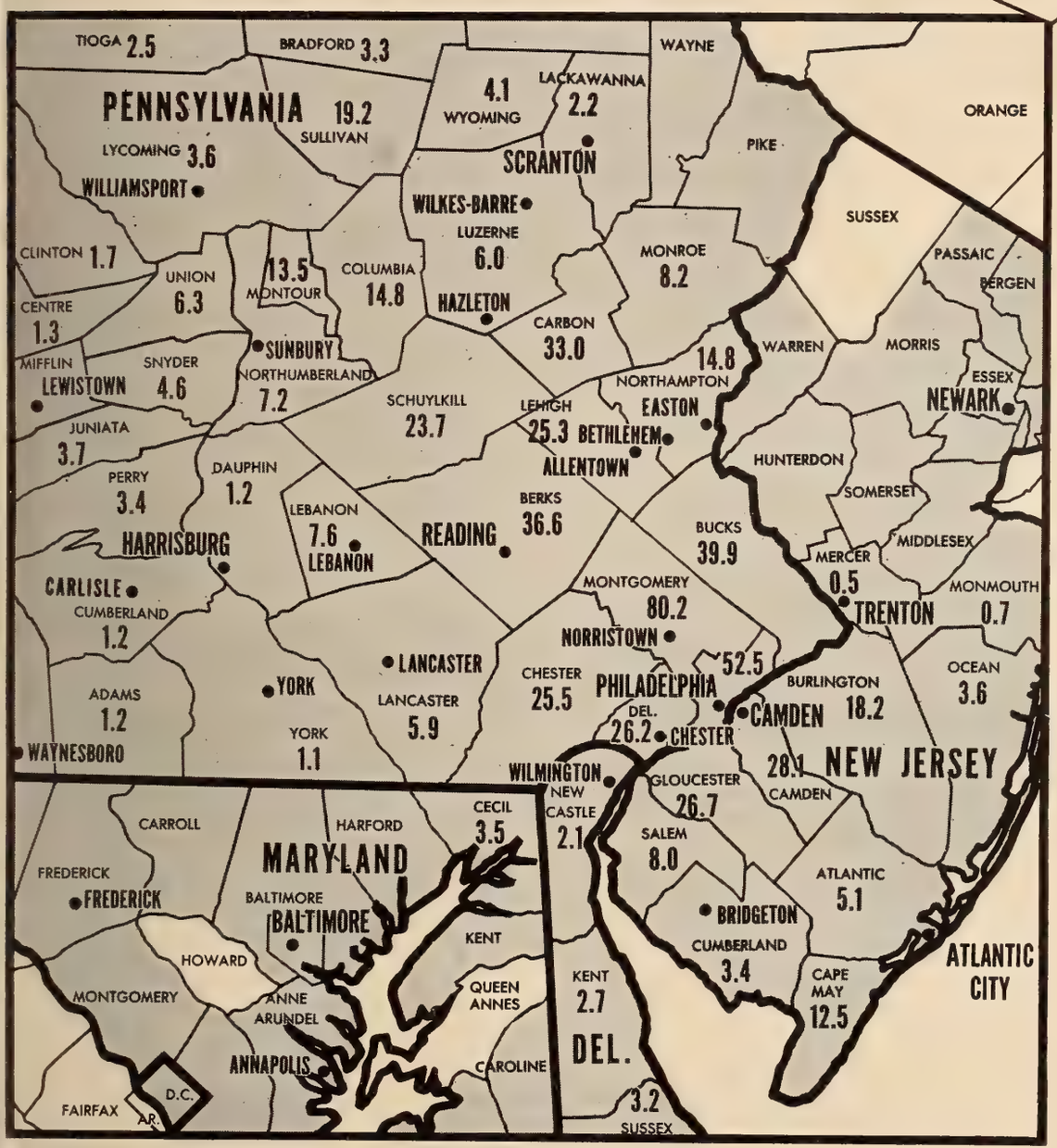


IN SMILING mood is the cast of *California Caravan* at broadcast time. Receiving last minute instructions from Lou Holzer (in shirt sleeves), producer-director, are (l to r): John Dehner, Bob Purcell, Michael Hayes, Anne Gwynne and Fort Pearson. Milton Charles is organist.



APPROVING backstage onlookers at a *California Caravan* broadcast are (l to r): M. W. Shackelford, president, and Russell N. Lockwood, secretary of Lockwood-Shackelford Co. Inc., Los Angeles agency servicing the California Medical Assn. account.

COVERAGE . . PROVED BY 56,000-PIECE SAMPLE OF KYW's AUDIENCE MAIL!



Mail received from all shaded counties. Each county figure represents number of letters per thousand radio homes.

KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

This "mail map" tells a happy story of intense penetration.. intimate audience-appeal.. and *sharply expanded coverage* in the heart of the rich Middle Atlantic market! • Not all of these 56,000 pieces, however, came from the counties shown. Many came from a "bonus area" outside the map, including 326 communities in 33 states. • If you're not already using KYW's supercharged sales-power, get the details now. Check KYW or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



This is CBS...the Columbia Broadcasting System

...where night after night the greatest stars in radio
deliver to advertisers the largest audiences
at the lowest cost of any major advertising medium.





1. The Edgar Bergen—Charlie McCarthy Show
2. Inner Sanctum
3. Beulah (Hattie McDaniel)
4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Bing Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Jack Benny (Mary Livingstone, Rochester)
10. Mystery Theatre (Alfred Shirley)
11. The Burns and Allen Show
12. Lowell Thomas
13. Edward R. Murrow with the News
14. Eric Sevareid and the News
15. Meet Corliss Archer (Janet Waldo)
16. Amos 'n' Andy
17. Arthur Godfrey's Talent Scouts
18. Carnation Contented Hour (Ted Dale)
19. Suspense
20. The Bob Hawk Show
21. Dr. Christian (Jean Hersholt)
22. Mr. and Mrs. North (Alice Frost, J. Curtin)
23. The Goldbergs (Gertrude Berg)
24. The Jack Smith-Dinah Shore-Margaret Whiting Show
25. Hallmark Playhouse (James Hilton)
26. Crime Photographer (Staats Cotsworth)
27. My Favorite Husband (Lucille Ball)
28. Skippy Hollywood Theater
29. Leave It To Joan (Joan Davis)
30. Our Miss Brooks (Eve Arden)
31. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Vaughn Monroe Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Dana Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I. in Peace and War (M. Blaine)
38. The Horace Heidt Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carrol Naish)
41. The Red Skelton Show

Editorial

NAB: Present & Future

NO MATTER how you look at it, the NAB is in the throes of one of its periodic upheavals. Conflicting forces within radio have precipitated unrest in the trade association at more or less frequent intervals. This time there has been the added ingredient of evident dissatisfaction with management.

The NAB board, at its meeting in Arizona earlier this month, took measures to stem the tide of declining income resulting from resignations and at the same time to provide for a more efficient and more spirited operation in Washington. It handed to President Justin Miller extremely broad powers to hire and fire. It authorized appointment of a general manager who would be anchored to Washington, leaving Judge Miller free to handle the higher level operations on the Washington scene and in the field. And it authorized the appointment, under the general manager, of a field man whose job it is to solicit new membership and handle "station relations" with present members.

At first blush, the appointment of a general manager would appear to be a return to the structure which obtained prior to last July when the board abolished the post of executive vice president, then held by A. D. (Jess) Willard. But the Structure Committee, headed by Clair R. McCollough, president of the Steinman stations, emphasizes there is an important difference. The new general manager will function in Washington at all times. He will do no barnstorming. He will watch the NAB's dollars, the supply of which has been declining to the point of an unfavorable balance as between income and overhead.

Certainly the new procedure is worth trying. It would be tragic if the NAB were undermined financially to the point where it could not perform its job of fighting radio's battles on a constantly expanding number of fronts.

Judge Miller asked for and received practically unlimited authority. He wanted and has been given operations assistance. He must now stand or fall on his ability to direct both the policy and business aspects of this $800,000-a-year organization.

The task becomes more difficult because the 27-man board next April loses at least eight of its most influential and experienced members. These are men like Mr. McCollough, Campbell Arnoux, Hugh Terry, Dick Shafto, Howard Lane, Hank Slavick, Mike Hanna, and Everett Dillard. With one exception they could not succed themselves because of the change in association by-laws. They have been among the most conscientious members of the board, and they well deserved the tribute paid them by their fellow members at the Arizona meeting.

An outside audit is to be made to see precisely where the NAB stands. The preliminary check indicated the association has liquid assets that soon could be eaten up at the present rate of overhead and membership revenue.

In the interim, we cannot advocate too strongly that active and associate members alike retain their composure and their memberships. The NAB is bigger than any one man or any one segment of radio and TV. It is the one united group that stands between the dignity of the most powerful of all media and those elements, both government and private, that would destroy radio's freedom and independence.

P. I. Plunder

ONE OF THE most amazing phenomena of the postwar era is the consistent demand for radio sets and combinations, despite the TV sellout wherein supply does not meet demand. The pace is at about 10 million radios per year—which compares favorably with the prewar demand when there was practically no television circulation.

This continued demand for radios is being put to effective use in the drive for more business, largely through the inspired efforts of the Broadcast Advertising Bureau. Broadcasters have overcome their jitters.

Yet radio continues to be sold short. The worst blights are from within the medium itself. P. I. business and cut-throat selling without regard to the rate-card are doing more to undermine confidence in radio than the thrusts of the competitive media.

The boldest move yet toward rooting out of these iniquitous practices is being made by KRNT in Des Moines. This Cowles station is campaigning against such business in trade paper space. It states that it does not accept P. I.'s and that it refuses to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. It proclaims no rate cuts, or rate variations.

"We are not crusading for other stations to concur in our policy or principles," states Robert Dillon, KRNT manager. "But we do believe that the per-inquiry-rate plan is bad for the radio industry and if allowed to progress will have a serious effect on the medium's otherwise bright future."

Other-than-rate-card business exists only because there are stations which will accept it. Radio is enough of a bargain-buy today. It doesn't have to demean itself by resorting to unethical practices.

Dollarvision

COMR. E. M. WEBSTER, of the FCC, is not rash by habit or inclination. Thus it is doubly important not to skip lightly over his sharp dissent in the Phonevision case [TELECASTING, Feb. 13].

His colleagues felt that Zenith, without prior hearings, should be allowed to go ahead with a 90-day, $400,000-plus test of Phonevision, the Zenith system of subscription, or dollar-in-the-slot, television. Mr. Webster objected stoutly and lucidly.

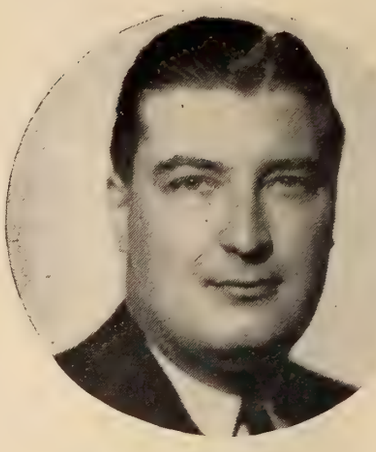
It would be hard to question Comr. Webster's assertion that subscription television would be a "momentous change" in the American concept of broadcasting. The Commissioner says:

. . . Since the beginning of broadcasting in the U.S. in the early 1920's, broadcast reception has been a free service to the listener. The 80 million radio and television set owners in the U.S. have had to pay no fee, either to the broadcaster or to the licensing authority, for the privilege of listening to or viewing programs. . . . This American system of broadcasting has been held up to the entire world with justifiable pride as the ideal in broadcasting. It has been widely proclaimed as the "American way."

To our mind there is grave doubt that such a pay-as-you-see system can be classified as "broadcasting," any more than Subscription Radio. Certainly it does not meet the traditional definition of the word. Comr. Webster thinks it more akin to the Fixed Services.

Subscription radio of any sort represents a reversal of the accepted concept of free broadcasting service. And it seems quite reasonable, as Comr. Webster noted, that Congress might want to reconsider the non-common carrier status of radio if it includes Phonevision.

Our Respects To —



JAMES MARSHALL GAINES

PROBABLY the biggest man ever to come out of Saxe, Va. (pop. 125, including men, women and children), is James Marshall Gaines.

Undeniably Mr. Gaines is a man of imposing stature, however you look at him. Not only is he one of the three top operations chiefs of NBC, he also stands six feet, two inches high and weighs—well, enough to discourage anyone from taking him lightly.

As director of owned-and-operated stations —one of the three operational units into which NBC was recently split—Mr. Gaines has in his command 16 stations, four of them television, six AM and the other six FM. The fact that a big share of the network's profits comes from the owned-and-operated AM stations does nothing to detract from Mr. Gaines' weight around NBC.

James Gaines' present circumstances in the urbane elegance of NBC's New York headquarters are as far removed from his origin as, say, Radio City from a southern tobacco patch. Indeed that is the exact course he has followed.

He was born May 8, 1911, on a tobacco plantation in the village of Saxe, Charlotte County, Va. The plantation was owned by his father's family, and young James arrived while his mother and father were in temporary residence there during the father's recuperation from an illness.

When Mr. Gaines was a year old, his father was able to return to his business—a school of business—in Poughkeepsie, N. Y. A few years later the family moved to East Orange, N. J., where James Gaines grew up and attended school.

After graduating from high school he took a two-year course at a branch of his father's business school in New York, where he studied accounting, bookkeeping and other commercial arts which were to become so highly admired many years later in the reorganization plan of NBC.

Mr. Gaines' choice of business school subjects was extremely fortunate. It is coming in handy in the present adoption by all O & O stations of a cost accounting system which, to anyone of lesser educational resources than Mr. Gaines is a mystery and an ominous one at that.

Although upon completing his term at school he was formidably equipped with knowledge of the intricacies of business, Mr. Gaines was without specific ambitions. For a few years he changed from one job to another, including one post as floorwalker at Bamberger's store

(Continued on page 42)

HOW *can you find the most productive station?*



THAT'S EASY! Look for the major station that carries the most locally sponsored programs —you'll find the station that's getting results.

No one knows better than the local advertiser the importance of getting the most for his advertising dollar. He can't afford to advertise on a major station unless he does get results.

That's the reason you'll find more local advertisers consistently sponsoring more programs on WGN than any other Chicago major station.

It isn't enough that people listen—listeners have to ACT! WGN listeners do just that. That's why more local and spot advertisers make WGN their top choice in Chicago.

When you buy in Chicago . . . *buy the best* . . . WGN

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Management

DON RALPH, formerly of KGDM Stockton, Calif., and for past two years news editor and special events director of KCVR Lodi, Calif., appointed general manager of KCVR.

DR. AUGUSTIN FRIGON, general manager of Canadian Broadcasting Corp., is on sick leave, recovering from serious operation. **DONALD MANSON,** assistant general manager, is acting general manager.

KARL KOERPER, vice president and managing director of KMBC and KFRM Kansas City, Mo., named member of board of trustees of Wm. Allen White Foundation of U. of Kansas.

DONN TATUM, vice president and legal counsel, Don Lee Broadcasting System, named chairman of radio committee for Red Cross Fund Drive.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed head of radio division on publicity committeee for annual Cancer Drive of Philadelphia Chapter, American Cancer Society.

Respects

(Continued from page 40)

in Newark, N. J., another in the offices of Hearn's Department Store in New York, and another as assistant to the general manager of the Automobile Merchants Assn. of New York.

It was from the automobile association that he moved into radio. As assistant to the general manager of the association, Mr. Gaines was assisting in the staging of the annual New York Automobile Show. In those days WINS New York used to schedule broadcasts direct from the show, featuring interviews with motor executives.

In the 1937 show, one such interview was scheduled with the late Walter P. Chrysler Sr., and at the last moment no professional writer was available to create Mr. Chrysler's script. Mr. Gaines, whose literary experience until then had not been more ramified than the writing of business letters, volunteered to put words in the motor magnate's mouth.

Although theretofore untutored in writing skills, Mr. Gaines' script for Mr. Chrysler made a more lasting impression than do many radio scripts turned out by highly-paid writers. Nearly a year later Mr. Chrysler, recalling the performance of Mr. Gaines, recommended the youth for a job with Major Bowes, whom Mr. Chrysler was then sponsoring.

The Major hired Mr. Gaines as an advance man to conduct field operations in "Honor Cities" featured on the Major's *Amateur Hour.* It was the habit of the program to salute a different city each week, a tactic that succeeded in arousing great promotional and publicity clamor for the show.

Constant Travelers

Mr. Gaines, as advance man, roved the nation ceaselessly for more than four years, until he gloomily began to believe that all life was bounded on the one side by a railroad station and on the other by a hotel room.

Mr. Gaines was in a different city in a different state every week. In the course of his more than four years service with Major Bowes, Mr. Gaines visited more than 200 cities.

At the beginning of 1941, whatever itch had once been in Mr. Gaines' foot had long since turned to numbness. He was worse off than the man without a country; he was a man without even a town.

It was at this moment that James Gaines, during a pause between trains, spied in the Major's New York office a handsome girl, Eugenia Keller, who was in charge of auditions for the amateur show. As soon as his itinerary permitted, he married her.

Six months after the marriage, he quit Major Bowes and joined the station relations department of NBC. Last week, Mr. Gaines celebrated his eighth anniversary in the more sedentary service of NBC by preparing for a trip to inspect the network's properties on the West Coast.

On Jan. 1, 1944, Mr. Gaines was transferred to the advertising and promotion department of the network as assistant director. In October 1945 he became assistant to William S. Hedges, vice president in charge of planning and development.

One of the things that he and Mr. Hedges planned was the divorcement of programming of the network's New York outlet, WEAF (now WNBC), from the network's program department. Having helped plan the divorcement, Mr. Gaines was put in charge of its execution. In February of 1948, he became director of owned-and-operated stations and late that year was named, in addition to that duty, assistant to Harry C. Kopf, then administrative vice president in charge of sales.

Last month, he was appointed to head the owned-and-operated stations which, with the radio network and television network, comprise the three operating divisions of the reorganized NBC.

Mr. and Mrs. Gaines have three children, Richard, 7; Susan, 5, and Betsy, 2. They live in Port Washington, Long Island.

Mr. Gaines owns to no spare time activities save reading and ineffectual golf. Travel is not one of his hobbies. Last time he took a vacation, he stayed at home.

P&G PRODUCTIONS

Smith and Craig Appointed

TWO appointments in its television and radio divisions were announced last Wednesday (Feb. 15) by Procter & Gamble Productions Inc., Hollywood. The company stated



Mr. Craig



Mr Smith

that these changes were made because of the increasing interrelation between nighttime radio and television.

Gail Smith was named manager of television and nighttime radio production. He also will have responsibility for the company's programming in these fields. William F. Craig was appointed associate manager of TV and night radio production. Gilbert A. Ralston will continue as executive producer of television.

The company pointed out that management of its nighttime programming activities remains separate and distinct from the daytime operation which is headed by William M. Ramsey. His assistants will continue to be A. H. Morrison and R. E. Short.

CBS Players' entry, *The Key,* was named "most professional" among all plays entered by workshops of the four networks in first monthly competition of Associated Net-Workshops. Gus Bayz, CBS Hollywood soundman, was producer-director of radio play.

NCCJ AWARDS

NBC, CBS, ABC To Be Cited

NBC is slated to receive two of the four 1949 network awards announced last week by The National Conference of Christians and Jews. CBS and ABC also will be honored, along with individual stations, in presentations to be made this week.

NBC received the top NCCJ network award for its *Eternal Light* series. In the single program category NBC also was cited for its *Punishment Without Crime* program, aired as part of the network's *Living 1949* series. Also honored for single network programs were CBS for its *Neither Free Nor Equal* and ABC for *Someone You Know.* Individual station awards will go to WMAQ Chicago for its *Destination Freedom* and WBAL-AM-TV Baltimore for spot announcements stressing inter-group cooperation.

NCCJ extended a special award to CBS and *The Goldbergs* for "sympathetic radio-television treatment of a Jewish family." Elaine Carrington, radio writer, was singled out for a "personality" award for her *Pepper Young's Family.*

The eight awards, to be presented as part of Brotherhood Week, are in recognition of outstanding contributions the past year in promoting "understanding and respect" among different groups in American life, according to Dr. Everett R. Clinchy, NCCJ president, who made the announcement. Certificates of honor will be sent to the networks and stations and presented to the recipients on the programs.

MICHIGAN MEET

Conference Set for March 10

DESIGNED to promote cooperation among radio men, educators and community leaders, the fifth annual Michigan Radio Conference will be held Friday, March 10, in Michigan State College Union Bldg., East Lansing, according to Prof. Joe A. Callaway, conference director.

The "Discussion 66" technique, directed by its originator, J. Donald Phillips, has been selected to provide the method for exchange of ideas at the all-day session. Those attending will gather in groups of six to determine the major problems they want settled. Then a spokesman for each group will announce the questions. All this will precede the programs at which the speakers, having heard the problems, will attempt to incorporate the answers into their talks.

Speakers will include Dr. Lee Thurston, Michigan's state superintendent of public instruction; Prof. Garnet R. Garrison, Michigan U. Radio Dept., and Robert J. Coleman, director of WKAR East Lansing. The Michigan Assn. of Broadcasters also has been invited to participate.

97% DEPEND ON WLS CHICAGO 7

See pages 28-29

Clear Channel Home of the National Barn Dance

Hooper

(Continued from page 34)

information sources. This had the desired effect in the offices of Colgate agencies, where there is no overexpansion of the research budget, no confusion, no harassment.

In this trying period of comparatively fixed and limited revenues to agencies, stations and networks (and rapidly increasing costs) I entreat you to apply the influence of your association to the solution of this industry-wide problem.

Further, I wish to suggest a pattern to follow in dealing with all the measurers. I also extend an invitation to take constructive action along the following lines:

(1) To examine the research procedures followed by ours and other organizations in the development of Broadcast Audience Measurements on Radio and Television, with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures.

(2) To examine the pattern of subscription cost made by us, and others, to both "buyer" and "seller" subscriber to the reports, as well as the costs incurred in the preparation of the reports.

(3) To examine for "justification" each experimental project we, and others, have under way, with an eye to its valid place in the measurement pattern of the future.

Under the American system of broadcasting, the advertiser supports the medium. No substitute has been found for statistical representation, in the form of audience facts, to guide the buyer and seller to equitable meeting of the minds in broadcast advertising transactions. I believe the issues raised in this letter transcend in importance the selfish evaluation any single measurer may place on his own enterprise.

We are issuing this invitation in the same spirit which has prompted us to offer our wholehearted cooperation to industry leaders upon frequent occasions during industry crises in the past.

NEWS AWARDS

April Set by Calif. Club

FIRST annual awards for outstanding achievements in radio news during 1949 will be made by Radio News Club of Southern California in April. Al Gordon, club president, and news and special events director of KFWB Hollywood, said awards will be in five categories.

Plaques will be given for outstanding (1) news presentation on the air; (2) news commentary; (3) news writing; (4) on-the-spot coverage of a special event; (5) best sports program. Greater Los Angeles area stations only are eligible to participate.

Roberts Named

OSGOOD ROBERTS has been appointed acting director of the Defense Dept.'s office of public information. Mr. Roberts, deputy director of the department since last April, will replace William Frye, who has been granted leave of absence to undertake a special overseas assignment with the Defense Dept. The appointment was effective Saturday (Feb. 18). A permanent replacement will be made later, spokesmen said.

FREEDOM AWARDS

Given on West Coast

THREE West Coast broadcasters were recipients of regional awards presented last week by the Freedom Foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at Hollywood Adv. Club meeting.

Gold medallions went to Lewis Allen Weiss, chairman of the board of Don Lee Broadcasting System, for individual speeches and editorial material; Knox Manning, CBS West Coast commentator, for a radio open letter to Paul Robeson; Howard C. Conner, director of radio activities for Spiritual Mobilization, for program *The Freedom Story* on KMPC Hollywood.

Fourth award had been presented earlier to Reese H. Taylor, president of Union Oil Co., for a national advertising campaign explaining the American way of life. Mr. Taylor was m.c. at Feb. 13 session along with Art Baker, commentator. Don Belding, national president of Freedom Foundation and executive committee chairman of Foote, Cone & Belding, presided at meeting of which Ernest Belt, ad club president, was host.

News

PAUL SULLIVAN, in radio for 18 years, joins Intermountain Network to handle daily assignments at KALL Salt Lake City, key station of network. He began in 1931 with KMOX St. Louis, switched to WLW Cincinnati in 1934, and did 64-station series for CBS originating at WHAS Louisville from 1939 until 1942. He was with CBS New York and MBS until 1944, when he joined KROY Sacramento, Calif.

RANDY CLARKE joins WSIV Pekin, Ill., as head of news department.

BOB WOLFF, formerly sports broadcaster with WINX Washington, joins WWDC same city, as sports analyst and play-by-play announcer.

HARRISON DILLARD, Olympic track star, joins WERE Cleveland, as conductor of *Harrison Dillard on Sports* show. He will interview sports celebrities. Program is aired Wednesday, 10:15-10:30 p.m.

GEORGE W. WILSON, assistant Detroit Lions football coach, joins sports staff of WJBK-AM-TV Detroit.

PAUL LIGGETT, formerly of WJBC Bloomington, Ill., joins news staff of WHBF Rock Island, Ill.

WILLIAM H. RIDINGS, featured weekly on *Rod and Gun Club* show on WLAW Lawrence, Mass., awarded trophy by New England Outdoor Writers Assn. as "man who . . . did the most for conservation in New England in 1949."

ED CONKLIN, day news editor of CBS Hollywood news bureau, is the father of a girl, Laurel Ann.

KFVD Los Angeles has installed a new Raytheon (RA 5/10) transmitter at its Lynwood, Calif., site.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited

CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

PROPAGANDA NETWORK

Sen. Benton Cites Need for Radio Strength

PRESSING need for a vast radio propaganda network, "capable of laying a signal into every radio receiver in the world," was pointed up fortnight ago by Sen. William Benton (D-Conn.) in an address before the Connecticut Editorial Assn. at Waterbury, Conn.

Noting that the impact of U. S. radio abroad is only a fraction of its potential strength, Sen. Benton singled out U. S. relations with China, which has received billions of dollars in arms. "Would we not have been wise to have invested a few tens of millions in radio broadcasting and in motion pictures?", he inquired.

Gen. George Marshall, in an off-the-record address after his return from China in 1946, called for use of radio and motion pictures on a scale "hitherto undreamed of," the Senator pointed out.

Sen. Benton, onetime assistant secretary of state for public affairs and foremost advocate of increased Voice of America operations, observed that the U. S. Information Advisory Commission had criticized the State Dept. and the Budget Bureau for slashing overseas information funds. He pointed out that the U. S. spends less today on this program than Procter & Gamble spends in advertising its soaps.

Sen. Benton urged that the U. S. immediately set aside 1% of some $20 billions in defense funds for programs having a "direct and psychological impact" on world opinion and peace.

"Specifically, let us begin, immediately, to plan for a true world radio network, capable of laying a signal into every radio receiver in the world, even if it costs as much to build and operate as the battleship Missouri. . . . The American people are prepared and ready for such a program . . . ," he suggested.



MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

MASTIC ACRES

Boosts Radio-TV Budget

SUBSTANTIAL part of the $200,000 advertising budget set by Mastic Acres Inc., for promotion of the 8,500 acre Long Island land development, will be allocated for radio and television, Walter T. Shirley, president of the realty firm, announced last week.

With its 1950 budget marking an all-time high for the firm, and mindful of successful use of radio-TV last year, Mastic Acres plans to expand its campaign, for the coming season, with stress on a heavy spot schedule and increased use of foreign language programs, according to Mr. Shirley. Details of this year's schedule have not been completed.

The realty firm last year utilized 30 quarter-hour periods on WVNJ Newark and foreign language programs on WOV and WHOM New York. In addition, it bought TV spots on WPIX (TV) New York. Flint Assoc., New York is the agency.

WHOM REQUESTS

Again Seeks Move to N. Y.

WHOM Jersey City, N. J., has filed for the second time its bid for FCC approval to move its main studio to New York, from where the majority of WHOM programs are originated [CLOSED CIRCUIT, Jan. 16].

The earlier application for the move was dropped by Generoso Pope, WHOM licensee and publisher of *Il Progresso Italiano Americana*, during negotiations for purchase of WINS New York from Crosley Broadcasting Corp. The WINS deal expired when Mr. Pope was unable to sell WHOM within the necessary time [BROADCASTING, Jan. 16]. Last summer FCC Hearing Examiner J. D. Bond in an initial decision ruled to deny WHOM's proposed move to New York [BROADCASTING, July 25, 1949].

CKNW New Westminster, B. C., opens new studios in New Westminster and Vancouver, and increases power to 1 kw on 1320 kc.

ED GARDNER

Again Denies Tax Evasion

ED GARDNER, "Archie" of NBC's *Duffy's Tavern*, told the Associated Press Feb. 9 that his contract with the Puerto Rican government calls for launching of a motion picture industry there before authorities will grant him any tax exemption on his radio and television properties.

Mr. Gardner again denied charges that he had moved origination of his weekly program to San Juan to evade income tax payments. With respect to local taxes, Mr. Gardner added that he is in the same tax status as other industries in San Juan where a 12-year tax "holiday" is in effect [BROADCASTING, Oct. 10, 1949].

Earlier, Thomas J. Lynch, U. S. counsel, told the House Ways & Means Committee, now studying ways to plug tax loopholes, that Mr. Gardner agreed to produce his radio and forthcoming television shows under a tax-free agreement. Mr. Gardner now lives in Puerto Rico, where his program is tape-recorded for sponsorship by Blatz Brewing Co. on NBC.

TEXAS AP GROUP

District Committee Named

TWELVE district committeemen of the Texas Associated Press Broadcasters Assn. for 1950 have been selected, according to Charles B. Jordan, vice president of KFJZ Fort Worth, association president.

The committeemen are:

District one: Jack Roberts, assistant manager and program director, KHUZ Borger, and Mike Carpenter, news director, KFDX Wichita Falls; District Two: Jack Wallace, manager, KBST Big Spring, and Robert Canavan, news editor, KROD El Paso; District Three: Raymond River, manager, KORC Mineral Wells, and Louis Pitchford, news director, KGAF Gainesville; District Four: Sid Pietzsch, news editor, WFAA Dallas, and Winston Ward, manager, KIMP Mount Pleasant; District Five: Corwin Riddell, news director, KTRH Houston, and Goodson McKee, staff announcer, WACO Waco; District Six: Glenn Krueger, news editor, KITE San Antonio, and Bob McDonald, news editor of KRGV Weslaco.

RICHARD HUDNUT

Cites Sales From Radio, TV

NEW RECORDS are being set for Richard Hudnut Home Permanent as a result of its advertising and sales drive.

"The first results of our 1950 campaign are beginning to come in," said Charles A. Pennock, president of the Richard Hudnut Sales Co., "and these results prove that todays market responds to aggressive promotion and advertising."

The firm is currently using Walter Winchell on ABC, in radio, and TV participation shows, *Cavalcade of Stars* and *Cavalcade of Bands* on the DuMont Network in 20 major cities, plus magazines, dealer aids, trade paper advertising and a publicity and promotional program. Kenyon & Eckhardt, New York, is advertising agency, handling the Winchell show.

Commercial

THOMAS L. DAVIS appointed commercial manager of WAAF Chicago, succeeding **BRADLEY R. EIDMANN**, who is placed in charge of sales for WAAF-AM-FM. He will be assisted by **HAROLD R. WETTERSTEN** and **BEN V. KIRK**. WAAF-FM will begin operation soon with **DEL HESTER**, program director for WAAF, supervising programming for both outlets.

PERRY WALDERS, commercial manager at WQQW-AM-FM Washington, resigns effective March 1 to take sales executive post with WTTG (TV) Washington. **VINCENT F. CALLAHAN**, WQQW promotion director and formerly with WRC and WMAL Washington, WBZ Boston and WWL New Orleans, named WQQW director of sales.

CONTINENTAL RADIO SALES, Philadelphia, appointed national representative for KJCK Junction City, Kan.

KENNETH J. ADAMS leaves KITO San Bernardino, Calif., to join KLAS Las Vegas, Nev., as account executive. **"WHEELS" ABBETT**, formerly commercial manager of KWTC Barstow, Calif., becomes account executive for KLAS Las Vegas, Nev.

RA-TEL REPRESENTATIVES appointed national representative for KROC Rochester, Minn.

BERNARD JAY SHAW and **HERMAN (Sonny) FIELDS** join sales staff of WAAT and WATV (TV) Newark, N. J. They are assigned to cover retail business in greater New York area.

SONJA COWGER, formerly with Young & Rubicam, San Francisco, joins sales department of KSFO and KPIX (TV), same city.

JACK MEDER, new to radio, joins sales staff of WIS-AM-FM Columbia, S. C.

LEE FONDREN, national sales manager of KLZ Denver, named head of Speaker's Bureau of Advertising Club of Denver.

CANADA RATINGS

U. S. Programs Top List

TEN programs originating in the United States topped in popularity the 39 network programs aired in Canada in January, according to Elliott-Haynes Ltd., Toronto. Programs and their ratings were: *Charlie McCarthy* 35, *Radio Theatre* 34.6, *Fibber McGee & Molly* 33.4, *Amos 'n' Andy* 32.8, *Our Miss Brooks* 27.8, *Bob Hope* 27.1, *Twenty Questions* 23, *My Friend Irma* 22.7, *Aldrich Family 21.1*, and *Mystery Theatre* 20.6.

The five leading daytime network shows in January were:

Big Sister 16.6, *Happy Gang* 16, *Road of Life* 15.5, *Pepper Young's Family* 15.4, and *Right to Happiness* 15.2. Out of 31 French-language network programs aired in January, leading five were *Un Homme et Son Peche* 39.7, *Radio Carabin* 32.1, *Raillement du Rire* 29.9, *Metropole* 29.8, and *Talents de Chez Nous* 26.6.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Intense Readership

EDITOR, BROADCASTING:

I've intended writing you before, thanking you for the fine story you gave me on *The Better Way* in BROADCASTING a month ago. But I've been on the move—learning every day what intense readership your magazine has. Over half the station owners and managers I talk to tell me: "Yes, I read about your series in BROADCASTING." This is truly remarkable, considering that my story was but one in your vast coverage. . . .

A. Maxwell Hage
366 Madison Ave
New York

* * *

Ads Get Results

EDITOR, BROADCASTING:

I just learned of another way to profitably use BROADCASTING. I read the ads. . . .

. . . A new account, a healthy one from a local hatchery, is now on our books because of three large ads in past issues of BROADCASTING. These ads (page 109, 4/11/49, pages 42 and 43, 5/23/49, and page 5, 6/27/49), showing how individual stations had sold baby chicks, with the obvious implication that they can sell many other products and services, proved to be the clincher in bringing a new advertiser to KIJV.

Ralph Doerr
KIJV Huron, S. D.

Laud 'Yearbook'

EDITOR, BROADCASTING:

I have received a copy of the 1950 YEARBOOK, and it looks like a humdinger. Congratulations to you and your staff. . . .

Robert K. Richards
Director of Public Affairs
NAB
Washington

* * *

EDITOR, BROADCASTING:

Your YEARBOOK looks bigger and better than ever. . . .

Marjorie Dorrance
French & Preston Inc. Adv.
New York

* * *

EDITOR, BROADCASTING:

I have just received the 1950 edition of the BROADCASTING YEARBOOK. . . . No other reference book has so much information so conveniently arranged and so readily available. . . .

Peter W. Swanson Jr.
U. of Alabama Radio Department
University, Ala.

'Must' in Industry

EDITOR, BROADCASTING:

Please add the attached list of 34 new names to your subscription list. . . .

I have always thought your publication a must in the industry—the attached names are names of students . . . in "Radio Advertising" and "Radio Station Management" courses of the Communication Arts Dept. at Seton Hall College . . .

Lew Arnold Jr.
Program Director
WSOU (FM) South Orange, N. J.
Seton Hall College

* * *

Will Buy FM

EDITOR, BROADCASTING:

May I take this opportunity to thank BROADCASTING for publication of my letter on sorry nighttime AM radio reception in the small town. Several . . . gentlemen . . . sent me helpful letters in reply. . . . All agreed on one thing. I better buy an FM radio receiver. . . . This I plan to do. . . .

Ed Galbreath
Radio Instructor
Statesville, N. C.

* * *

Thanks From London

EDITOR, BROADCASTING:

Thanks for everything during the 1950 March of Dimes campaign. . . .

Howard J. London
Dir., Radio, TV and Motion Pictures
Natl. Foundation for Infantile Paralysis
New York

* * *

Backs Clinic

EDITOR, BROADCASTING:

The wonderful cooperation which BROADCASTING provided in getting behind the TBA Clinic . . . was one of the big reasons for its success . . .

J. R. Poppele
President
TV Broadcasters Assn. Inc.
New York

* * *

A Worthy Cause

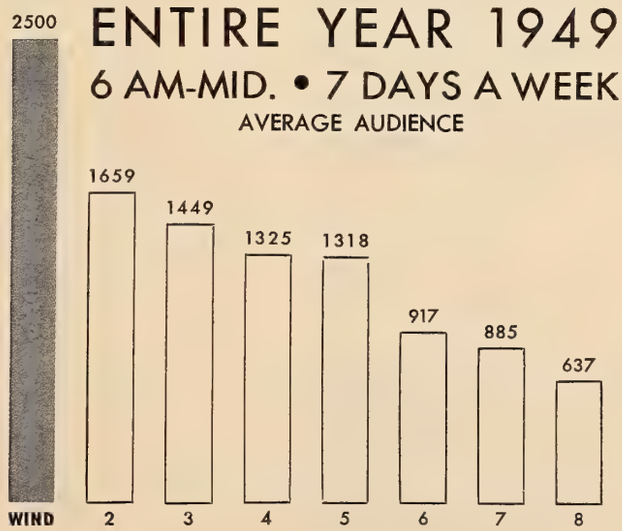
EDITOR, BROADCASTING:

. . . Radio has its headaches, but I'll swap them for the headaches of retirement. . . . When it comes to handing out Do's and Don'ts, my doctors make the FCC look like a bunch of pikers. "Eat this,

(Continued on page 46)

W-I-N-D is FIRST
IN CHICAGO HOMES PER DOLLAR





SOURCES: Pulse of Chicago, Jan.-Dec., 1949; Standard Rate & Data; Figures based on Chicago Metropolitan area, 50-word annc., max. discount; All nets & leading independents included above.

560 KC-5000 WATTS • CHICAGO, ILLINOIS • 24 HOURS A DAY • KATZ AGENCY, INC., REPRESENTATIVES



LOU BRISSIE (seated), pitching ace of the Philadelphia Athletics, contracts to display his "air" delivery—a sports program over six stations, originating at WORD Spartanburg, S. C. Looking on are Al Willis (l), who works with Mr. Brissie on the program, and Walter Brown, WORD general manager.

GROUP at Jack Benny's luncheon meeting appearance before Radio Executives Club of New York includes (l to r): Albert Stevens, adv. mgr., American Tob. Co.; William S. Paley, CBS board chmn.; Mr. Benny; Arthur Pryor, v. p., BBDO; John Karol, CBS sales mgr.; Hubbell Robinson Jr., CBS v. p.





WWL New Orleans' Bill Dean (l) interviews J. M. Cahn, asst. national sales mgr., Philip Morris Co., sponsor of Horace Heidt's *The Door of Opportunity* heard Sunday nights over WWL-CBS.

WITH SPOT RADIO CLINIC's first lady guest, Mary Brown, adv. mgr., Grand Union Stores, are (l to r): Seated—F. Edward Spencer Jr., Hollingbery; T. F. Flanagan, NARSR; Robert Eastman, Blair; Arthur H. Sherin Jr., Avery-Knodel; standing—Thomas Campbell, Branham; Morris Kellner, Katz; William Michaels, Blair; John Tormay, Petry; Paul Weeks, Headley-Reed; Louis Moore, Meeker; Hugh Blaine, Free & Peters.



WHAS-TV Louisville receives exclusive rights to telecast wrestling matches promoted by Francis McDonogh (seated l). Looking on in approval are Victor A. Sholis (seated r), director of the WHAS station and (standing, l to r) Jimmy Finnegan, WHAS sports chief, and Sportscaster Phil Sutterfield.

NEW commercial for *This Is Bing Crosby* show, sponsored by Minute Maid fresh frozen orange juice, is polished by Bill Morrow (center), Bing's producer-writer; Ken Carpenter (r), announcer, and Betty Hamilton, Mr. Morrow's executive secretary. Approving is Hamilton Stone, Minute Maid's vice president.





Open Mike

(Continued from page 45)

don't eat that. Cut out smoking (which I enjoyed), but take two or three drinks every day (and me a teetotaler). . . .

But I have found other interests and activities that meet all the requirements of the MD's Blue Book. Back in Louisville I engaged in considerable public and social service work and one of my greatest interests was in the Louisville T. B. Assn. . . . I have transferred my activity to the local association. . . .

Now here is where it gets real intriguing, so- hold your hat son. Santa Barbara County is just completing a new 150 bed, modern to the minute T. B. sanatorium which will be ready for occupancy in about 60 days. Over 100 patients will be moved in immediately from the present crowded and wholly undesirable and unfit building. But as is so often the case in modern day building, appropriations were inadequate to complete all plans and certain cuts were ordered on "Less-Essential Things." Among the "L-E-T's" is the radio communication system. Already completed is an auditorium for live shows and a small studio for amplifier, controls, turn tables, records and other necessary equipment. The entire wiring from these points to *every bed* is complete, but the outlets are covered with blank plates until . . .

To me radio is vitally important to those unfortunate people. . . .

I am going to complete this job if it is possible. Mr. Al Nicolay, chief engineer of KTMS, the *News Press* station, and some of his boys have agreed to install the equipment for me on their own time.

. . . I feel hopeful that in this great industry some operators or manufacturers will have obsolete or semi-obsolete equipment on their inventories that would be just what I need and at a price I can afford to pay. Nicolay can rebuild and adapt to our use anything in the general category of what we desire.

In general these are the items I need—amplifier, 2 speed turntable, pick-up arms and heads, radio tuner, mixer control, 150 head sets and a microphone. If by the Grace of God and the help of BROADCASTING I get this outfit to percolate, I'm going to call it WHAS Jr. . . . Of course all my friends will be designated as Honorary Uncles and Aunties on a beautiful scroll—can't you just see it now?

So if you have a dirty old turn table laying around or maybe some dirty old records—no not that—just let me know. . . . Even if you don't have what I'm looking for, write me and wish me luck. . . .

W. Lee Coulson
324 Arden Road
Santa Barbara, Calif.

[Editor's Note: Anyone have any equipment to help out a worthy cause?]

Describes Sports Show

EDITOR, BROADCASTING:

. . . I read BROADCASTING from cover to cover. . . . After getting a few hints on radio shows, I've decided to divulge my . . . six day a week sport show. . . .

The idea has been in use for . . . four years. Sponsored . . . by . . . Chas. D. Kaiers' Brewery. . . . Monday it's built around an open letter or *Sportitorial*. . . . Tuesday *Meet Mr. ?* , usually an outstanding sport celebrity. . . . Wednesday *Sports Quizzo*, with a run down of 'local' sports celebrities. . . . Allowing the audience to identify him by telephone. . . . Thursday the show is built around a favorite story . . . then Friday, a dramatic skit . . . five minutes in length. . . . Each evening, we turn the pages of the sports book. Until at the end, the book is closed "Until Tomorrow Night."

Ed Romance
Sports Director
WPPA Pottsville, Pa.

* * *

Cites Summary

EDITOR, BROADCASTING:

BROADCASTING'S "Weekly Television Summary" is one of the first items to which we turn each week. Thanks for striving to keep its figures as up-to-date as possible.

It would be not only helpful but interesting if from time to time a tabular report could be presented showing set totals by area—Far West, South, Midwest, etc. It would be useful, too, if you could show cities connected to a coaxial or microwave system and total sets therein, with separate listing of cities and number of sets not yet reached by a network system.

Congratulations on your comprehensive coverage. We are always looking for more and more news about West Coast broadcasting and telecasting.

Richard L. Bean
Manager, TV Section
Los Angeles Chamber of Commerce
Los Angeles

Tello-Test Adds 15

FIFTEEN more stations have bought *Tello-Test*, syndicated package of Radio Features Inc., Chicago, President Walter Schwimmer has announced. They are:

WIP Philadelphia; WJBK Detroit; KFH Wichita; WREN Topeka; KICM Mason City; KTTS Springfield, Mo.; WHBC Jackson, Miss.; WIRL Peoria; WMRC Greenville, S. C.; WSLS Roanoke, Va.; WDUZ Green Bay, Wis.; WLBZ Bangor, Me.; WHTN Huntington, W. Va.; WATN Watertown, N. Y., and WKNY Kingston, N. Y.

WASHINGTON branch of British Information Services opens new office at 901 National Press Bldg., Washington. Phone is still Executive 8525.

California Caravan

(Continued from page 36)

lated themselves and CMA on having a "find." They appreciated the way commercials were handled. Then, as now, they were short and to the point.

To demonstrate faith in prepaid health coverage, CMA employs institutional copy rather than California Physicians Service commercials on *California Caravan*. This policy has been adhered to almost from the initial broadcast.

This rather unusual procedure which has been devoted to a public information and public education technique has stimulated the growth of all voluntary plans, Mr. Holzer declares. "California Physicians Service is seldom mentioned in the *California Caravan* commercials. The California Medical Assn. has gone all out to make the people of California voluntary health conscious."

Almost immediately, following the initial broadcast, CPS membership started to build. One of radio's biggest bugaboos thus fell by the wayside. The medics agreed that perhaps this radio business wasn't so bad after all for selling their services.

A time shift occurred six months later, when the program on Dec. 27, 1946, took over the Friday, 8:45 p.m. spot on that same list of Don Lee stations. As result, new members joined the CPS.

Some 12 months later, on July 20, 1947, *California Caravan* was transferred to 11 ABC California stations, and expanded to a half hour afternoon session, Sunday, 1:30-2 p.m. California Medical Assn. continued as sponsor, and CPS membership continued to increase. ABC also carried the program as a public service feature on 11 additional Pacific Coast stations outside of California.

When an offer was made two years later to carry *California Caravan* sustaining as a public service feature on Mutual stations outside California nationally, the program made another change.

California Medical Assn. on July 31, 1949, shifted it back to Don Lee-Mutual, with sponsorship on 14 California stations, Sunday, 3-3:30 p.m. (PST), where it has been since.

Packaged by Lockwood-Shackelford Adv., with regular AFRA talent, there are no star names featured. It is virtually a stock company, most of the talent having been with *California Caravan* since its inception. Virginia Gregg and Michael Hayes, who do bit work in motion pictures, handle the leads each week. Other cast members include Anne Gwynne, Peggy Webber, Ruth Perrott, Marion Richman, Herb Vigran, Roscoe Ates, John Dehner, Bill Conrad, Ed Max, Robert Moody, Ken Christy, and Parley Baer.

Robert Purcell is narrator, with Fort Pearson announcer. Milton Charles is musical director and organist. Seldom is an orchestra used. Mr. Charles also writes all the original music for the weekly broadcast. Beth Barnes and Karl Schlichter collaborate as writers and have a staff of researchers constantly on the lookout for authentic but "unusual" material.

Talent Costs Increase

When the first program went on the air as a 15-minute unit, talent costs were around $600 per broadcast. Package price today for the half-hour regional show adds up to approximattely $1,000 per broadcast, according to Mr. Holzer.

Opposite such transcontinental network programs as CBS' *Prudential Family of Stars;* NBC's *Catholic Hour* and ABC's *Lutheran Hour*, rating-wise, *California Caravan* piles up sound Hoopers during its Sunday afternoon run. December 1949 Pacific Coast Hooperating gave it a 5.9.

Unprecedented success in the onetime dreaded field of sponsors has paid off handsomely and continues to do so in "sales" and prestige to both the sponsor and Lockwood-Shackelford Adv.

Discussing the role of radio in general and *California Caravan* in particular in molding the character of the juvenile listener, Mr. Holzer became the first non-member ever invited to address the Tenth Congressional District of the Parent-Teachers Assn. at the Los Angeles Board of Education.

The program has been endorsed by the Parent-Teachers Assn. as one of the most entertaining and educational programs on the air. Each month, *California Caravan* is listed as "recommended listening" in *Radioways Magazine*, published by the Los Angeles City Schools.

The 180,000 members of the Tenth District California Congress of PTA, largest organization of its kind in the world, presented Mr. Holzer with the first award in its 51 year old history on Jan. 25, 1948, during an ABC broadcast of that program.

Cites Family Interest

The document award reads "Los Angeles Tenth District California Congress of Parents and Teachers Inc., 1947 Radio Award for Outstanding Public Service to the Welfare of the Family. This Certificate is awarded to *California Caravan* selected as the outstanding documentary radio program series of interest to the entire family."

In addition, Mr. Holzer has lectured to various high school groups on behalf of this program and the sponsor. Copies of program scripts also have been sent to many schools at their request. Recordings too, have been dispensed in the same direction.

"We are gratified that our program has been honored by such groups," said Dr. Kneeshaw. "*California Caravan's* success in winning a place in the 'preferred program' listings of many state organizations is another source of great satisfaction to us. Since 1946 the California Physicians Service has more than trebled its membership and the growth of all voluntary health plans throughout the state has been stimulated to greater growth as a result."

Mr. Holzer sums it up as "merely another example of getting the right show for the right sponsor which always pays off in the long run."

MURDER TRIAL

Mid South Airs Case

"NOT in the last 20 years has there been a broadcast that brought such spontaneous reaction and interest from radio listeners." That is the comment by Bob McRaney, general manager of the Mid South Network, on the regional group's broadcast of a murder trial, direct from the court room in Columbus, Miss.

The trial involved H. W. McCown Sr., charged with murdering Henry Moore of Columbus. Obtaining permission from Circuit Judge John C. Greene, the Mid South Network set up microphones, telephones lines and tape recorders. The entire proceedings were tape recorded and played over WELO Tupelo, WCBI Columbus, WROB West Point, WNAG Grenada and WMOX Meridian. Arguments by the attorneys, witnesses and defendants' testimony, verdict of the jury and imposing of sentence by the judge were all covered. The jury's verdict also was carried live from the court room.

"Listener reaction has been terrific," Mr. McRaney said. He also reported that Judge Greene and District Attorney Jesse P. Stennis expressed their appreciation to the network for its handling of the broadcasts, claimed to be the first of its kind ever carried in Northeast Mississippi.

'Better Way' Adds 30

A. MAXWELL HAGE reports 30 more stations have signed for *The Better Way*, series of 52 half-hour scripts designed for local production of programs on the theme of maintaining the traditional system of free enterprise in business. Shows are designed primarily for sponsorship by local industries. Some 70 stations are now receiving the scripts. New subscribers:

WSGN Birmingham, WSPC Anniston, WMLS Sylacauga, WRFS Alexander City, all Alabama; WRBL Columbus, WMGR Bainbridge, WEOH Newnan, WBHB Fitzgerald, WGRA Cairo, WDWD Dawson, WGAC Augusta, WKEU Griffin, WBLJ Dalton, WNEX Macon, WGGA Gainesville, WFOM Marietta, WRGA Rome, all Georgia; WCSC Charleston, WCRS Greenwood, WKDK Newberry, WRNO Orangeburg, WANS Anderson, WFIG Sumter, WJMX Florence, all South Carolina; WGAI Elizabeth City, WMFD Wilmington, WGWR Asheboro, WABZ Albemarle, WEWO Laurinburg, WADE Wadesboro, all North Carolina; WDEF Chattanooga, Tenn.

LOBBYING CITED

'Essential,' Says Buchanan

LOBBYING is "essential"— in fact, most lobbyists perform a real service to employer groups and to Congress, Rep. Frank Buchanan (D-Pa.) has reminded his House colleagues.

Rep. Buchanan, chairman of the House Select Lobbying Committee now probing a host of activities, including those of representatives of radio networks, labor and industry groups, etc., pointed out that the Lobbying Law requires only that these activities be carried on "in the open."

In a report Feb. 6, Rep. Buchanan said "it is obvious that less than half of the approximately 2,000 registrants . . . have acknowledged engaging in actual lobbying activities . . ." during the last quarter of 1949.

Urging members of Congress to clip quarterly reports for future reference, Rep. Buchanan reported that some 490 "pressure groups" showed collection of $55 million and expenditures of $27,304,952.10 in the past three and a half years.

FULL coverage of Mardi Gras activities in New Orleans will be given by WWL that city.



The last WORD ...for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

Promotion



SOUTHERN Coach Lines, Nashville, Tenn., is participating sponsor on *Woman's World*, over WLAC that city. Since results on show were good, SCL offered cover of its "Read as You Ride" publication to WLAC for promotion of *Woman's World*. Cover shows picture of woman sitting atop globe holding banner reading, "It's a Woman's World!" Smaller banner around bottom of globe gives time and station call letters. Poem written on globe gives format of show and information dispersed on show. Booklet is distributed to 35,000 bus passengers monthly.

Pages Promote

PROOF of its slogan, "Business Is Always Better in Washington, D. C.," is offered by WTOP that city in most recent promotion. List of major advertisers and agencies throughout country were sent 44 pages torn from Washington phone book which is that much larger than ever before. Letter from John S. Hayes, vice president of WTOP Inc., accompanied pages, and explained station's dominance in area. Letter concluded, "*Everything* is always better in Washington."

Mid-Century Airing

BOOKLET composed of round-table report on the mid-century by CBS world correspondents sent to trade and listeners by CBS. Pictures taken of men who participated while they were speaking, and informal shots taken after show are included, as well as complete copy of show. Additional pictures of world events discussed over program also appear. Discussion was aired New Year's Day.

Program Schedule

SECOND semester of educational programs presented by WCAE Pittsburgh in cooperation with public schools, Carnegie Library and Western Pa. Safety Council, has started over WCAE. Heralding this event, schedule of programs included in series has been incorporated into folder for distribution to public places of interest to children. Titles, times and brief explanatory dates, as well as ages of children to whom particular programs are beamed, are given. Back of folder carries information concerning other shows over WCAE not belonging to series which would prove of interest.

Rolling Sales

LARGE yellow, white and black card is most recent promotion sent to trade by KCKN Kansas City, Kan. Front shows two men, one labeled KCKN, the other, Network Station, rolling up long carpet marked "More Sales." Caption reads, "To roll up more sales of your product or service in Greater Kansas City . . .," inside continues, ". . . Hire KCKN as your 'Booster Station'." Buying power of residents of KCKN's coverage area is cited by county and important city.

KJBS Sponsors

WHEN archaic but colorful cable cars of San Francisco were threatened with extinction, various civic organizations undertook sponsorship of individual cars in effort to save them. Organization sponsoring car helps meet its financial deficit. KJBS San Francisco was one such organization. Its car was completely decorated with large replica of clock on front reading, "KJBS—1100 on your dial, Alarm Klok Klub." Top of car has long musical staff across which is written, "For music—KJBS—dial 1100." Additional smaller banners on top of car give call letters and dial position.

Electing Champion

PART played by KROC Rochester, Minn., in selecting amateur athlete of the year for its region explained in brochure sent to trade by KROC. Contest is sponsored by KROC and winner was awarded trip to Cotton Bowl festivities in Dallas, Tex.

New Tour

TOUR to places of interest in Missouri and Illinois being planned by Charles Stookey, farm editor of KXOK St. Louis, for 100 interested farmers and urbanites. Tour is fifth in series and has Springfield, Ill., as its destination.

Show Promotes Show

TO PROMOTE its *This Is Your FBI*, 8:30-9 p.m., Friday, ABC has started series of four special five-minute programs. Shows are aired on day before or day of *This Is Your FBI*, and feature J. Edgar Hoover, chief of FBI, as guest speaker. Shows also will feature prominent civic leader who deals with crime prevention in city of each station airing show. Equitable Life Assurance Society is sponsor.

Mail Pull Folder

FOLIO bulletin with picture of cow remarking, "What a Pull!" and farmer, labeled WEAU, saying, "This is No Bull!" has been sent to trade by WEAU Eau Claire, Wis. Inside of folder has cow's head poking around, saying, "Mail Pull that is. . . ." Remainder of bulletin depicts stacks of mail sent to station and claims pull of 8,229 pieces in one month from 48 counties in five states. Map of 35 Wisconsin counties with number of pieces received from that county enclosed, is drawn.

Individual Promotion

PROGRAM catalogs, typed and compiled separately for each prospect, sent to trade by KJR Seattle. Catalog takes form of loose-leaf book with separate sheets, each bearing title and format of different program available for sponsorship, enclosed. Station plans to keep book current by sending new sheets when different program needs sponsorship, and cancelling out those which have gained sponsors.

Tip to Children

CHILDREN watching TV shows in homes of friends and neighbors are given timely warning by WOR-TV New York. At 6:45 p.m., half-way mark of station's line-up of children's programs, following announcement is read, "Say kids, if you're watching television at a friend's house, make sure your mom knows where you are . . . call her . . . and ask her if it's okay for you to stay. . . ." Line up of upcoming programs is given.

D. J. Search

TWENTY-FOUR week contest, now in its sixth week, is underway in Portland, Ore., under sponsorship of KXL that city, to uncover best amateur disc jockey in area. Contestants are auditioned Monday evenings, with often as many as 40 appearing. Four are chosen to appear following Saturday, when three judges, prominent Portland citizens listening in their homes, and audience choose one winner. Winner competes against three new men following week. Amateurs must choose their own records, write their own commentary and include one public service spot.

Personnel

G. W. GIVENS, supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of publicity and promotion for stations.

VERNON GIELOW, formerly with KROS Clinton, Iowa, appointed director of promotion for KJCK Junction City, Kan.

MERNA MADDUX, formerly with Biow Co., San Francisco, joins promotion department of KSFO and KPIX (TV), same city.

DEL GREENWOOD, promotion director for WGBF Evansville, Ind., named outstanding young man of 1949 by Evansville Jr. Chamber of Commerce.

SPECIAL events mobile unit of WTAG Worcester, Mass., taped first radio message of newly consecrated Bishop John J. Wright of Worcester diocese.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

HOUSE HEARINGS

Postponed to March 13

HEARINGS on major radio legislation, originally slated to get underway today (Monday), were postponed last week by the House Interstate Commerce communications subcommittee, which set March 13 as a new target date [CLOSED CIRCUIT, Feb. 13].

The postponement was dictated "solely" by the illness of Subcommittee Chairman George Sadowski (D-Mich.), who has been confined to bed in Detroit. Rep. Sadowski, reportedly progressing satisfactorily, is due back in Washington March 1, spokesmen said.

The delay will give the subcommittee more time to draw up its schedule of witnesses, spokesmen explained. List is expected to be available just prior to the hearings, which authorities believe will last anywhere from four to six weeks.

Testimony will be taken on the new Sadowski Bill (HR 6949), the Senate-approved FCC reorganizational measure authored by Sen. Ernest W. McFarland (D-Ariz.), and a proposal (HR 2410) by Rep. Harry Sheppard (D-Calif.) to divest networks and equipment manufacturers of ownership in stations.

The Sadowski Bill, introduced last month, would create a Frequency Control Board overlooking the allocation of frequencies as between government and commercial broadcast users and in part absorb some of the functions of FCC over which it would hold broad power; give FCC additional administrative sanctions over licensees and permittees; and render licensees immune from civil or criminal actions for libelous statements in political broadcasts [BROADCASTING, Jan. 30, 23].

OHIO U. AWARDS

Cite Educational Programs

SOME 300 entries have been submitted for the 14th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, sponsor of the annual exhibition. Award winners will be announced May 1.

Originating in 33 states, the District of Columbia, Hawaii and five Canadian provinces, the entries represent perhaps the most widespread participation in the history of the exhibit, Dr. Tyler said. Entries have been received from commercial radio stations, civic, religious and cultural organizations. The winning programs will be available for audition during the Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. Tyler said.

JOHN WILEY & Sons Inc., New York, distributing small booklet listing titles, summaries and prices of books on radio and electronics published by firm.

WWDC, WOL SHIFT

Mutual Goes to WEAM

SWITCH in ownership of WWDC and WOL Washington and move of MBS' Washington affiliation from WOL to suburban WEAM Arlington, Va., becomes effective today (Feb. 20), settling negotiations underway for some time [BROADCASTING, Feb. 6].

WWDC, owned by Capital Broadcasting Co., at 6 a.m. this morning was to commence broadcasting with the facilities of WOL (5 kw directional on 1260 kc) which it acquired from Cowles Broadcasting Co. WWDC also takes over the WOL offices and studios at 1627 K St. N.W. Simultaneously, Peoples Broadcasting Corp., subsidiary of the Farm Bureau Mutual Automobile Insurance Co. which operates WRFD Columbus, Ohio, takes over WWDC's old 1450 kc 250 w facilities at 1000 Connecticut Ave. N.W. Peoples Broadcasting will use WOL call.

WEAM, assigned 1390 kc with 5 kw directional, is owned by Harold H. Thoms, southeastern broadcaster. WWDC-WOL interchange was approved by FCC January 26. WWDC announced inaugural program is scheduled March 11 and is to include FCC Chairman Wayne Coy and other dignitaries.

In the changeover, WEAM has revamped its 19-hour schedule to accommodate Mutual programs while retaining the most popular of its local shows.

The top local programs are being kept intact although some are being trimmed in length, WEAM said. Plans are underway to open Washington studios and sales office while retaining the station's present facilities in Arlington.

WEAM took the air 2½ years ago as a 1 kw daytime outlet, increasing to 5 kw fulltime directional on 1390 kc last March.

Mexican Changes

CHANGE in status of several Mexican stations reported by FCC last week upon notification by Mexico according to provisions of the North American Regional Broadcasting Agreement now being renegotiated. XEKJ Acapulco, 250 w outlet on 1400 kc, May 5 is to switch to 1 kw fulltime on 600 kc at Class III-B station. XEYZ Aguascalientes, new station, March 1 is to commence on 1450 kc with 100 w fulltime. March 3 new outlet at Guadalajara is to begin on 1280 kc with 250 w. Call of XEAN has been assigned new 800 kc, 250 w outlet at Ocotlan, while XEFO Mexico City, 20 kw on 1110 kc, has changed call to XEQB.

MAGNAVOX Co. declares dividend of 25¢ per share on Class A cumulative convertible preference stock, payable March 1 to stockholders of record Feb. 15, 1950. Same dividend was declared on common stock payable on same date to stockholders of record Feb. 28, 1950.

New Business

(Continued from page 14)

four-hour Monday night all-film program on KECA-TV that city. Contract is for 52 weeks. Agency: Campbell-Ewald, Los Angeles.

BOND STORES, New York, appoints Grey Adv., New York, as agency.

Network Accounts • • •

GEORGE A. HORMEL & Co., through BBDO, renews for 52 weeks *Music With the Girls*, all-girl variety revue aired on 224 ABC stations, Sunday, 6:30-7 p.m. EST. Renewal is effective March 12. Currently on tour, program regularly visits hundreds of U. S. cities and towns each year.

ROSS FOOD Co., Los Angeles (Dr. Ross dog and cat food), March 2 starts for 52 weeks, *Clyde Beatty Show* on 45 Don Lee Pacific stations, Thurs., 8-8:30 p.m. PST. Agency: Rockett-Lauritzen, Los Angeles.

CANADIAN WESTINGHOUSE Co. Ltd., Hamilton, Ont. (electrical appliances and radio receivers), starts *Don Wright Chorus* from CFPL London, to 32 Dominion network stations, Sun. 10:30-11 p.m., for 13 weeks in spring and 26 weeks next fall and winter. This is first time Canadian Westinghouse has used network radio. Agency: Spence W. Caldwell Ltd., Toronto.

GENERAL FOODS Corp's *Hopalong Cassidy*, effective Feb. 26, moves to new time slot, 1-1:30 p.m. on Don Lee network. Agency: Young & Rubicam.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart Dog Food), sponsoring weekly 15-minute NBC *Lassie Show*, terminates contract on May 27 after three years. Firm reportedly wanted longer show but lack of budget prevented expansion to 30 minutes. Agency: Henri, Hurst & McDonald, Chicago. **Frank Perrin** is packager.

INTERSTATE BAKERIES Corp., Los Angeles (Weber's Bread), through Dan B. Miner Co., that city, today, Feb. 20, renews for 52 weeks *Cisco Kid* on eight Don Lee network stations. Mon., Wed., Fri., 7:30-8 p.m. PST. Show is Frederic W. Ziv Co. package.

Adpeople • • •

DOUGLAS DAY resigns as executive vice president of Buchanan & Co. to assume newly-created post of director of advertising for Allen B. DuMont Labs. **HARRY GEYELIN** continues as advertising manager of receiver sales division.

J. E. KING named advertising and sales promotion manager of McColl-Frontenac Oil Co. Ltd., Montreal, Canadian affiliate of Texas Oil Co.

WIP'S FACENDA

Cited by Fourth Estate Club

NEWSCASTER John Facenda, of WIP Philadelphia, will receive an editorial award from the Fourth Estate Square Club of that city tomorrow (Feb. 21). This will mark the first time that the Masonic Order's newsmen's organization has honored radio on a par with newspapers in the Quaker City in its annual presentation.



Mr. Facenda

Departing from its usual procedure of making only one editorial award, the club will cite both Mr. Facenda and Vincent E. Clark, *Daily News* editorial writer, for their efforts during 1949 on behalf of a proposed City College. Benedict Gimbel Jr., WIP president and general manager, will accept a duplicate plaque which will be presented to the station. The award, given to the writer of the best editorial dealing with local affairs during the year, was presented to the *Inquirer* last year.

NBC's AM Business

A TOTAL of $8,575,000 in new business and renewals has been signed since Jan. 1 by NBC's radio network. Sponsors included Miles Laboratories Inc., Helbros Watch Co., RCA, Schlitz Brewing Co., Doubleday & Co., Lever Bros., Philip Morris, B. T. Babbitt Inc., Albers Milling Co., Bristol-Myers Co. and E. I. duPont de Nemours & Co.

OREGON MEET

Time Regulation Bill Opposed

LEGISLATION which would make it almost impossible for Oregon as a whole, or any city, to have daylight time was opposed at the Feb. 10-11 meeting of the Oregon State Broadcasters Assn., held on the campus of U. of Oregon, in Eugene.

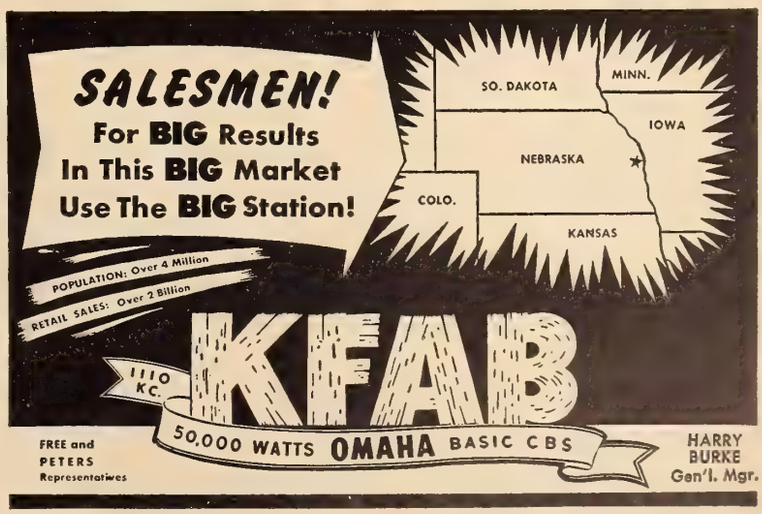
The Oregon legislation (House 454) has been passed by the Assembly and goes to the people for vote in the November elections. Another resolution urged state broadcasters to ask their Congressmen to remove federal excise taxes as an "inequitable burden on the many afflicted areas of business."

Lee W. Jacobs, KBKR Baker, was re-elected president at the conclusion of the meeting. Other officers re-elected were H. J. Chandler, KFLW Klamath Falls, vice president, and the following directors: Frank H. Loggan, KBND Bend; Frank H. Coffin, KGW Portland; Mel Baldwin, KTIL Tillamook. Joe Schertler, KEX Portland, was elected secretary-treasurer, succeeding Ted W. Cooke, KOIN Portland.

Maurice B. Mitchell director of Broadcast Advertising Bureau, addressed a joint luncheon of the association and the Eugene Chamber of Commerce. The state association members were guests Feb. 10 at a luncheon of the Eugene Chamber of Commerce, and were guests Feb. 11 at a luncheon preceding dedication of new U. of Oregon buildings, one of which is devoted to radio. Dr. Harry K. Newburn, university president, was principal speaker at the ceremonies with Gov. Douglas McKay as guest of honor. Gov. McKay was speaker at the association's banquet, concluding the two-day meeting.

Myron Coy

MYRON COY, 34, formerly program director at WBYS Canton, Ill., died Feb. 7 in Beardstown, Ill. A resident of Beardstown, he also had served as an announcer and disc jockey at WLDS Jacksonville, Ill.; WCAZ Carthage, Ill., and KVER Albuquerque, N. M.



Production



MARK ROBERTS, formerly chief announcer at KAMQ Amarillo, Tex., becomes program director of KFDA same city.

THERON SHREVE joins WILS Lansing, Mich., as disc jockey. He was formerly with WEEL Battle Creek, Mich.; KDFN Casper, Wyo.; WSAM Saginaw, Mich., and WTAC Flint.

KARL BATES, formerly announcer at WOL Washington, joins announcing staff of WTOP same city.

DON HINE, KTSL (TV) Hollywood television producer and film manager, named production director of Don Lee television operation. He will act as liaison and coordinator between production and administration levels on all television programming.

BILL SEYMOUR transfers from WBBM Chicago production staff to announcing staff.

LOU HARRIS, former program director for WCNH Quincy, Fla., joins WTAL Tallahassee, as announcer.

PHILIP BOOTH, director of programs for KECA-TV Hollywood, named senior director for station. He is succeeded by **E. CARLTON WINCKLER,** production manager. **RICHARD J. GOGGIN,** senior director for station, granted six months leave of absence to complete book on television scheduled for publication this year.

Mr. Ted C. Fisher
Pedlar and Ryan, Inc.
New York City

Dear Ted:

You fellers is allus alookin' fer up an' comin' places ter do bizness, so I tho't I'd better bringya up ter date on th' home town uv W C H S. Noticed a clippin' in th' waste basket t'other day which sed thet Charleston, West Virginny, is one uv th' real b r i g h t s p o t s in th' country. Why, Ted, thet clippin' sed that d e p a r t m e n t store sales in Charleston wuz up seven percent in 1 9 4 9 over th' year before! N o w, y'mustn't fergit thet Charleston is th' center uv th' rich West Virginny industrial district, an' th' f o l k s w h a t s p e n d s t h i s h e r e m o n e y comes from all over. So effen yer wants ter git yer message ter th' folks what's aspendin' money in these parts, yuh kin reach 'em all over WCHS! Hit allus pays ter advertize, Ted, but hit pays better effen yer advertizes whur th' folks is aspendin' money!



Yrs.
A'gy

W C H S
Charleston, W. Va.

JOHNNY LEE joins cast of CBS *Amos 'n' Andy* program as Lawyer Calhoun.

LOUISE ERICKSON, of ABC *A Date with Judy,* starts feature role in forthcoming Gloria Films, Hollywood, release "Three Husbands."

L. W. O'CONNELL, movie cameraman, and **DARRELL E. ROSS,** formerly with Don Lee television art staff, join staff of KECA-TV Hollywood; Mr. O'Connell as television production lighting supervisor; Mr. Ross as stage supervisor.

BILL KELSO joins KFVD Los Angeles as announcer. He succeeds **JAY ARLAN,** who resigned to join WMUU Greenville, S. C.

HOWARD DORSEY joins WGN Chicago announcing staff. He worked three years with Jungle Network and Radio Tokyo during the war.

EDGAR PIERCE, KFI-TV Los Angeles director, currently instructing classes in television at Occidental College, that city.

PEDRO VAZQUEZ, sports commentator, signed for series of daily broadcasts over WAPA San Juan, P. R. Sponsor is Gillette Safety Razor Co.

WALTER DUNDON named manager of CBS Hollywood mimeograph department.

CARY ROBARDS joins WSIV Pekin, Ill., as organist and pianist.

ELI BREGMAN resigns as newswriter of CBS Hollywood news bureau to attend U. of California at Los Angeles.

JERRY STRONG, formerly with WJEJ Hagerstown, Md., joins WRC Washington, as disc jockey. He also is morning man on WINX Washington.

JEAN SULLIVAN of KFI Los Angeles continuity acceptance department, and Joseph Felldin, business executive, have announced their marriage.

FORREST L. BACON, engineer at WHBF Rock Island, Ill., is the father of a boy.

HARVEY O'CONNOR, ABC Hollywood engineer, and **MARY POWERS** of ABC Western Division engineers office, were married Feb. 7.

BOB CRAWFORD joins staff of WBAP Fort Worth, Tex. He entered radio in early '30s at KMBC Kansas City. He conducts *Bob Crawford Calls,* musical show, at 5:30-5:45 p.m. Mon.-Fri., on WBAP.

KENNY McMANUS, director of Columbia Pacific Network *Meet The Missus* show, and Shirley Johnson, actress, have announced their marriage.

DAVID STARLING, announcer of KFI Los Angeles, is the father of a girl, Nancy Ann.

JOHN GAUNT, KNBH (TV) director, is the father of a girl, Elizabeth.

TR OPPOSITION

Riders Assn. Asks FCC To Ban Transitcasts

TRANSIT Riders' Assn., opponents of radio-equipped vehicles in Washington D. C., promised last week to take recourse to the courts in view of the decision Wednesday by the Public Utilities Commission refusing appeals for a rehearing made by several anti-bus radio groups.

The PUC, in effect reaffirmed its earlier decision that transit radio is not "inconsistent with public convenience, comfort and safety" by denying the appeals of TRA; the National Citizens' Committee Against Forced Reading and Forced Listening; local attorneys, Guy Martin and Franklyn Pollak, other individuals and civic groups.

The Commission said that while it had given "careful consideration" to the briefs filed by opponents, in the light of previous testimony at public hearings and the PUC's subsequent findings, it found its original decision supported. In the face of this setback to its battle against transit radio, Claude N. Palmer, president of TRA, declared that the issue now would be taken to the courts.

Charging that the PUC had "brushed aside all contentions as to the legality of inflicting radio advertising and other programs on a captive audience," Mr. Palmer said it "walked around the question (of whether) forced listening was legal or moral." He added, "in fact, it (PUC) had never said that 'buscasting' is or is not 'forced listening'. . . ."

Requests to FCC

Meanwhile Transit Riders Assn., which fortnight ago filed suit in Federal District Court seeking a ban on all transit broadcasts [BROADCASTING, Feb. 13], asked FCC to investigate the problem and "take appropriate means" to prohibit transitcasts. TRA also demanded that FCC deny or terminate licenses of stations which "engage in this abuse of the broadcasting privilege."

The American Civil Liberties Union, announcing its opposition to such broadcasts, called on the Public Utilities Commission to grant the union opportunity to file a legal brief looking toward reconsideration of PUC's decision approving transit radio operation in the District of Columbia. Any ban on such broadcasts would not violate free speech, ACLU declared.

The TRA petition, filed by R. A. Seelig, association vice president, and sent to FCC Chairman Wayne Coy, embodied a resolution which noted that radio-equipped vehicles had spread to "more than a score of cities" and that FCC "is the only agency which has direct jurisdiction over the conduct of radio stations." It characterized musically soothed rides as a concept of "capturing" an audience and "forcing it to submit to hearing a flood of propaganda . . . foreign to our free way of life. . . ."

Question Under Study

At week's end FCC had issued no formal comment, but the Commission staff is known to have been studying the question for several months [CLOSED CIRCUIT, Jan. 23]. Basis of the study is whether transit radio constitutes "broadcasting" in the strict sense.

Copies of the TRA petition also were sent to Sen. Matthew M. Neely (D-W. Va.), chairman of the Senate District of Columbia Committee.

In its bill of complaint filed in the U. S. court in Washington, the riders' association seeks an injunction against Capital Transit Co. to bar operation of transitcasts furnished by WWDC-FM, holder of Transit Radio Inc.'s Washington franchise.

The ACLU petition, filed by Counsel Herbert Levy with PUC Chairman James Flanagan, acknowledged that the right "not to listen" is "not absolute" and added that "due regard to both rights does not permit complete prohibition but only their regulation."

FCC also has before it a petition similar to the one filed by TRA last week. The Washington attorneys, Franklin Pollak and Guy Martin, have asked the Commission to rule that transitcasts violate Commission rules and regulations; to initiate a policy of license revocation where necessary; to take no final action meanwhile on license, renewal and permittee bids; and to furnish TRA attorneys with copies of the contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.).

McCullough, Eitel Cited

JACK McCULLOUGH and Bill Eitel, manufacturers of transmitting type vacuum tubes and capacitors, have received the Navy's highest civilian honor, the Distinguished Service Award, for contributions to the Navy research and development program. The award was presented Feb. 13 by Capt. F. R. Furth, director of the Naval Research Laboratory, Washington. The ceremony was held at Eitel-McCullough Inc., San Bruno, Calif.

KLZ Denver cited by Colorado Assn. of Soil Conservation Districts for "valuable contribution and unfailing interest in the promotion of the soil conservation program."

WICH Norwich, Conn., honored by American Legion, Robert O. Fletcher Post, No. 4, at public testimonial dinner, for its cooperation in recent polio drive.

ANNUAL Radio Writers Guild cocktail party will be held at Astor Roof, New York, Feb. 24, beginning at 4:30 p.m.

Pabst Blue Ribbon

(Continued from page 23)

Extract Co., Chicago, was purchased in 1930.

In November 1932, Premier Malt Products Co., Peoria, Ill. voted to merge with the Pabst Corp. The name was changed to Premier-Pabst, and Harris Perlstein, head of Premier, became president, the position he holds today.

Five years after repeal, the name of Premier-Pabst was changed back to Pabst Brewing Co., and Fred Pabst became chairman of the board. According to the book, *The Pabst Brewing Company*, recently published as the first volume in its Business History Series by New York U., "the joining of the chief malt products firm (Premier) with the greatest beer producer (Pabst), in order to provide additional resources for expansion, may seem so obvious a business arrangement as to require little explanation, but personal factors working in reverse fashion have often prevented just such logical steps. The personality of Fred Pabst leads one to believe that had he not liked Perlstein as a man, nothing on earth would have persuaded him to merge the business."

Harris Perlstein graduated as a chemical engineer from Chicago's Armour Institute in 1914 and was a practicing chemical engineer for 10 years before entering the administrative side of business. He is a director of the United States Brewers Foundation; a member of the Board of Public Welfare Commissioners, State of Illinois; a director of the Illinois Manufacturers Assn., and a member of the board of trustees of Illinois Institute of Technology, successor to Armour Institute. He is president of the Los Angeles Brewing Co., and a director of the Hoffman Beverage Co., Newark, both wholly-owned Pabst subsidiaries.

Pabst, with its main brewery in Milwaukee and modern auxiliary plants in Peoria and Newark claims to be in a better position than ever to compete for the national market.

"And we feel we have the edge over our competitors by being the only brewing organization in America to use coast-to-coast radio and network television," as Nate Perlstein puts it.



FLASHBACKS into the radio album of Pabst reveal such stellar stars as the late Ben Bernie (l), the cigar-smoking, violin-playing 'Old Maestro'; Groucho Marx (center), a stogie chewer himself who might not classify his fiddling as the musical type; and Eddie Cantor.

* * *

WMOR CHANGE

To Elect New Board Chairman

WMOR (FM) Chicago will elect a new board chairman within two weeks to replace Dario L. Toffenetti Sr., Chicago and New York restaurant owner, who resigned a fortnight ago. He left the job, which he held since October, after a board meeting at which directors voted away his powers of authority by a 7 to 2 margin. They charged Mr. Toffenetti with "interference and censorship" in programming and station policy.

Although he has withdrawn from active support of the station, Mr. Toffenetti retains 27% stock in Metropolitan Radio Corp. of Chicago Inc., in which he is the largest single stockholder. No person or group has controlling interest.

About 25% of the station's revenue has been withdrawn by Mr. Toffenetti, according to President Bernard I. Miller, acting board chairman. The time includes a daily strip, *Breakfast at Toffenetti's*, and a heavy spot schedule. More than 10 local accounts, however, have been added since Jan. 1, Mr. Miller said. Rudolph Cole and David McHale were added to the sales staff last week to promote additional accounts.

WMOR broadcasts from 8:15 to midnight six days weekly and 1 p.m. to midnight on Sundays. The station services Jewel Food Stores in the area with in-store broadcasts.

Union Oil Spots

UNION OIL CO. Los Angeles, through Foote, Cone & Belding, Hollywood, will expend approximately $200,000 for a 52-week spot radio campaign that started Feb. 5 on 45 stations in 26 Pacific Coast and Intermountain Network stations. Approximately eight to ten chainbreaks weekly will be used in each market during that period.

JOINING lineup of ABC programs is *Melody Rendezvous*, Saturday, 6:45-7:15 p.m., originating at WCAE Pittsburgh.

WOL
1450 KC.
WOL-FM 98.7mc

PEOPLES BROADCASTING CORPORATION, WASHINGTON 6, D. C.
1000 CONNECTICUT AVENUE - METROPOLITAN 0010

An Open Letter to Radio Advertisers

Why We Bought 1450

1. 1450 has an established 9-year record. WOL call letters have a 27-year tradition as "The Voice of Washington."
2. As many push-buttons are set to 1450 as any other D. C. station, and more than most of the newer fringe stations.
3. 1450 is a good frequency:
   (a) CBS is to the right—NBC and ABC are to the left.
   (b) It would take 3,000 watts of power—a two-tower directional antenna to duplicate the present 1450 booster coverage.
4. 1450 is a Washington, D.C. station—not a perimeter station.
5. 1450 has a 9-year listener habit:
   (a) Pulse has consistently rated 1450 3rd in listener popularity.
   (b) 1450 has had good operation under Ben Strouse.
6. 1450 has been among the top Washington stations in business volume.
7. In spite of the 29 AM-FM-and-TV licenses issued in the Greater Washington, D. C. area, we pledge that with the above record and facilities, plus our experience and resources, the new WOL-AM and FM will continue the splendid business record of 1450 and the 27-year tradition of WOL—"The Voice of Washington."

Cordially,

Fred A. Palmer
Manager

Baseball Budgets Up

(Continued from page 19)

in the New York negotiation, it was understood that upstate New York stations would air Yankee games when their own local clubs are playing road contests. Arrangements are in progress with P. Ballantine & Sons and Atlantic Refining Co. to co-sponsor the broadcasts, BROADCASTING learned.

In the Quaker City a dispute as to how many night games should be broadcast or telecast reportedly has stymied progress on the city's baseball coverage. It is expected that home and away games will be aired with two stations alternating on coverage of both the A's and the Phillies. Probable stations, it was reported, are WIBG and WPEN, both independents. Provisions covering TV have not been settled.

Sponsor Speculation

Current speculation on Philadelphia sponsors centers about three advertisers—Atlantic Refining Co., which last year backed one-fourth of radio-TV game coverage; Ballantine's, which in 1949 sponsored one-half; and Sealtest Inc., a newcomer in Philadelphia baseball. Last year, Camel cigarettes was the third sponsor.

Sealtest again foots the bill for broadcast coverage of the Pittsburgh Pirates after last year's first baseball sponsorship for the dairy company in the Steel City. Also reported in contract stage at Pittsburgh is an arrangement whereby Pirates games will be fed to some 20 western Pennsylvania stations. Key station is WWSW-AM-FM Pittsburgh, now boasting 5 kw on 970 kc. WWSW will broadcast the full 154 home and away schedule. Rosey Rowswell and Bob Prince are expected to handle play-by-play. Although not yet official, it is doubtful whether TV will be considered.

In Boston, the lineup for the coming season will approximate that of last year. WHDH, 50 kw independent, again has exclusive AM rights for both the Red Sox and the Braves schedules. All home and away games and possibly other big league games on off days will be carried. Sponsorship is dual—the Atlantic Refining Co. and Narragansett Brewing Co. of Cranston, R. I., share the bill.

Jim Britt, Tom Hussey and Leo Egan will be back on the mike, the first two also doubling on telecasts which will be handled by WNAC-TV and WBZ-TV on an alternating and even split of both clubs' home games as they did last year. Television sponsorship is shared by Chevrolet Dealers and Narragansett. TV cameras will be using Zoomar lens for the first time. Bump Hadley will assist Messrs. Britt and Hussey on TV.

Under negotiation in New England is the possibility of feeding AM-FM broadcasts of all Boston baseball contests to 30 stations. As last year, the sponsors also will pay the check for a series of 20 preseason games of both the Red Sox and the Braves. The warm-up games, originating from the Florida circuit, will be handled by Messrs. Britt and Hussey. First game is scheduled for March 11.

In Chicago, the White Sox full-schedule will be carried exclusively on AM by WJJD, the Marshall Field station. Bob Elson will handle all home and a number of road tilts live, with the remainder of away games by wire. WJJD, a daytime outlet, has purchased time on WIND for airing out-of-town night games of the American Leaguers. Fox de Luxe Beer and Muntz TV will share the bill. Rights are reported to have been bought by WJJD for $70,000.

Ask $100,000 for TV

White Sox Manager Frank Lane and Charles Comiskey, vice president, reportedly are asking $100,000 for TV rights, which WGN-TV Chicago had exclusively last year. With negotiations still in progress, final decision and sale are not expected before mid-March.

While WIND will carry all Cubs games, home and away, including wire recreations, daytime home games will be fed to the Midwest Baseball Network with some 35 stations expected to sign. The latter will carry local sponsor tie-ins. Liggett & Myers, which will sponsor WIND's coverage, also will get spots and mentions on the network. Stations are in Illinois, Iowa, Indiana, Michigan, Minnesota, Kentucky and Wisconsin. Lineup thus far is:

WHOW Clinton, WGIL Galesburg, WQUA Moline, WSIV Pekin, all Illinois; KROS Clinton, KWBG Boone, KIOA Des Moines, KASI Ames, KWWL Waterloo, Iowa; WRF Eau Claire, WDUZ Green Bay, KTY LaCrosse, WLDY Ladysmith, WLIN Merrill, WNAM Neenah, WIBA-FM Madison, Wis.; WCBS Bloomington, WSAL Logansport, WBAT Marion, WXLW Indianapolis, WKAM Warsaw, WIVA Mishawaka, WTHI Terre Haute, Ind.; KLER Rochester, Minn., and WKYW Louisville, Ky.

In Detroit, Goebel Brewing Co., that city, will sponsor all 154 home and road games of the Tigers on 31 stations in a special "Goebel Network" fed from WJBK Detroit, which has exclusive broadcast rights as it did last year. Harry Heilmann, the beer firm's sportscaster, will handle play-by-play. Agency is Brooke, Smith, French & Dorrance, Detroit.

Griesedieck on WIL

Also in the Midwest, another beer company, Griesedieck Bros. Brewing Co., St. Louis, is expected to sponsor the Cardinals games exclusively on WIL St. Louis. Ruthrauff & Ryan, Chicago, was clearing negotiations late last week. The Browns' rights had not been sold as of late in the week, but speculation pointed toward WEW, St. Louis U. outlet, and to KWK St. Louis. Last year, the stations split game coverage, WEW during the day and KWK at night. Johnny O'Hara and Tom Daily handled the commentary. Negotiations were pending on the price question.

Exclusive radio and TV rights for five years of Cincinnati Reds baseball games were negotiated last month by WCPO-AM-TV [BROADCASTING, Jan. 30]. Burger Brewing Co. of that city will sponsor the games, which will be carried on a 27-station hookup in adjacent portions of four states. Announcer will be Waite Hoyt. WCPO-TV will feed telecasts to WHIO-TV Dayton and WTVN (TV) Columbus, and for the first time, nearly all of the Reds road games will be relayed to WCPO's TV facilities. Both Dayton and Columbus video outlets will receive these telecasts, according to M. E. Watters, WCPO stations general manager.

$225,000 in Cleveland

The Cleveland Indians' schedule will be broadcast on WERE Cleveland. AM rights were purchased at a reported $225,000 per year for three years by Standard Brewing Co. of that city for Erin Brew. Agency is Gerst, Sylvester and Walsh, Cleveland. In the past two years, WEWS (TV) Cleveland had the rights. TV outlet for this season has not yet been decided.

All Cleveland Indian and Dayton Indian games will be carried on WONE-WTWO (FM) Dayton. Skyland Broadcasting Corp., operator of the two stations, has entered into a three-year agreement for exclusive rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Graney and Jimmy Dudley, with Jack Gibbons and Ray Rayner handling the Dayton games.



THE CBS family receives a new member into its fold. Edward Shurick (l), new market research counsel for the network, is welcomed by John J. Karol, CBS sales manager. Mr. Shurick's appointment is effective March 1 [BROADCASTING, Feb. 6].

In addition to the individual city packages, MBS and the American League already have signed an agreement whereby Mutual will have broadcast privileges for the "game of the day" covering baseball activities in eight American League cities.

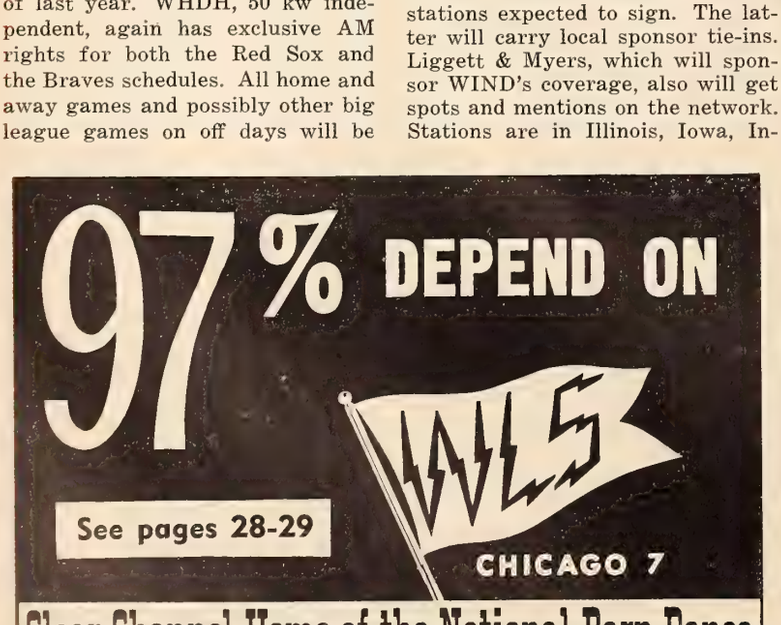
The series, set to get underway April 18, will be aired live over some 350 Mutual stations in 31 states from coast to coast, Monday through Saturday each week, MBS President Frank White and American League President Will Harridge, jointly announced last week. Although broadcasts are now set to be carried on a sustaining basis, Mutual hopes to attract a sponsor before the season officially opens.

Plan 10 Broadcasts

A minimum of 10 broadcasts are planned for origination from each of the American League cities. A similar agreement covering one or more National League clubs reportedly is in the prospective stage. Although National League President Ford Frick has frowned on the proposal, at least three or four club owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick's position.

A sidelight in the MBS series plans hinges on Baseball Commissioner A. B. (Happy) Chandler's ruling governing broadcast rights owned by the local major league club. For example the New York Mutual outlet desiring coverage of a home Yankee game locally, first would have to seek permission from the club. Subsequently, any local MBS outlet could be restrained from airing the broadcast of any of the "game of the day" because of the home club's checkmating power.

Mutual, however, said that in event of such postponement of a scheduled game, a contest from another area will be presented on a "recreation" basis. Names of announcers to handle play-by-play for Mutual has not been revealed yet.



ARKANSAS MEET

Anderson Is Elected ABA President

SAM W. ANDERSON, manager of KFFA Helena, Ark., was elected president of the Arkansas Broadcasters Assn. at the annual winter meeting held in Little Rock on Feb. 10. He succeeds G. E. Zimmerman, manager of KARK Little Rock.

Fred Stevenson, manager of KGRH Fayetteville, was elected vice president, and Ted Rand, manager of KDRS Paragould, was named secretary-treasurer. Elected to the board of directors were Mr. Zimmerman; Harold Sudbury, KLCN Blytheville; Leon Sipes, KELD El Dorado; Sheldon Vinsonhaler, KGHI Little Rock; Jack Wolever, KTHS Hot Springs, and John England, KFPW Fort Smith.

Resolutions

The 32 broadcasters representing 25 stations passed a resolution commending the state's ham operators "for their willingness to perform public services and for encouraging interest among the youth of the state in radio broadcasting." The group also passed a resolution in which the ABA goes on record as opposing payment of music fees on commercial transcriptions in excess of two cents per tune per station.

It was also voted to continue promoting Arkansas as the "Land of Opportunity"; to investigate through a committee of station operators the public service merits of programs now being submitted to the broadcasters for sustaining presentation, and to continue a study of provisions under which the Arkansas Athletic Assn. permits broadcasting of high school championship playoffs.

Registration

Those attending the meeting included:

John Moore, Bill Humbert, KVMA Magnolia; Emil Pouzar, KXLR North Little Rock; Frank Browne, KWFC Hot Springs; Ted Rand, Ray Dexter, KDRS Paragould; Russ Horne, Doc Bryan, KXRJ Russellville; Harold Sudbury, KLCN Blytheville; Charles Craft, KNBY Newport; Sam W. Anderson, Bill Bigley, KFFA Helena; Fred Stevenson, KRGH Fayetteville; Leon Sipes, KELD El Dorado; G. E. Zimmerman, KARK Little Rock; Ted Woods, Chet Blackwood, KOSE Osceola; George Frazier, L. B. Tookey, KXAR Hope; H. O. Coats, Clyde Gray, KWEM West Memphis; David Segal, KTFS Texarkana; Glenn Robertson, KVLC Little Rock; Bill Fogg, KXJK Forrest City; S. C. Vinsonhaler, Don Corbet, KGHI Little Rock; K. F. Tracy, KLRA Little Rock; Jack Wolever, KTHS Hot Springs; Storm Whaley, KUOA Siloam Springs; J. M. Moore, KVRC Arkadelphia; Melvin Spann, KWAK Stuttgart; John England, KFPW Fort Smith; Bob Wheeler, KHOZ Harrison; Red Mason, J. R. Anderson, AP (Montgomery and Little Rock); Bob Kool, Gates Radio Co., Memphis; Pierre Weis, Lang-Worth, New York; Bill Stubblefield, Capitol, Dallas; John Lenkerd and Elmer Damm, Graybar, St. Louis; Al Marlin, BMI, Topeka; Earl Lipscomb, Bob Shuffler, Lipscomb Assoc., Dallas; Ed Carleton, Carleton Radio, Little Rock; David R. Milsten, SESAC, Tulsa; Sam Hales, UP, Kansas City.



KEY figures in planning coverage of the Carol Paight murder trial by WICC Bridgeport, Conn., included (l to r): Dickens J. Wright, general manager; Charles W. Parker, sales manager; Robert F. Maguire, news editor, and James W. Evans, program director. WICC was on the air with the "not guilty" verdict report 20 seconds after the jury made its findings. WICC reports its switchboard was flooded with congratulatory calls. Taped for rebroadcast the following morning, portions of the broadcast were used on Mutual's coast-to-coast *Newsreel* that night. Special direct lines to the scene of the trial activity permitted speedy reporting by WICC.

WKRM FIRE

MBS Outlet Is Destroyed

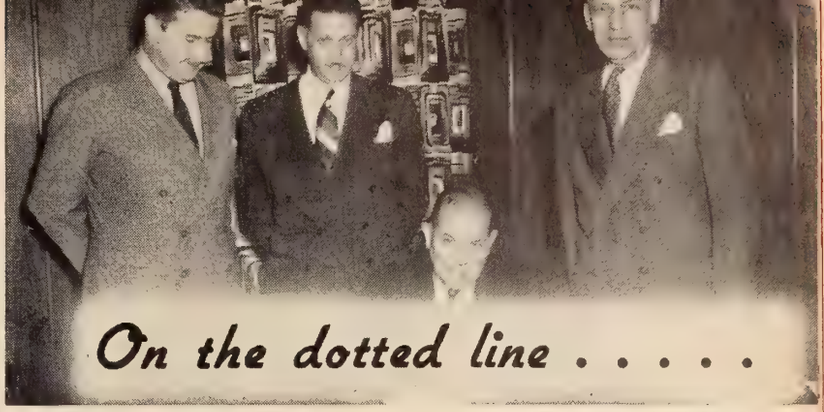
WKRM Columbia, Tenn., 250 w Mutual affiliate, was completely detroyed by fire early last Tuesday morning (Feb. 14). R. M. McKay Jr., president and co-owner, estimated damage at between $50,000 and $75,000 and said the loss was partially covered by insurance.

The fire, of undetermined origin, started about 4 a.m. in the eight-room frame building which housed the transmitter equipment, studios and offices. The blaze was first noticed by the engineer of a passing train who sounded the train whistle repeatedly to awaken people in the vicinity. By the time fire fighting equipment arrived at the scene, the blaze was beyond control.

Immediate plans were made by WKRM officials to procure new equipment and to resume broadcasting operations from temporary headquarters within a few days. A corner stone was laid for a temporary building on the same afternoon of the fire.

WKRM went on the air in 1946. It is owned and operated by the Middle Tennessee Broadcasting Co., of which R. M. McKay Sr. is co-owner and secretary-treasurer.

EMERSON Radio & Phonograph Corp. purchases Continental Can Bldg., Jersey City, N. J., to be converted to manufacturing plant of about 450,000 sq. feet.



On the dotted line . . . .

E. D. WALEN (seated), executive v. p., Pacific Mills, contracts for his firm's sponsorship for third year of *This Is Greater Lawrence*, civic show on WLAW Lawrence, Mass. With him are Frederick P. Laffey (l), program's producer, and David M. Kimel, WLAW sales mgr.

A 52-week contract with WGR Buffalo to present the *MGM Theatre of the Air* on Sunday is set by Charles H. Diefendorf (seated), pres., Marine Trust Co., Buffalo. Standing (l to r) are Ted Higinbotham, BBDO; Nat L. Cohen, WGR sales mgr.; George Enser, asst. v. p., Marine Trust.





SPONSORSHIP of all week-day home games of Roanoke Red Sox on WROV-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverage Co. Looking on are Frank E. Koehler (l), general manager, Radio Roanoke WROV, and Coleman Austin, announcer.

WCOL-AM-FM Columbus, Ohio, receives a two-year contract for exclusive rights to broadcast games of the Columbus Red Bird Baseball Club. Setting the agreement are L. A. Pixley (l), president of The Pixley's Inc., operator of WCOL, and A. L. Banister, Columbus Red Bird president.





CONTRACT to air *Clyde Beatty Show* (circus), starting March 2 on the Don Lee network, is set by (l to r) Walter W. White Jr., pres., Commodore Productions, packager; D. B. Lewis, Lewis Food Co., sponsor; Clyde Beatty; Leon Wray, Don Lee; Don Lauritzen, Rockett-Lauritzen Agency.

ARRANGING for Regal Pale Beer sponsorship of San Francisco Seals baseball games on KSFO San Francisco are (l to r): Seated—Frank Ducato, Abbott Kimball agency; Paul Fagin, Seals president; standing—Jack Campbell, KSFO coml. mgr.; Charles Graham, Seals gen. mgr.; Don Klein, KSFO sportscaster.



Views on Dues

(Continued from page 19)

tions, then maybe the NAB has gotten too large for us small boys.

Isn't it rather unusual for outgoing directors to make such sweeping changes? Maybe my thinking is all wet because I am just a small guy owning a small station in a small market. The recent BAB addition is a big help, but methinks that you are rocking a boat that is already leaking.

From where I stand you can let me know when the increase is to take place and I'll prepare my resignation for that date.

If you can convince me that I am wrong then I'll be willing to go to bat and try to pacify other small stations in North Carolina that I know will be squealing with great anguish. Fair enough?

Mr. Younts is secretary-treasurer of the North Carolina Assn. of Broadcasters. He took part in an NAB membership drive prior to the District 4 meeting in Pinehurst, N. C., last October.

Arney Replies

Replying to Mr. Younts, C. E. Arney Jr., NAB secretary-treasurer, said the action was taken "only after most deliberate and careful consideration by the members of the board. The viewpoint of the smaller stations was adequately presented to the board by several of its members who are themselves operators of small stations."

Mr. Arney explained that only eight of the 27 board members will retire automatically in April and the dues structure has been discussed for many months. He added, "I hope we can convince you that you are wrong in protesting this increase and I further express the hope that you will become a crusader among the other small stations in your area in helping us to justfy it. I feel certain that the increased results that will come from it will fully justify the increase in dues."

Prior to the April convention NAB plans to issue statements to the membership placing the dues picture in the proper perspective.

These will cover such topics as the budget background for changes in the four lower classes and the expanding services rendered by the association.



WMAQ Chicago's "Six-Thirty Special" contest offered two all-expense-paid trips to Hollywood for answers to "Why I Listen to WMAQ," in 25 words or less. Judging entries are (l to r): Paul McCluer, NBC Chicago AM network sales manager; I. E. Showerman, vice president in charge of the Central Division; John Keys, assistant manager of the press department, and A. W. Kaney, station relations manager.

Fastest growing service at NAB is Broadcast Advertising Bureau, which will receive 25.06% of the $798,322 appropriated for the new fiscal year starting April 1—about $100,000 above the current NAB budget.

About three-fourths of the $100,000 will go toward BAB, which gets a total of $200,000. At present BAB is operating at a rate of roughly $128,000 annually, though budget computations are difficult to describe because NAB is in the process of switching from a calendar to fiscal year.

In 1948, when NAB had a $796,000 budget, the Broadcast Advertising Dept. (predecessor to BAB) received $63,490 for the year. The new appropriation represents a three-fold increase—from 7.97% to 25.06% of NAB's budget—for sales and advertising activities in the two-year period.

Reduced to terms of dues, nearly $4 of every $15 in monthly dues paid to NAB by Class A stations will go to sales and advertising under the new budget. This compares to 60 cents out of each $7.50 in monthly dues paid in 1948.

In addition to its $200,000, BAB is expected to receive perhaps $50,000 a year from sale of special services. At NAB headquarters it is stated that BAB's activities provide a type of service smaller stations are unable to perform for themselves in addition to more general operations boosting the radio medium as a whole.

The new dues in four low-income classes affect the amount 780 stations will pay to NAB after April 1. Among AM stations, 302 are in Class A, 151 in Class B ($25,001 to $50,000), 172 in Class C ($50,000 to $75,000) and 114 in Class D ($75,000 to $100,000). Among FM stations, 39 are in Class A and 2 in Class B.

Expensive to Service

These 780 stations, which NAB says are more expensive to some than larger stations, have been paying 20.12% of the total income, or $11,712 a month. Using the Jan. 1 membership base, these stations will pay 26.15% of the total, or $16,465 a month under new dues.

NAB's membership as of Feb. 1 included 1,154 AM, 518 FM and 36 TV stations, plus some 70 associate members.

This AM segment comprises 55% of all AM stations in the industry. NAB is anxious to raise the 55% figure, recognizing that it can either decrease dues or expand services, or both, if a larger segment of the industry pays dues to maintain its trade association.

Addition of a field director, as authorized by the board, will provide a fulltime official who can tour the country as a membership missionary. This practice is common among business associations. The field director may not be named until the board has ratified the name of the man Judge Miller appoints to fill the new general manager's post. It is assumed the field director will be an assistant to the general manager.

Judge Miller returned to his Washington office last Thursday morning but as far as could be learned he has taken no action on naming of a committee to consider candidates for the general managership.

Some misunderstanding was noted at NAB headquarters over a board action calling for an independent audit of the association's books. The books have been audited ever since 1930 by an independent accounting firm, and such an audit was just getting under way when the board acted. This audit was halted pending clarification of the board's action.

It was felt the board was interested in getting special breakdowns on association finances rather than another independent audit. This might include the allocation of BAB's receipts in the association's weekly financial statement, for example, or perhaps another special set of figures.

A board action that will receive careful attention centers around a complaint by associate members that non-member companies have equal recognition at annual conventions and district meetings. A special *ad hoc* and a membership committee reported on this complaint. It was recommended that NAB headquarters notify associate members well in advance of arrangements for scheduled meetings.

The NAB secretary-treasurer's office is expected to announce results of the balloting for board membership a week from today (Feb. 27). Ballots must be at headquarters by midnight, Feb. 25.

Technically, NAB is operating under the 1949 structural setup until the new fiscal year starts April 1. The Radio Division will be dropped at that time, and the Television Division will become the Television Dept., it is understood.

WWON Is Sold

SALE of WWON Woonsocket, R. I., for $70,000 to the *Woonsocket Call* was announced last week by the station. Deal is subject to FCC approval. WWON is assigned 250 w on 1240 kc fulltime. The transfer application is to be filed in the name of Woonsocket Broadcasting Co., a new firm owned by the *Woonsocket Call*, which in turn is published by Buell W. Hudson with Andrew P. Palmer as general manager. WWON sellers are Garo Ray, consulting engineer; Aram Tellalian Jr. and James Iodice. Transaction was handled by Blackburn-Hamilton Co.

ABC Quarterly Gross

GROSS sales, less discounts, returns and allowances, of $11,086,194 in the last quarter of 1949 were reported by ABC to the Securities & Exchange Commission.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Ad Council

(Continued from page 25)

vening at the Statler Hotel and a uncheon there Thursday.

Members of the conference:

Bromwell Ault, Interchemical Corp.; William R. Baker Jr., Benton & Bowles; Harold S. Barnes, Bureau of Advertising; Theodore L. Bates, Ted Bates & Co.; S. Bruce Black, Liberty Mutual Insurance Co.; R. W. Boggs, Union Carbide & Carbon Corp.; Nelson Bond, McGraw-Hill Pub. Co.; Frank Braucher, Periodical Publishers Assn.; George P. Brett Jr., The Macmillan Co.; Lee H. Bristol, Bristol-Myers Co.; Louis N. Brockway, Young & Rubicam; Leo Burnett, Leo Burnett Co. Inc.; William G. Chandler, Scripps-Howard Newspapers; Mrs. Olive Clapper, journalist; Evans Clark, The Twentieth Century Fund; John L. Collyer, B. F. Goodrich Co.; Fairfax M. Cone, Foote, Cone & Belding; Douglas Wakefield Coutlee, advertising consultant; Gardner Cowles, Look Magazine; Harlow H. Curtice, General Motors Corp.

Col. J. F. Drake, Gulf Oil Corp.; Philip J. Everest, National Assn. of Transportation Advertising; Frank M. Folsom, Radio Corp. of America; Clarence Francis, General Foods Corp.; Edwin S. Friendly; Kerwin H. Fulton, Outdoor Advertising Inc.; Samuel C. Gale, General Mills Inc.; Frederic R. Gamble, American Assn. of Advertising Agencies; John T. Gibson, The White House; Philip L. Graham, The Washington Post; Robert M. Gray, Esso Standard Oil Co.; Dr. Alan Gregg, Rockefeller Foundation; Miss Helen Hall, Henry Street Settlement; Ralph W. Hardy, National Assn. of Broadcasters; Thomas J. Hargrave, Eastman Kodak Co.; Francis Harmon, Motion Picture Assn. of America; D. B. Hause, Armour & Co.; John K. Hearst, Hearst magazines; Robert D. Holbrook, Compton Advertising; Stanley C. Hope, Esso Standard Oil; Charles L. Houston, Houston, Houston, Hastie & Waddy; Buell W. Hudson, The Woonsocket Call; Paul P. Huffard, Union Carbide & Carbon Corp.

Charles W. Jackson, The White House; Lee R. Jackson, Firestone Tire & Rubber Co.; Eric Johnston, Motion Picture Assn. of America; Philip J. Kelly, National Distillers Products Corp.; Alton Ketchum, McCann-Erickson; Herbert H. Kirschner, Kirschner & Co.; Edgar Kobak, consultant; Arthur W. Kohler, Curtis Pub. Co.; Lawrence W. Lane, Sunset magazine; Chester J. LaRoche, C. J. LaRoche & Co.; Roy E. Larsen, Time; Barry T. Leithead, Cluett, Peabody & Co.; E. H. Little, Colgate-Palmolive-Peet; Henry A. Little, Campbell-Ewald; J. Spencer Love, Burlington Mills; Anson Lowitz, J. Walter Thompson; Charles Luckman; George P. Ludlam, Advertising Council; A. E. Lyon, Railway Labor Executives Assn.

Robert R. Mathews, American Express Co.; James E. McCarthy, Outdoor Advertising Foundation; George L. McMillan, Bristol-Myers Co.; Justin Miller, National Assn. of Broadcasters; Howard J. Morgens, Procter & Gamble; Paul Morency, WTIC Hartford; Charles H. Mortimer Jr., General Foods Corp.; Paul J. Nance, Hotpoint Inc.; Wesley I. Nunn, Standard Oil Co. (Indiana); J. D. O'Hara, Dr. Pepper Co.; Herbert A. Payne, Home Insurance Co.; Stuart Peabody, The Borden Co.; Robert S. Peare, General Electric; W. B. Potter, Eastman Kodak Co.; K. C. Pratt, K. C. Pratt Inc.; James H Rand, Remington Rand Inc.; R. T. Reed, American Express Co.; William Reydel, Cunningham & Walsh Inc.; Kingsley Rice, Power Generation; Burr L. Robbins, General Outdoor Advertising Co.; Lewis S. Rosenstiel, Schenley Industries Inc.; James Rotto, The Hecht Co.

Mark Seelen, Outdoor Advertising Inc.; John E. Smith, McCall's magazine; Frank Stanton, CBS; A. R. Stevens, American Tobacco Co.; John R. Suman, Standard Oil Co. (New Jersey); Allan R. Swim, Congress of Industrial Organizations; E. J. Thomas, Goodyear Tire & Rubber Co.; Harold B. Thomas; Miles Trammell, NBC; Leonard W. Traester, General Outdoor Advertising Co.; L. A. Van Bomel, National Dairy Products Corp.

Robert L. Warren, Brockway Glass Co.; Thomas J. Watson Jr., International Business Machines Corp.; Paul B. West, Assn. of National Advertisers; Grover A. Whalen, Coty Inc.; John J. Whelan, Haire Publications; C. M. White, Republic Steel Corp.; H. Fred Willkie, Joseph E. Seagram & Sons Inc.; Allan M. Wilson, Advertising Council; Charles E. Wilson, General Electric Co.; Mark Woods, ABC; James W. Young, J. Walter Thompson; Thomas H. Young, United States Rubber Co.; Philip Zach, Capper Publications.

KFRM REQUEST

Seeks Fulltime on 540 kc

BID FOR 540 kc operation under special service authorization was filed with FCC last week by KFRM Concordia, Kan., sister outlet of KMBC Kansas City. Purpose is to provide first night primary service to the vast rural area.

Now operating on 550 kc with 5 w daytime, directional, and programmed from KMBC, KFRM seeks 5 kw fulltime operation on 540 kc directional. KFRM is 160 miles northwest of Kansas City and has been on the air since December 1947. Midland Broadcasting Co., licensee of both stations, said there is no overlap of the nighttime primary service area of KMBC and that proposed by KFRM. KMBC is on 980 kc with 5 kw, directional night.

Midland asked FCC to allow the 540 kc operation for the regular KFRM license period which ends May 1, 1952. By that time, it said, it hopes permanent assignment on 540 kc in the U. S. can be made. Midland noted that the Atlantic City convention provides that 540 kc be added to the standard broadcast band.

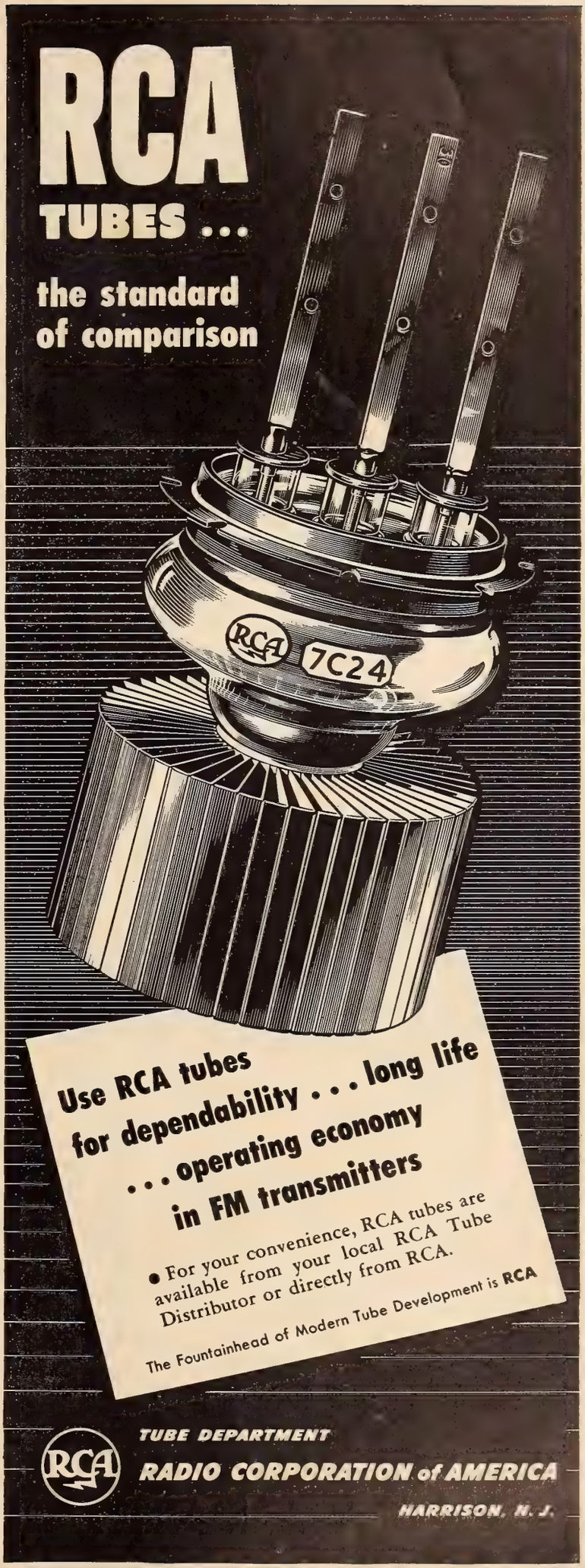
No Interference Seen

Although no interference is anticipated to government installations, automatic ship alarms and other services, Midland told FCC the 540 kc operation would allow actual observation of broadcast conditions. KFRM would protect Canada's CBK Watrous, Sask., now on 540 kc with 50 kw, and cause only slight interference to Mexico's XEWA San Luis Potosi, on 540 kc with 150 kw, directional night, Midland said.

Midland Broadcasting stated that "substantial losses have resulted from the first two years of operation on 550 kc, daytime only" and "current operating losses are approximately $3,000 monthly, not including administrative salaries which are wholly absorbed by KMBC, and not including expense connected with six years' efforts of applicant to get a regular berth on the 540 kc frequency."

Daughter to Paleys

WILLIAM S. PALEY, chairman of the board of CBS, is the father of a girl, Kate Cushing Paley, born last Wednesday at New York Hospital. It is Mr. and Mrs. Paley's second child.



Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

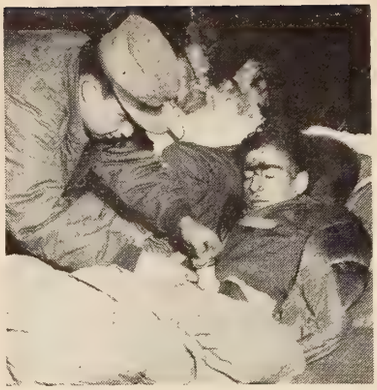
DOUBLE CRASH

KENI Newsman Is Rescued

ASSIGNED to cover search operations in the crash of a C-54, an Alaskan newsman found himself a victim when the search plane in which he was riding crashed on the slopes of 6,100 ft. Mt. Lorne in Canada's Yukon Territory.

Jack Borges, news editor of KENI Anchorage who flew to Whitehorse in the Yukon for NBC and the Midnight Sun Broadcasting Co., was one of the entire complement of six men injured in the crash. He and four others were rescued by ski troops of the 14th Mountain Infantry after the injured pilot, Lt. Charles Harden of Graham, N. C., made an heroic eight-hour trek through waist-deep snow to summon help.

Said to be one of the fastest rescue operations in the Far North, it was less than 24 hours from the time of the crash until the survivors reached Whitehorse. Mr. Borges suffered a broken wrist, lacerations, and torn leg tendons. He completed his mission by broadcasting from a bed in the U. S. Army's 4th Field Hospital.



Mr. Borges is given first aid by an Army ski trooper.

CBS Stock

J. A. W. IGLEHART, member of the board of CBS, has bought 500 shares of Class A common stock of the company, bringing his total holdings to 3,400 shares, according to information filed with the Securities and Exchange Commission.

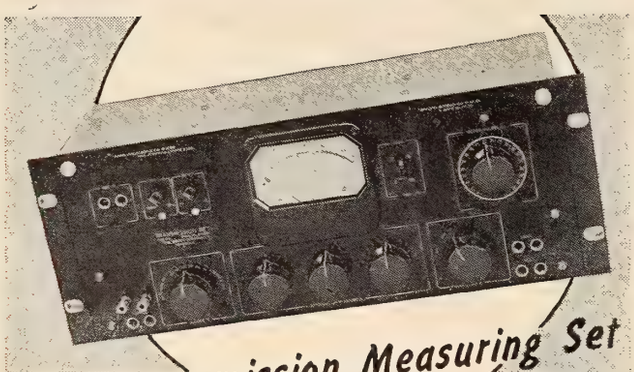
BOOTH ELECTED

Director of Newspapers

JOHN L. BOOTH, Michigan broadcaster and son of Ralph H. Booth, founder and former president of Booth Newspapers Inc., has been elected director of Booth Newspapers at the group's annual meeting, it was announced last week.

Booth Radio and Television Stations Inc., of which John Booth is founder and president, operates WJLB Detroit, WBBC Flint and WSGW Saginaw, and is a television applicant in Flint and Saginaw.

Mr. Booth worked as reporter on the Saginaw *News Courier* in 1928 and on the Jackson *Citizen Patriot* in 1929. He served on the advertising department staff of the Detroit *Free Press* in 1934 and 1935.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

VISIT DAVEN AT THE IRE SHOW — BOOTH 94B

GDYNIA CASE

O'Conor to Support Charge

U. S. SENATOR Herbert R. O'Conor (D-Md.) indicated last week that he will supply additional information to the FCC pointing up the broadcast of alleged Communist propaganda by the Gdynia America Shipping Lines on U. S. station facilities.

Sen. O'Conor, chairman of a Senate Judiciary Immigration subcommittee that is pressing an investigation into Gdynia radio activities [BROADCASTING, Dec. 26, 1949], promised the additional data following receipt of a letter from FCC Chairman Wayne Coy. Comr. Coy said the FCC had "no information" concerning the broadcast in Polish of "Communist propaganda" over the stations by Gdynia and asked that if the committee has "any facts" which it believed "would be of interest to the Commission," to make that information available.

WEDC Drops

At the same time, the subcommittee disclosed that a second station had decided not to renew its broadcasts of Gdynia scripts. WEDC Chicago, the Congressional group said, had informed the Senators it had dropped the Gdynia prepared broadcasts as of Feb. 5. WHBI Newark, N. J., which had aired the broadcasts as well as WEDC, canceled its Polish weekly series on Dec. 26.

A subcommittee spokesman said the "supporting" information which would be supplied by Sen. O'Conor probably would point out that in the registration of prepared and edited scripts for Polish programs under the Foreign Agents Registration Act, Gdynia reportedly filed a statement for a six-month period in 1948 showing that the "Polish Embassy had paid part of the total cost amounting to $4,800." The spokesman said that in a six-month period ending in March 1949 the Embassy's share purportedly was $7,800.

Would Spur FCC

It is understood that Sen. O'Conor will place the data before the FCC as a means of spurring the Commission to give more notice to such scripts in order that propaganda be avoided in the future. The Senator has demanded that the Commission take some "appropriate steps" to assure the country that Communist propaganda would not be permitted for broadcast. However, the FCC letter, in effect, showed little alarm.

The Justice Dept. also had played lightly with Sen. O'Conor's demand that it investigate Gdynia activities [BROADCASTING, Jan. 9].

Comr. Coy's letter follows in part:

"We have no information concerning the broadcast of Communist propaganda on the facilities of broadcasting stations in the United States by the Gdynia America Line. If you have any information or if your committee has any facts which you believe would be of interest to the Commission, I would appreciate your efforts in making that information available to the Commission."

Upcoming

Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.

Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.

March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.

March 3-4: Western Radio-Television Conference, Seattle.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.

March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.

March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.

March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

March 13: House Interstate & Foreign Commerce Communications subcommittee hearing on radio bills, Washington.

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 29-April 1: ANA convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulphur Springs, W. Va

March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America. Amarillo, Tex.

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Famous Nature Story Teller
AVAILABLE ON SYNDICATED RADIO
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For booklet describing other
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RADIO AND TV PRODUCTIONS
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HOLLYWOOD

'UNIFORMITY'

FCC Hits FCC Proposal

EX-FCC Chairman James Lawrence Fly, commenting on the Commission's proposal for a "uniform policy" hearing regarding licensing procedures, has suggested there is "no trick substitute for sound judicial and administrative discretion." He considered FCC's proposal unnecessary.

Mr. Fly's letter is the first opinion filed in the Commission's proceeding to review licensee-eligibility of violators of U. S. laws other than the Communications Act. FCC ordered the review in late January, specifying Feb. 13 for commencement, but the proceeding has been postponed until April 24 to allow sufficient time for preparation as requested by the industry [BROADCASTING, Jan. 30, Feb. 6]. Deadline for comments now is set as April 10.

The Commission's effort to secure uniform procedure for handling applications of those involved in civil and criminal proceedings outside the jurisdiction of the Communications Act stems from a 1948 Supreme Court ruling holding the major film producers to be in violation of anti-trust laws.

Cites Confusion

Mr. Fly pointed out that under Sec. 308(b) of the Act and the public interest concept the Commission is under duty to inquire into the character of the applicant and "proof of serious violations of law is clearly pertinent on the issue of character." He indicated that FCC's proposal would "invite more confusion than the rules would eliminate."

The ex-FCC chairman pointed out that over-parking is a criminal offense whereas the fraudulent conversion of a $100 million trust fund may never result in a criminal charge or even a civil suit. Thus, he explained, "the single question is the quality of the offense and its current impact upon the question of character." He concluded, "The fact is in issue, not the court records."

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER. MOLINE. ILL.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS) Original broadcast 21.7 Added by 2nd broadcast 2.8*	180	American Tobacco (BBDO)	24.5	27.3	—2.8	1
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever (Y&R)	23.9	21.7	+2.2	5
Radio Theatre (CBS)	172	Lever Bros. (JWT)	22.8	25.5	—2.7	2
Bob Hope (NBC)	151	Lever Bros. (BBDO, producers; Ayer, Surf; JWT, Lux)	21.0	21.3	—0.3	7
My Friend Irma (CBS)	150	Pepsodent Div.-Lever (FC&B)	20.7	21.3	—0.6	6
Bing Crosby (CBS)	179	Liggett & Myers (C&W)	20.6	16.4	+4.2	15
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.2	24.9	—4.7	3
Amos 'N' Andy (CBS)	149	Lever Bros. (R&R)	19.1	18.6	+0.5	10
Mr. Chameleon (CBS)	138	Sterling Drug (D-F-S)	18.2	10.6	+7.6	62
Walter Winchell (ABC) Original broadcast 16.0 Added by 2nd broadcast 1.8*	271	Wm. R. Warner (K&E)	17.8	24.9	—7.1	4
People Are Funny (NBC)	149	B. & W. Tobacco (Seeds)	16.8	17.2	—0.4	11
Mystery Theatre (CBS)	149	Sterling Drug (D-F-S)	16.7	16.7	0.0	14
Truth or Consequences (NBC)	141	Procter & Gamble (Compton)	16.5	14.5	+2.0	27
Burns & Allen (CBS)	179	Block Drug (C&P)	16.3	14.5	+1.8	29
Bob Hawk Show (CBS)	163	R. J. Reynolds (Esty)	15.9	14.7	+1.2	26

* Second broadcast on same day in some cities provided more than one opportunity to hear program.

TOP 10 DAYTIME HOOPERATINGS—Feb. 15 REPORT

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Ma Perkins (CBS)	143	Procter & Gamble (D-F-S)	8.4	8.7	—0.3	2
Arthur Godfrey (CBS) 10:15-10:30 (MTh) 4.5	170	Wildroot (BBDO)	7.8	8.8	—1.0	1
10:15-10:30 (TWF) 5.5	170	Toni-Div., Gillette (FC&B)				
10:30-10:45 8.2	173	Gold Seal Wax (C-M)				
10:45-11 8.4	173	National Biscuit (M-E)				
11-11:30 8.7	185	Liggett & Myers (C&W)				
Stella Dallas (NBC)	146	Sterling Drug (D-F-S)	7.5	7.8	—0.3	7
Big Sister (CBS)	142	Procter & Gamble (Compton, Ivory; Biow, Spic & Span)	7.3	8.4	—1.1	3
Guiding Light (CBS)	142	Procter & Gamble (Compton)	7.2	6.9	+0.3	17
Our Gal Sunday (CBS)	160	Whitehall Phar. (Murray)	7.1	8.1	—1.0	5
Rosemary (CBS)	149	Procter & Gamble (B&B)	7.0	7.7	—0.7	8
Romance of Helen Trent (CBS)	165	Whitehall Phar. (Murray)	6.9	7.3	—0.4	13
Aunt Jenny (CBS)	84	Lever Bros. (R&R)	6.9	7.5	—0.6	11
When a Girl Marries (NBC)	81	Gen. Foods Sales (Y&R)	6.8	7.6	—0.8	9
Backstage Wife (NBC)	146	Sterling Drug (D-F-S)	6.8	6.5	+0.3	21

LEE ESTATE

Sisters Expected To Join Legal Fray

MRS. CHRISTINE BOYD LEE WITHERSPOON was expected to join her sister, Mrs. Elizabeth Boyd Lee Fry, in legal fight for $9½ million estate of the late Thomas S. Lee, owner of Don Lee Network and other properties [BROADCASTING, Feb. 13].

Adopted daughters of the late Don Lee, both have legal status as sisters of Thomas Lee, and therefore are his closest heirs-at-law, attorneys point out. Previously it has been believed that Mrs. Nora S. Patee of San Marino, Calif., his maternal aunt, was Thomas Lee's closest living relative. Mrs. Fry already has retained Jerry Giesler and Harry Mabry, attorneys.

Public administrator Ben H. Brown, appointed special administrator of the estate Feb. 10, was expected to be made general administrator when petition is acted upon next Thursday in Los Angeles Superior Court.

In a will made in 1934, Thomas Lee left his entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, "to be divided as he sees fit."

Don Lee, father of Thomas Lee, adopted Christine and Elizabeth in 1920 after his marriage to their aunt, Mrs. Annabelle Torbett Lee, his second wife. He divorced her in 1926. When Don Lee died in 1934 he left only $1 each to the sisters. Remainder of the estate went to his son, Thomas.

LAMB VISITS HT

President Pledges Support

EDWARD LAMB, Toledo attorney, publisher and owner of WTOD Toledo, WTVN (TV) Columbus and WICU (TV) Erie, Pa., visited the White House Wednesday and received a pledge of support for Pennsylvania and Ohio Democratic Congressional nominees. Mr. Lamb reported President Truman said he would campaign for a Democratic Congress as strongly as he did for his own election in 1948. The President said he will make personal tours of Ohio and Pennsylvania this spring and fall for that purpose, according to Mr. Lamb.

Mr. Lamb was accompanied on his White House visit by David Lawrence, mayor of Pittsburgh. Earlier in the day they had met with Sen. Francis Myers (D-Pa.) and William Boyle, Democratic National Chairman.

In a news statement, Mr. Lamb said he would not enter the Democratic race for the U. S. Senate in Ohio, but that he would support the Democratic nominee against Sen. Robert Taft (R-Ohio).

When you can get RCA "Know-How"... why take anything less?

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Radio Corporation of America
RCA Victor Division



TENTH year sponsorship of *Breakfast Club* on ABC by Swift & Co., Chicago, is honored appropriately at a breakfast attended by (l to r): Vernon Beatty, advertising manager, Swift & Co.; Hal Rorke, radio director, J. Walter Thompson Co., Chicago; John H. Norton Jr., ABC Central Division vice president, and Robert E. Kintner, ABC president.

FM LISTENING RISING

New York Surveys Show Sets Up, Too

STEADY increase in FM set ownership and listening in the New York metropolitan area is shown in a series of three surveys conducted by The Pulse Inc. and analyzed by the NAB FM Dept.

In homes that have both AM and FM, 37% of the total listening time was devoted to FM, NAB's analysis shows. The analysis was conducted by Edward L. Sellers, director of the FM Dept. Broken down into hours, it was found that the daily FM average was 1.60 hours compared to 2.66 for AM, a total of 4.26 hours.

Three Months Covered

The figures apply to the months of July and October, 1949, and January, 1950. The data show FM listeners are loyal listeners. NAB suggests this indicates FM is of "real value" to the AM operator of an FM affiliate and becomes more valuable as AM sets become obsolete and are replaced.

Distribution of FM homes in the 10-county New York area is about equally divided between the low and high income groups, it was found, with FM serving all elevations of the socio-economic strata and being strong in the low-income groups.

Good Increase

In the July-January period it was found that the number of New York homes equipped with FM radios increased to nearly 573,000. FM's potential audience in the area as of January 1950 was estimated at 2,005,000, based on receiver distribution.

Numerous reasons were cited for purchase of FM receivers, with 19.3% saying they bought for lack of static, better reception or desired FM, all exclusive FM trademarks; 11.9% bought FM for better music, more classical music, better musical programming; 27.9% chose TV sets with the FM band; 21.4% chose a new radio with the FM band.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Milestones

► Reportedly the oldest continuous commercial program in the Southwest, *Mrs. Tucker's Smile Program*, marked 17 years on the air Feb. 13, with its 2,108th program on WFAA Dallas. Since 1933 the musical show has helped build the sales of Mrs. Tucker Foods Inc., Sherman, Tex., maker of Mrs. Tucker's Shortening and Meadolake Margarine. It has made extensive use of the Texas Quality Network.

► Employes were feted at a party given by KSD-TV St. Louis in celebration of its third anniversary. Station claims to be the first post-war video outlet in the country.

► WATO Oak Ridge, Tenn., Feb. 1 celebrated its second birthday. Station was the subject of an editorial in *The Oak Ridger* honoring the occasion.

► Jocko Maxwell, Negro sportscaster-director for WRRL Woodside, N. Y., will celebrate his 14th year with the station on Feb. 22.

► WORZ Orlando, Fla., celebrated the third anniversary of its first broadcast a fortnight ago.

► Carl Lorenz, ABC Western Division engineer, is celebrating 21 years in the engineering department of ABC and its predecessor NBC Blue network.

► John Harrington this month began his 15th year at WBBM Chicago, where he is a news and sportscaster. He worked previously at KWK St. Louis. Mr. Harrington was named WBBM sports director in 1940 after he had been there four years.

* * *

RACE RESULTS

Bill Would Ban Use of Radio

A PROPOSAL for legislation to outlaw interstate dissemination of race results by radio or other means for illegal use was advanced last week at the Attorney General's Conference on Law Enforcement Problems, held Wednesday in Washington.

The proposal was referred to the legislative committee for study and report by April 15.

A major problem to be solved in any such legislation, authorities pointed out, is the distinction to be drawn between broadcasts of racing information for legal purposes and those for illegal purposes. The resolution, which had the endorsement of the American Municipal Assn., would not be designed to prohibit dissemination of legitimate sports information.

Benedict P. Cottone, FCC general counsel, discussed FCC regulatory aspects, particularly with reference to uses of telephone and telegraph. He also cited the so-called WWDC Washington case of January 1948, in which FCC held with respect to broadcasts of horse race information that "the intent or design to assist the carrying on of illegal activities must be reasonably evident."

Attorney General J. Howard McGrath, who called the meeting of federal, state and local officials to map a campaign against organized crime, urged the active support of radio and press.

NEW four-page publication, *On Air*, released by the RCA Engineering Products Dept. to supplement its bimonthly *Broadcast News*, which gives latest RCA information on new equipment and developments in radio and TV field.



CELEBRATING his 11th consecutive year on the air under the sponsorship of the Continental Oil Co. is Stu Mann (center), heard nightly over WLOL Minneapolis, the Twin Cities' MBS outlet. Originator of the *In the Bleachers* show, Mr. Mann is presented another year's renewal of his contract by Ozzie Haggeland (l), Twin City manager for Conoco, and C. D. Carlson, Chicago divisional manager for Conoco.

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

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WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

Programs



EVERY hour on the half-hour, CHUM Toronto airs its *Teleflash News*. In this show, listeners who have witnessed news events, such as accidents or robberies, call station and report. Items are checked with police and fire departments, hospitals, etc. before being used. Listeners are paid up to $5 for each item used by station.

Musical Talent Hunt

MUSIC instructors in Washington high schools act as talent scouts in contest currently being conducted over WMAL Washington. Most talented children in local high schools are entered in contest to determine two winners of $500 scholarship prizes. Different high school auditorium is scene of weekly broadcast with students in that school presenting their accomplishments. Show is sponsored by Hamilton National Bank, Washington, and aired Sunday at 5 p.m. Trophies are awarded best group performances.

'Court' Praised

TRIBUTE to DuMont TV Network's *Court of Current Issues* and its originator, Irvin Paul Sulds, was voiced by Rep. Frederic R. Coudert Jr. (R-N. Y.) in *Congressional Record* Feb. 9 issue. Rep. Coudert cited program, telecast Tuesday, 8-9 p.m., as example of visual education, praised Mr. Sulds for bringing it into "virtually thousands of homes," and noted latter had received citation from VFW in recognition of program's second anniversary. Rep. Coudert expressed hope *Court of Current Issues* would continue its "splendid work" and felt that if similar programs are developed and presented through television, "we can look forward to a period in our immediate future when we will have the best informed public of any nation in the world."

Charity Children Star

CHILDREN who are wards of Catholic Charities Institutions in New York are stars of new variety revue on WFUV (FM) Fordham U., New York. Series will last for 13 weeks and highlight different orphanage each week. Various celebrities, such as Eddie Dowling, actor and director; Connee Boswell, singer; Ethel Waters, singer and actress, act as guest m.c.'s. Production is handled by members of radio classes at Fordham.

TV Covers Flood

MOBILE unit of WCPO-TV Cincinnati covered high waters from bank of Ohio river for reportedly first major news event displayed over TV in that area. Site for telecast was under suspension bridge over river in Covington, Ky. Flooded downtown river front of Cincinnati was shown in two 15-minute periods. Jack Fogarty, WCPO newscaster, was narrator.

Congressional Issues

SERIES of weekly programs, *Meet Your Congress*, aired from Washington, are currently being presented over WHAT Philadelphia, Monday, 8:30-9 p.m. Most important issue under discussion in Congress is chosen by Blair Moody, who emcees show, and Congressmen who will be most influential in deciding its outcome discuss it with Mr. Moody.

Trying To Top

SHUFFLE bowling is added to sports attractions offered over WFIL-TV Philadelphia in new weekly series, *Top The Champ*, aired Monday, 9-9:30 p.m. Shuffle Bowling League has been holding elimination tournaments in area in preparation for choosing players who will appear on show. Contestants who have won out as local champions will compete with one another. Show is sponsored by Shuffle Bowling League of America which hopes to place many of its "Shuffle-Alley" machines in local recreation centers.

Network Honors City

IN HONOR of 100th anniversary celebration of San Luis Obispo, Calif., two Don Lee network shows originated from that city. Shows were Frank Hemingway newscasts and *Breakfast Gang*. Don Lee executives, including Pat Campbell, vice president in charge of station relations, and Tony LaFrano, director of network operations, attended.

States Spotlighted

NEW half-hour weekly television show starting Feb. 22 on KNBH (TV) Hollywood spotlights different home state each week, with participating audience made up by former residents of the state. Also featured are guest stars from particular state. Bill Welsh is m.c.

Panel of Sports

WEEKLY half-hour evening sports program with leading Canadian sports columnists is aired by CFRB Toronto. Program features review and commentary on the week's sports and has panel of five Toronto sports writers and guests with m.c. *The Sports Writers Show* is sponsored by a Toronto automobile agency.

Bridge and Sports Added

WEEKLY schedule of WOIC (TV) Washington has added *The Art of Sports* and *Lyons on Bridge*. First show, aired Thursday, 7:15-7:30 p.m., features Jim Simpson, sports director. Outstanding professional and semi-professional athletes exhibit their techniques before cameras. Second show is conducted by William Lyons, contract bridge expert, who uses rotating table and charts in demonstrating art of bridge. Show is heard in same time slot on Friday.

WAZL SURVEY

School Listening Rated

A COMPOSITION writing assignment for elementary school students gave WAZL Hazelton, Pa., an opportunity to determine pupils' listening preferences in that city.

Some 180 pupils of the A.D. Thomas Memorial School's fourth, fifth and sixth grades were assigned by their language teacher, Miss Grace Kleckner, to write a composition on the subject, "I Received a Radio for Christmas." As part of the composition, the students were asked to name their favorite radio programs, rating them first, second and third choice.

Hearing of this, WAZL asked Miss Kleckner for the papers and compiled the results. NBC's *Baby Snooks* program received the most votes for first choice by all three classes followed by MBS' *Straight Arrow* and *Roy Rogers*. As separate preferences, the fourth graders selected *Baby Snooks*, the fifth grade pupils *Straight Arrow* and the sixth graders' votes were tied for *Baby Snooks*, and NBC's *Life of Riley*. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

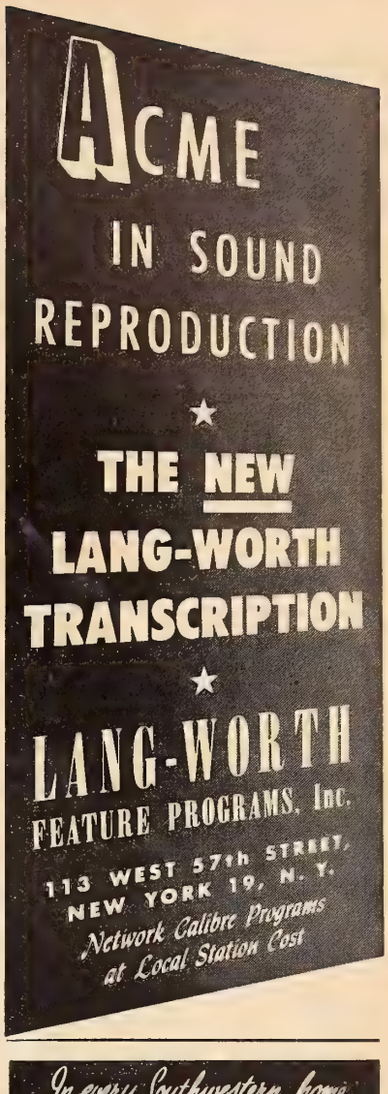
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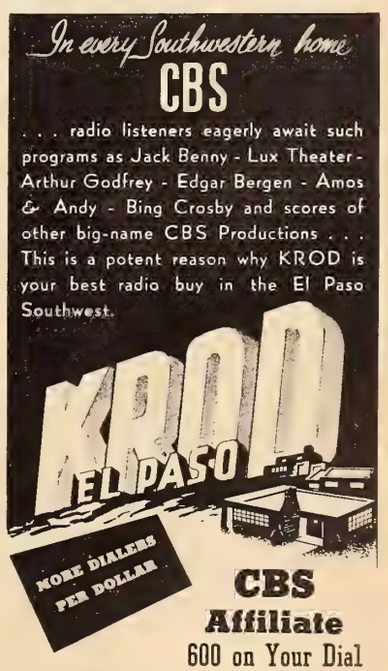
Tops Previous Drives

THE THIRD Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive vice president of Duane Jones Co., chairman of the committee in charge.

A new record also was set when radio stations took advantage of the transcription offer to order 715 platters. The campaign, opened Oct. 20, cooperated with other media to show how advertising reduces the cost of most consumer items.







CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New North Carolina fulltime 250 watt small market station seeking experienced manager. Opportunity to own interest in station if proven satisfactory. Box 103E, BROADCASTING.

Salesmen

Dominant radio station in primary southwestern market with TV companion station has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 35E, BROADCASTING.

Experienced salesman—aggressive, no high pressure. Permanent future to right man. Photo, background information required. Write frankly and completely. Box 70E, BROADCASTING.

Salesman wanted for 5 kw Mutual outlet in midsouth. A real producer can make money with liberal commission setup. Do not apply unless you can prove you now have heavy weekly billings, that you have always had heavy billings and that you know you can produce good contracts for an aggressive station in a competitive market. Reply to Box 149E, BROADCASTING.

Salesman—married man preferred who has stability and desires to join a going organization now in AM and FM broadcasting and soon in television. Station in 231,000 market and hustler will do all right by himself. Send sales qualifications and photo, if available to Sales Manager, Station WHBF, Rock Island, Illinois.

Immediate opening salesman. Small drawing account. Mileage paid. Earnings 15 per cent. Rural territory. Southerners preferred. Bob Wolfenden. WMEV, Marion, Virginia.

Enlarging sales staff: Covering south, New England? Desire increased earnings? Write: RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Experienced announcer desiring better position in progressive independent station in Kansas college town. Must be able to do play-by-play, news, special events. Must have ticket. Salary commensurate with ability, experience. Send audition disc, tape and references. Box 75E, BROADCASTING.

Announcer, able to attract and hold morning Carolina audience. Send disc, picture, references and salary requirement with letter. Box 131E, BROADCASTING.

Combination man wanted. If you are strong on commercials and record shows we would appreciate hearing from you. Send disc and full particulars first letter. Box 145E, BROADCASTING.

Announcer. Straight staff with interview and ad-lib ability. Control board operation. Prefer experience but will consider exceptional beginner with potential. Full details, no disc first letter. 250 watt net affiliate upper midwest. Box 156E, BROADCASTING.

Wanted—Announcer with first class license, accent on announcing. Starting salary $50.00 per week. Box 183E, BROADCASTING.

Unusual opportunity for topflight announcer. Requirements are high, but so is salary. Excellent working conditions. Must be a good news and commercial man with dignified, but not aloof delivery. Minimum of 3 years in commercial broadcasting required. Send audition, photo, etc. We will pay expenses for interview. Gaylord Avery, Program Director, KOWH, Omaha.

Help Wanted (Cont'd)

Announcer, about March 15. At least 2 years all-round experience, sober, no drifter. Must know board. Disc, background helpful but interview necessary. KXJK, Forrest City, Arkansas.

Combination announcer-engineer with first phone. Good voice necessary. Reply with full particulars to WRSW, Times Building, Warsaw, Indiana.

Announcer with some general staff experience, console operation. Prefer southerner. Give full particulars, previous experience, references, present earnings, starting salary, photo. Must be ambitious. WTPR, Paris, Tennessee.

Production-Programming, others

Program director, 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 141E, BROADCASTING.

Progressive metropolitan station needs high caliber, non-union western type group and non-union combination organist and pianist immediately. Please send background, qualifications and audition recording to Box 216E, BROADCASTING.

A leading station in one of the larger metropolitan eastern markets has an immediate opening for a top morning man. The pay is good. Send full particulars to Box 209E, BROADCASTING.

Television

Production-Programming, others

Television program director for established midwest station. Must have ability to take complete charge of programming and production. Write experience, qualifications, references and salary expected. Box 154E, BROADCASTING.

Situations Wanted

Managerial

Station manager. 7 years commercial manager. Experienced in new station organization. Promotion minded. Quality minded. Civic recognition. Currently earning $7,000 as commercial manager. Highest recommendations from local businessmen. Box 146E, BROADCASTING.

Successful manager looking for new station or station in red. Proven sales record. 8 years experience. Box 151E, BROADCASTING.

Capable, experienced manager, top success record, knows how when going is tough, wants better opportunity. Box 152E, BROADCASTING.

Manager, experienced in sales, programming, promotion with a good administrative background. Young, married, aggressive—ready for a larger market. Would like association with network affiliate in the south. No wonder boy—just a good solid manager. Top references. Box 177E, BROADCASTING.

Recent college grad, 25, single, with practical experience as station manager of 2 college stations and work in net affiliate available immediately. Can announce, write copy that sells and do programming. Also all other phases. Have references from top men in radio. Will go anywhere. Box 180E, BROADCASTING.

Manager. Now employed, with 15 years experience all phases broadcasting, plus valuable experience in allied professions. Proven results in administration, sales, programming. Have built one station, helped organize two others. Box 220E, BROADCASTING.

Owners: need a partner? 15 yrs. station promotion, management, sales, programming, interested in management, willing to invest in small station west of Miss. Box 143E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced program director and radio salesman would like position as small station manager. Box 191E, BROADCASTING.

Salesmen

Experienced salesman desires change, has radio know-how. Handle promotion. College man with winning personality. Box 80E, BROADCASTING.

Executive type, dynamic, experienced, successful, Univ. grad. desires sales position. Box 124E, BROADCASTING.

Topflight combination man, wants opportunity to sell. Prefer Texas. Box 128E, BROADCASTING.

Thoroughly experienced producer, hard-worker, good record, wants better opportunity. Box 153E, BROADCASTING.

Experienced announcer desires break in sales. Some experience selling. Live market desired. Will pitch in announcing. Hard worker; anxious to learn. Box 174E, BROADCASTING.

Can I sell radio advertising? Proven results my best qualification. Box 213E, BROADCASTING.

Announcers

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Call George Taylor—Birmingham 6-6172 or Bessemer, Alabama 4866J. Box 907D, BROADCASTING.

Sportscaster, 4 years experience play-by-play. Now employed. Desires warmer climate, baseball. Disc, details, references. Also experienced program director. Box 42E, BROADCASTING.

Newsman—Distinctive voice, delivery plus excellent educational, newspaper, radio-newswriting background. Currently editor-newscaster network affiliated FM. Seeks return large sound AM. Family, dependable. Aircheck. Box 60E, BROADCASTING.

Sportscaster-announcer with 1st class ticket. Thoroughly experienced. Network type announcer. Outstanding baseball, basketball, football play-by-play. High caliber special events work. Top recommendations. Box 67E, BROADCASTING.

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Experienced—staff, play-by-play baseball, basketball. Emceed 4 hour di show. Young, married. Answer all responses. Box 72E, BROADCASTING.

Combination announcer-engineer. Excellent experience includes net announcing, two years program director of key regional. Now free lance, desire staff position with advancement possibility. Box 77E, BROADCASTING.

Some announcing experience, knowledge all phases of broadcasting and operation of consoles. Ambitious, dependable, married, sober, G. I., resume. Disc available, all offers answered. Box 98E, BROADCASTING.

B. A. in Radio, first ticket, studio and recording experience, announcing, engineering, combination. Available April 1st. Box 109E, BROADCASTING.

Sportscaster, experienced play-by-play, all sports, top references, handle staff and publicity. Single. Will travel. College grad. Let disc and background sell you. Box 121E, BROADCASTING.

Announcer, 7 years staff and personality experience. Box 122E, BROADCASTING.

Experienced announcer — overall announcing including news, DJ, commercials, etc. Operate console, write copy. Single, dependable, conscientious. Available immediately. Box 123E, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced announcer available, seven years in all types of radio, including sports—now employed, desires change, references. Write Box 127E, BROADCASTING.

Texas only, announcer-engineer, 30, family, first class ticket, experienced, can handle on the spot tape recorded newscasts. Please hear my discs before making salary offer. One month notice. Presently employed. Box 130E, BROADCASTING.

Outstanding baseball announcer available for coming season. Will perform limited staff work also. $100 per week minimum. Box 132E, BROADCASTING.

Arthur Godfrey type morning man—desire Godfrey's wages; announcer-operator 14 months experience; continuity, traffic editor; hillbilly to classical programs; 3 years college, drama, west and northwest preferably. Box 136E, BROADCASTING.

Announcer-copywriter. Young, single graduate of leading advertising school in city, courses in announcing at Temple University. No practical experience. Want to join station willing to let me break in on the ground floor. Available at once. Prefer eastern station, but will travel. Write for disc, copy samples. Box 137E, BROADCASTING.

Engineer-announcer, 1st phone, emphasis on announcing. News, sports, some play-by-play football and baseball. 2 years experience in 250 watt staff work. Now employed eastern seaboard, desire change to southwest or west. P.S., not a character. Box 138E, BROADCASTING.

Desire announcing job, 18 months experience, all phases. Prefer midwest or east. Box 139E, BROADCASTING.

Well spoken versatile announcer desires evening schedule. Good dresser, sober, dependable. No comedian, but heavy in studio and night club record shows. Solid news, gather, edit, cast. Run any board. Conscientious worker. Complete summary, photo, disc. Box 144E, BROADCASTING.

Announcer, salesman, actor. Specialize news, commercials, music, ad-lib. 3 years experience, 23, will travel. Prefer midwest. Speech degree. Box 148E, BROADCASTING.

Baseball-football, basketball, all sports. Topflight play-by-play man available April 1, for summer or permanently. Experienced all phases radio. Best of references. Box 163E, BROADCASTING.

Attention Arizona-California. Announcer, 26, family man, three years experience. Specializing in news, play-by-play sports. Box 164E, BROADCASTING.

Announcer, 25. 4 years experience. Can rewrite and broadcast news. Box 165E, BROADCASTING.

Staff announcer, graduate leading radio school, 1 year experience all phases, can operate board. Disc available, can operate board. Box 168E, BROADCASTING.

Announcer, experience includes disc jockey work, newscasting, commercial announcing, etc. College graduate. Married. Available immediately for permanent position. Disc, reference available. Call N. Y. Dickens, 5-0850 or write Box 169E, BROADCASTING.

Announcer, topflight pre-war calibre announcer with proven record is tired of the sticks. Wants chance to crack major market. Ten years solid experience. Strong on news, sports, disc shows. Excellent references, Box 162E, BROADCASTING.

Sportcaster, 29, vet, sensational baseball play-by-play by one who knows the game, also football, basketball, boxing and special events. 185,000 men can't be wrong! Box 175E BROADCASTING.

Announcer, age 23, 2 years varied experience, news, sports, disc shows, special events and straight announcing. Hold first class engineering license. Desire west coast or midwest station. Box 178E, BROADCASTING.

Topflight sports, news and special events announcer and writer. 12 years play-by-play baseball, football, basketball and racing. Available immediately. Box 187E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced news announcer and writer. Top references. Box 189E, BROADCASTING.

Sports announcer with best station and sponsor references, play-by-play, recreations and studio programs would like connection with station going into TV. Box 190E, BROADCASTING.

Cut operating costs. Man experienced all phases announcing and writing. Studio, sports, news, special events. Wife top record traffic, continuity and women's programs. Available now. Box 192E, BROADCASTING.

Sports man available for coming baseball season. Four years experience play-by-play all sports. Presently employed. Good commercial man. Disc, photo, details on request. Box 193E, BROADCASTING.

Sportscaster — Network commitments prevents employer carrying sports. 3 years major sports and staff work and was educated in university. Will travel anywhere but prefer the southeast or southern Texas and would like to work for you year-round. Box 195E, BROADCASTING.

Announcer, 22, 4 years staff experience all phases, university grad, finest references, honestly ready for move. Will not disappoint. Box 196E, BROADCASTING.

Disc jockey-singer; excellent voice, relaxed delivery, telegenic appearance; currently running top-rated disc shows. Seeking larger market. All-night or early morning show preferred. Salary $85 plus talent. Box 197E, BROADCASTING.

Announcer, 6 years experience, news, disc shows, interviews, commercials, anything and everything required of staff man. B. S. Degree. Box 200E, BROADCASTING.

Announcer, young, limited experience; desires spot with progressive station; anxious to learn all phases; will travel anywhere. Box 201E, BROADCASTING.

Announcer, vet, experienced news, disc jockey, console operation, college grad, speech major, play-by-play sportsman, desire job only in N. J., New York, Conn., Pa., Missouri and Illinois. Disc available. Box 203E, BROADCASTING.

Sportscaster seeking connection for coming baseball season. Solid radio background. Married, college. Personal interview preferred. Box 204E, BROADCASTING.

Married veteran, 26, 2½ years experience at 250 watt station in all phases of broadcasting, except sports. Accent on newscasting and local coverage, but, plenty of experience in commercials, emcee, street broadcasting, and disc shows. Journalism degree, good recommendations, presently employed. For disc and photo, write Box 205E, BROADCASTING.

Are you looking for an announcer-writer combination? If you are and willing to take a chance on giving young man his first job write me Box 206E, BROADCASTING.

Well known New England sports announcer. Four years at present station, all sports, college, married, age 28, $85 minimum. Box 215E, BROADCASTING.

Announcer, single, versatile, college graduate. Immediate connection with progressive station. Box 217E, BROADCASTING.

4 years experience, local, metropolitan and network, veteran announcer, news, sports, disc jockey, audience and special events, combo. Well versed in all phases of broadcasting, AM and FM. Sales, programming. Now employed in managerial capacity. Desire to make change in near future. Married, 31, prefer southwest or California. Box 218E, BROADCASTING.

Experienced announcer, staff, top morning man, deejay, musical director, married, dependable, hard worker. Presently employed, will travel, all replies answered. Box 221E, BROADCASTING.

Announcer-engineer, good voice and can read, experience in 1 kw net. and 10 independent. Available immediately. R. A. Chambers, Powell, Wyoming.

Wanna hear me? Chief announcer-program director. 3 years net and independent. Good news, records, ad lib. Presently employed, good reason leaving. Excellent references. California preferred, personal interview in state. Available immediately. Jerry Dehaan, 1431½ W. Third St., Santa Ana, California.

Situations Wanted (Cont'd)

Staff announcer, experienced all phases. Operate board. Married, 26, available immediately. Box 120E, BROADCASTING.

Announcer, BA Degree, 24, single. 3½ years mike experience. Desire progressive 250 watt anywhere. George Doyle, 71 Emma St., New Bedford, Mass.

Combination man, 5 years experience as announcer, program director has recently acquired first class license. Will travel, young, married, can give references, audition on request. Jerrell Henry, 801 South Oakland, Carbondale, Illinois.

Versatile morning or staff announcer. Single, 24. University BA. 2 years experience. Travel. Bob Kenneth, 11402 Superior Avenue, Cleveland 6, Ohio.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Experienced combination man. Excellent announcer, newscaster, disc jockey; operator. Prefers western area. Disc available. Thomas Payne, 1512 N. Fairview, Burbank, Calif.

Graduate organized baseball umpire with radio sports announcing experience, seeks baseball play-by-play position for coming season. Contact C. Rohl, 3165 Portis, St. Louis 16, Mo.

Contact me if you're looking for an experienced and genuine style of announcing. Versatility and competence are my calling card. Write or wire Art Schrayshuen, Beach Haven Terrace, New Jersey.

Young vet, 23, 2 years college, 6 months commercial experience. Strong disc jockey, newscast, ideas, disc, photo on request. Frank Sentry, 2517 St. Raymond Ave., New York 61, N. Y.

All-round announcer. Specialty in news and continuity. Wishes job in native south. Farrel Smith, 117 E. Hancock St., Milledgeville, Georgia.

Experienced announcer—work board, disc, news, personality shows. Want permanent opportunity. Age 23, single. Bob Troner, 83-20 Broadway, Elmhurst, L. I., N. Y., HAvemeyer 9-8745.

Technical

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Engineer 1st phone, telegraph, amateur. 7 years communications. No broadcast experience, very reliable. 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Available immediately: Engineer, 1st phone. 2 years college, 5 years experience—installation, maintenance and operation, AM and FM transmitters and studio equipment, etc. Sober, excellent references. Desire permanent position. Box 62E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer, 1st phone, FM and AM experience, sales training, married, 24 years old, veteran. Box 82E, BROADCASTING.

Situation wanted: March, 1950, University of Minnesota Electrical Engineering graduate desires position leading to chief engineer. Experience: 2 years 5,000 watt AM, 1 year 50 kw FM, transmitter and control operator. Available April 1, 1950. Box 83E, BROADCASTING.

Engineer, experienced, vet, car, married, desires position midwest or west. Box 88E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitter, control board and remote broadcasts. Single, car, preferably NYC or vicinity. Box 96E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—2 years transmitter, remotes, 3 years Army radio, radar experience. Graduate RCA Institutes. Presently employed. Box 125E, BROADCASTING.

First class licensed engineer—experienced knowhow of recording, remote broadcasting, local and network operations. Graduate of electronics school. Veteran. Willing to travel. Box 126E, BROADCASTING.

Engineer, experienced in broadcast work, single vet, have car. Would also consider buying interest in small progressive southern station. Presently employed. Box 129E, BROADCASTING.

Engineer plus investment: engineer, 1st class, college graduate, 4 years experience, wants to invest $10,000 in station. No announcing, not afraid of hard work. Box 134E, BROADCASTING.

Experienced transmitter control engineer. Presently chief 250 watt station. No announcing. CREI graduate. Prefer west. Box 135E, BROADCASTING.

Engineer, 18 years broadcast experience AM, FM directionals installation. Wants chiefs job, southeast, preferably Florida. Box 142E, BROADCASTING.

Engineer, 16 months experience; including remotes, transmitter, console operation, some announcing, single, 23 with car, will travel. Desire permanent position with progressive station. Box 157E, BROADCASTING.

Engineer, experienced on remotes, transmitter, console operation and maintenance. Single, have car, will travel. At present employed as chief. Box 158E, BROADCASTING.

Engineer first phone, young, single, experienced, transmitter AM and FM, console, remotes, recording. Box 160E, BROADCASTING.

Experienced engineer—first phone license, graduate of leading technical radio broadcast institute. 9 years ham, high school graduate, 2 years college. 25, married, presently employed AM-FM network affiliate, experienced in transmitter operation and installation, remotes, console, recording. Box 167E, BROADCASTING.

Three years experience, 1 year as chief engineer, interested in new construction with permanent position to follow. Family man, car, want to settle. Furnish references. Box 170E, BROADCASTING.

Engineer—first class phone. RCA Institute graduate. Some experience. Married. New England preferred. Box 186E, BROADCASTING.

Operator-engineer with experience and license dating to pre-war. Veteran, age 26, single with college degree. Will work combination shift. Willing to travel for the right job. Box 194E, BROADCASTING.

Transmitter engineer available immediately. 14 months all-round experience—data upon request. Box 198E, BROADCASTING.

Experienced first class radio telephone operator. Currently with twenty kilowatt New York City FM station. References from same. Will travel. Box 199E, BROADCASTING.

Radio telephone 1st. class, Mo. exp. 25, travel, U. S. Box 202E, BROADCASTING.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Position as chief or staff engineer. Twenty years in radio. Experienced as chief. Rio Charland, 505 Fourth Avenue E., Cordele, Georgia.

Combination chief engineer-assistant manager. 26 years experience planning, installing, operating stations. Will build new station or rebuild ailing station. Reasonable salary, excellent references. Permanent position desired. Kidd, Salida, Colorado.

Engineer first phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Avenue, Highland Park, N. J.

Situations Wanted (Cont'd)

Considerate employer and possiblity of learning more about radio important. Experienced as chief on 250 watt AMs. Age 35, married, two children. Consider any locale. Warren Smith, 503 Walsh, Austin, Texas.

First phone. Experienced AM, FM. Free to travel. Ed Southard, 2108 1st Ave. N, Birmingham, Ala. Phone 4-4638.

First phone license, transmitter, console, remotes; married, car. Want to settle in northeast. Available short notice. Box 108E, BROADCASTING.

Production-Programming, others

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Need a copywriter or a program director with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Experienced young woman, versatile, attractive, desires staff position with western or intermountain station. Six years varied experience. Director women's and children's programs, traffic, music library, public service. College graduate. Good voice, good personality. Available now. Box 34E, BROADCASTING.

Sports director and/or sportscaster can provide the very finest coverage on the major sports. Play-by-play baseball, basketball, football is accurate, exciting, thrilling. Critics describe my work as among the nation's best. Top-notch voice. Employed, but available soon. Box 66E, BROADCASTING.

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progressive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Program director, writer, announcer, wants job with progressive AM station. Presently employed in FM. Specialty, ad-lib, special events. Disc, photo, references on request. Box 147E, BROADCASTING.

Man, 32, ex-news and sports editor and sportscaster of seven station network, seeks position with progressive station. Also versed in music and programming with 6 year journalistic background as reporter and editor. Box 155E, BROADCASTING.

I'm stymied. Experienced in continuity, news editing, programming, production, some announcing, but no opportunity for advancing at present station. Want chance to grow with progressive station. College, married, not frightened by work. Prefer southeast, but consider anywhere. Box 161E, BROADCASTING.

Responsible, versatile production executive will fill any combination of vacancies on your team. University graduate, 7 years announcer to FM manager. News, music specialist. High references. Anywhere. Immediately. Box 176E, BROADCASTING.

Program director with 3 years experience in continuity and traffic. Good air voice. Hard worker. College graduate. Want position in a progressive station, preferably one with TV plans. Box 179E, BROADCASTING.

With 7 years work in all phases of production, I'm now announcing for one of the finest stations in the country. I'm searching for an outlet that needs a program director who gets a lot of satisfaction in building an audience. Full details on request. Box 181E, BROADCASTING.

Available in March, a good experienced man to handle your news, special events and fill in on announcing. 3 years experience, two with 10 kw ABC affiliates. Box 184E, BROADCASTING.

Program director-announcer seeks position with small station in active market. Have worked all phases of radio with success. Not a cheap man but reasonable and capable of doing the job. Box 185E, BROADCASTING.

(Continued on next page)

Situations Wanted

Experienced continuity writer. Excellent references. Modest requirements. Can also announce. Box 140E, BROADCASTING.

Program director and wife experienced traffic and continuity. Hard workers. Best references. Box 188E, BROADCASTING.

Programming is my goal! Presently employed as announcer: news, man on street, audience participation, popular and classical music, remotes. Write commercial copy. Strong on musical continuity, program formats. Handle one third of programming. Good knowledge of music and production. Operate console. 2 years college. Excellent references. Box 212E, BROADCASTING.

Program director, 3½ years network and independent experience. Salable program ideas, top staff and special events announcing experience. Spent last year in package program production and sales. Desires return to station operation in any programming or announcing job that offers permanent opportunity for secure future. Audition, photo, complete information by contacting Box 214E, BROADCASTING.

Writer, some experience as staff announcer. Can write, sell and run board. Experience gathering and presenting local news. Single, 30, will go anywhere. Bill Biggs, 321½ W. Vine St., Glendale 4, California.

Copywriters, trained in continuity, traffic, announcing and board work. $35.00 to $45.00 to start. Pathfinder School of Radio, 1222-A Oak St., K. C., Mo. Phone HA 0473.

Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-2553, New York.

For Sale

13,404 sq. ft. lot Washington, D. C.—Connecticut Ave., vicinity. Will sell or exchange for stock in station. Box 207E, BROADCASTING.

Equipment, etc.

Slightly used, but like new and in perfect condition Gates BF-250-A FM 250 watt transmitter and Hewlett-Packard combination frequency-modulation monitor type 335B. Make offer. Box 69E, BROADCASTING.

Collins 1 kw transmitter, excellent condition, 1 year component guarantee, FCC approved. $2000. Box 133E, BROADCASTING.

50 kw transmitter, RCA1050-B, available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett Packard model 335B FM frequency and modulation monitor. New, in original shipping crate. Set up for 107.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost originally $935.00. Write Box 159E, BROADCASTING.

Tape recorder. Will accept used tape or wire recorder in trade on brand new Magnecorder. Give full details your equipment. Box 182E, BROADCASTING.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. Write: KOME, Tulsa, Oklahoma.

One Meissner AM and FM tuner. Model #9-1091C, practically new, make us an offer. WMMW, P. O. Box 822, Meriden, Conn.

For sale! RCA 1EA—1 kw AM transmitter. Complete with tubes and spares. Excellent condition. Now in service as auxiliary. $2000. Contact William D. Mangold, Chief Engineer, WTSP, St. Petersburg, Florida.

Wanted to Buy

Stations

Experienced broadcaster wants control or full ownership eastern or southern station. Realistic price only consideration. Box 166E, BROADCASTING.

Interested buying local; regional station, midwest, south. Supply prices, confidential information—experienced broadcaster. Box 219E, BROADCASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A-recibo, P. R.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

Air salesman with power packed morning show idea needed immediately for leading big city, fulltime independent station. Need magnetic radio personality with consistent listener appeal, must have effective air selling skill like this fellow Godfrey, only you know you can do better. This is your opportunity to hit the jackpot in radio. No other chance like it in any big city. Please, no bums or broken down yakkity-yak men need apply. If you are good we will investigate to give you that chance of a lifetime. Send full details and photo plus audition disc.

Box 208E, BROADCASTING

Production-Programming, others

SALES PROMOTION MANAGER

AM and TV. Work directly with sales department. Midwest location. Metropolitan market. Salary $375 month start.

BOX 210E, BROADCASTING

Situations Wanted

Managerial

DO YOU WANT - - -

Two men, currently in top national positions, with 35 years of combined successful programming, sales and managerial experience in local, regional and network radio and television—who will exchange guarantee of successful operation for interest in station in medium sized market. Agency and client contacts, goodwill and public relations, the best. Would consider buying right property. All replies treated in strictest confidence. Reply to

BOX 173E, BROADCASTING

Production-Programming, others

NETWORK PROMOTION MANAGER

seeks opportunity to build sales and audience on local basis. Regional net, group ownership or live local station can benefit best from these years of station, network AM-TV experience. Winner of many national promotion awards. Highest trade references including present employer (Director of Network). Prefer east but will move to greatest opportunity.

BOX 172E, BROADCASTING

NOW AVAILABLE

PD-Announcer. 13 years experience in all phases of radio:—news bureau, continuity, programming, showbuilding. Proven record. Best references. $100 wk. min. Less if opportunity unusual.

BOX 211E, BROADCASTING

For Sale

Equipment, etc.

BROADCASTERS
ATTENTION!
FOR SALE

2 Lehigh Towers
325 feet high
Complete with lighting
Just painted
and
a 5000-1000 watt
TRANSMITTER
well known make
complete with spare
parts and tubes
presently in operation
19 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget

Write Box 20E
BROADCASTING

For Sale (Cont'd)

50 KW TRANSMITTER

Composite with some spares and numerous "junkbox" items.

Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC,
San Antonio, Texas

FOR SALE: 1 Raytheon RA 1000 transmitter complete with tubes, 1 Raytheon RL 10 limiting amplifier, 1 Gates modulation monitor, 1 General Radio frequency monitor set for 1090 kc, 2 Gates racks, 2 RCA 73B recorders complete with amplifiers, advance ball kit suction equipment microscopes and switching panel. 1 RCA 76C studio console with desk cut for mounting. 1 extra steel desk for mounting 76 studio console, 1 BCS-1A master switching console with slave unit and power supply, 11 ROA wall cabinets and speakers, 1 portable BK 401 Brush Sound mirror, 1 Bogan dual speed record playback, 2 RCA wall cabinets complete with 5 jack strips, audio terminal blocks and blank panels, 1 RCA LC-1A speaker with cabinet and filter, 1 RCA type 74B jr. velocity mike, 3 RCA 77D polydirectional mikes. Several desk mike stands, floorstands and boom stand, 2 Presto turntables, 2 custom built console cabinets for mounting console and turntables, 4 Radio music arms complete with 2 vertical heads and 2 Universal heads. Any or all of the above equipment for sale at approximately 60% of new cost. Contact Edward G. Thoms, General Manager, WKJG, Fort Wayne, Ind.

Employment Service

. . . M-E-M-O . . .

Consult—
R. R. R.
re: Personnel problems

Employment Specialists
P. O. Box 413—Phila. 5

KXOK-FM PLANS
FCC Approves Expansio

KXOK-FM St. Louis, owned by th Star-Times Pub. Co., has receive formal approval from the FCC f expansion of its facilities, accor ing to C. L. Thomas, general ma ager of KXOK-AM-FM. The FC Mr. Thomas announced, approv the sale by KWK St. Louis KXOK of a 574 ft. tower, transmi ter and equipment, plus a lon term lease on the 21st floor of t Boatman's Bank Bldg., on t of which the tower is located.

When the newly acquired faci ties are placed in operatio KXOK-FM will broadcast with e fective radiated power of 70 k Mr. Thomas stated. He al pointed out that the new tow will be used for television tran mission, when and if the FCC a proves the *Star Times'* pendi application. KXOK-FM has be operating on Channel 229 (9 mc) with 11.4 kw.

Allied Arts

SIDNEY GUBER appointed eastern division sales manager of Charles Michelson Inc., New York transcription firm.

S. BERCOVICI's new 15-minute *ssault and Flattery* being syndicated y Cooperative Broadcasting Assn., Vashington. Company is offering proram on sustaining or commercial asis.

SCOTT FLETCHER, president of ncyclopaedia Britannica Films Inc., ected a director of Muzak Corp., ew York.

ILL PASMAN joins writing staff of am Handy Organization, Detroit. He ill be engaged in contact work. Preiously, he was with General Motors notographic department.

ARRY KENT, formerly manager of nited Airlines Hollywood office, named ce president of Art Rush Inc., proram packager and artist management, at city.

TORECAST Inc. last week completed egotiations with 113 Acme Super arkets in northern New Jersey to art service in stores. Storecast is pected to use a New York FM staon as its outlet, probably WMCA-M.

UCK HARRIS, public relations dictor, Screen Actors Guild, is the ther of a girl, Patricia.

AL TATE Radio Productions moves new location at 831 S. Wabash e., Chicago.

Equipment

AY P. KROGH, associated with sales partment of Webster Electric Co., cine, Wis., for past 15 years, apinted to represent company's sound d intercommunication division in stern and southern Wisconsin and stern upper peninsula of Michigan. adquarters are in Racine. **SAM AW,** now representing company in ne division in western Pennsylvania, l also represent company in eastern io.

USH DEVELOPMENT Co., Clevend, introducing large and complete line of magnetic tape recorders for 1950. Eight new models being placed on the market.

F. P. BARNES appointed sales manager of broadcast equipment for General Electric Co., Syracuse, N. Y., and **L. W. GOOSTREE Jr.** named sales manager of communication equipment for company.



Mr. Barnes

AUDAK Co., New York, issues folder concerning its polyphase reproducer system which has stylus replacements enabling numerous types of records to be played on same machine.

BERLANT Assoc., Los Angeles, announces introduction of Concertone, new high fidelity magnetic tape recorder designed for custom installation in studios.

WILLIAM REID joins Stancil-Hoffman Corp., Hollywood, as production supervisor to increase production of Minitape and companion playback unit.

RADIO NEWSMEN

Ohio Meet Set For June 17

SESSIONS on city, disaster and TV news coverage and an address by Elmer Davis, veteran ABC newsman, will highlight the second annual Radio News Editors Conference at Kent State U., Kent, Ohio, June 17.

Director of the one-day conference is Charles Day, president of the Ohio Assn. of Radio News Directors and news director at WGAR Cleveland. Registration fee for the conference is $15, according to Carleton J. Smyth, executive secretary of the Kent State School of Journalism, sponsor of the conference in cooperation with NAB.

Southwest Independent

$40,000.00

This 250 watt fulltime independent was established in 1948, equipped with Western Electric, new at the time of installation, sound-proof studios, two miles from heart of city, antenna on grounds making possible combination men and low operating cost. Only station in city where newspapers estimate population in excess 20,000.

Present owner involved in several other businesses and cannot devote much time to operation of station. Experienced owner with the know-how should net $20,000.00 a year. Terms can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

SLASH FILM PRODUCTION COSTS

with the Fairchild PIC-SYNC* Tape Recorder

**Pic-Sync means "in sync" with picture camera regardless of tape stretch.*

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You *eliminate* these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once . . . check it . . . erase the track . . . retake the sound *before the talent, the set and crew are disbanded.*



Now Use ¼" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of ¼" tape. Sprocket driven magnetic tape is costly.

- **¼" tape costs 80% less than 16 mm magnetic tape.**
- **¼" tape requires 50% less storage space.**
- **¼" tape is easier to handle.**
- **¼" tape assures more intimate contact with the heads.**
- **¼" tape has more uniform coating—less amplitude flutter.**
- **¼" tape eliminates roughness of tone caused by sprocket drive.**

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

TELEVISION SAFETY SOUND TRACK RECORDING

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

FR-110

Fairchild RECORDING EQUIPMENT CORPORATION

I. R. E. SHOW BOOTH E

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

ACTIONS OF THE FCC

FEBRUARY 10 to FEBRUARY 17

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 10 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WFPA Fort Payne, Ala.—CP to change from 1290 kc 250 w D to 1400 kc 250 w unl.

AM—1290 kc

Jennings Bcstg. Co. Inc., Jennings, La.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1290 kc 500 w D.

AM—1380 kc

WAWZ Zarephath, N. J.—CP new AM station to change from 1380 kc 5 kw-D 1 kw-N DA-1 to 1380 kc 5 kw unl.

Modification of License

KFAC Los Angeles—Mod. license AM station to change from DA-DN to DA-N.

CP to Reinstate

WCHF New Orleans—CP to replace expired CP for new AM station on 1540 kc 50 kw-D 25 kw-N DA.

SSA—1460 kc

WOKO Albany, N. Y.—Request for extension SSA on 1460 kc 1 kw-D 500 w-N period beginning Feb. 15 and ending no later than April 24.

License Renewal

Request for license renewal new AM station: KSEI Pocatello, Ida.; KSAL Salina, Kan.; WMID Atlantic City; WBEN Buffalo; WCNR Bloomsburg, Pa.

Modification of CP

Mod. CP new FM station for extension of completion date: WSGN-FM Birmingham, Ala.; KNX Hollywood, Calif.; KCBS-FM San Francisco; WSPD-FM Toledo; WKMH-FM Dearborn.

License Renewal

KDYL-FM Salt Lake City, Utah—Request for license renewal FM station.
WFNC-FM Fayetteville, N. C.—Same.

TENDERED FOR FILING

AM—1230 kc

KGEK Sterling, Col.—CP to change from 1230 kc 100 w D to 1230 kc 250 w D.

February 13 Decisions . . .

ACTIONS ON MOTIONS

(By Comr. Frieda B. Hennock)

Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted petition Jan. 31, to extend time in which to file exceptions to Initial Decision in proceeding in Dockets 8415 and 8870 to period 20-days from date of Commission's final action on petition to remand Initial Decision to Hearing Examiner; petition of Feb. 7 to extend this period to Feb. 28, is dismissed as moot.

KTED Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted petition for dismissal without prejudice of application to increase power to 1 kw unl. DA-1.

KCNC Fort Worth, Tex.—Granted dismissal without prejudice of application to increase power to 1 kw unl. and for leave to intervene in hearing on application of James H. Sligar.

David M. Segal, Idabel, Okla.—Denied petition for 90-day continuance of hearing presently scheduled for March 28, at Washington, D. C. in proceeding re Segal application and that of Gateway Bcstg. Co., Texarkana, Ark.

KLZ Denver, Col.—Granted extension of time to March 1 to file exceptions to Initial Decision issued in matter of KWTO Springfield, Mo.

WTRF Tri-City Bcstg. Co., Bellaire, Ohio—Granted dismissal without prejudice of application to increase power to 1 kw unl.

FCC General Counsel—Granted extention to March 6 to file exceptions to Initial Decision in matter of KPPC Pasadena, Calif.

(By Examiner J. D. Cunningham)

Nebraska Rural Radio Assn., Lexington, Neb.—Granted leave to amend application so as to specify power output of 25 kw, and different tran. site; hearing status not disturbed.

WOR New York—Granted extension to March 27 to submit proposed findings in proceeding re Dockets 9275, et al.

(By Examiner Fanney N. Litvin)

KOJM North Montana Bcstg. Co., Havre, Mont.—Granted leave to amend application so as to submit current information with respect to financial qualifications, program plans and eng. proposal.

(By Examiner Elizabeth C. Smith)

The Binghamton Bcstrs. Inc., Binghamton, N. Y.—Granted indefinite continuance of hearing re application; hearing presently scheduled for Feb. 13.

(By Examiner Jack P. Blume)

The Home Telephone and Telegraph Co., Fort Wayne, Ind.—Granted in part petition for indefinite continuance of hearing presently scheduled for Feb. 15, hearing continued to March 20.

February 14 Decisions . . .

BY THE SECRETARY

WAFM-TV Birmingham, Ala.—Granted license new commercial TV station, Chan. 13, (210-216 mc) 26 kw vis. 13 kw aur., 875 ft.

WOR-FM General Teleradio Inc., New York—Granted request to cancel license which expires 3-1-51. Station now operating on interim operation at North Bergen, N. J. new location and has been granted CP for extension of completion date to 8-28-50.

Following were granted mod. CPs for extension of completion dates as shown: WVMI Biloxi, Miss. to 5-15-50; WLEE Richmond, Va. to 8-22-50; KOEL Oelwein, Ia. to 3-14-50; KSUB Cedar City, Utah to 5-10-50.

Ishpeming Bcstg. Co., Ishpeming, Mich. — Granted license new remote pickup KA-5350.

WIFM Elkin, N. C.—Granted license new FM station; Ch. 265 (100.9 mc) 350 w, minus 35 ft.

KDNT Denton, Tex.—Granted license change trans. location.

WIBC Indianapolis, Ind.—Granted license increase power to 10 kw-N 50 kw-LS, install new trans. and DA, change trans. location.

WATM Atmore, Ala.—Granted license new AM station, 1580 kc 250 w D.

WCDL Carbondale, Pa.—Granted license new AM station; 1230 kc, 250 w unl.

KWJB Globe, Ariz.—Granted license install new vertical ant. change type of trans. and change trans. and studio locations.

KIBL Beeville, Tex.—Granted license install new trans.

WBBQ Augusta, Ga.—Granted license to add top loading to presently licensed vertical ant.

WMUS-FM Muskegon, Mich.—Granted mod. license to change studio location.

WKAP Allentown, Pa.—Same.

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Granted CP new remote pickup KA-5775.

KREW Sunnyside, Wash.—Granted mod. CP for approval of ant., trans. and studio locations.

Midland Bcstg. Co., Kansas City, Mo.—Granted mod. CP to change power from 200 w vis. & aur. to 500 w vis., 250 w aur. and to make ant. and equipment changes KA2XAQ.

Following granted mod. CPs for extension of completion dates as shown: KANW Albuquerque, N. M. to 5-29-50; KFEL-FM Denver, Col. to 8-15-50; KFSA-FM Ft. Smith, Ark. to 7-1-50; WDOK Cleveland to 5-28-50; WABA Aguadilla, P. R., for period of six mos. after Feb. 2; WTBO-FM Cumberland, Md. to 9-1-50; WCAP-FM Asbury Park, N. J. to 9-3-50; WRBI Blue Island, Ill. to 8-1-50; KRON-FM San Francisco to 9-3-50; WTOL-FM Toledo, Ohio to 8-8-50; KIB-41 Columbus, Ga. to 7-1-50; KIA-80 Chattanooga, Tenn. 8-28-50; WKAT-FM Miami Beach, Fla. to 7-26-50; WFMD Frederick, Md. to 8-15-50; KSTT Davenport, Iowa to 8-23-50; WILM Wilmington, Del. to 8-14-50; KOOK Billings, Mont. to 6-28-50.

WHUM Eastern Radio Corp., Reading, Pa.—Granted license install new trans.

WOCB Bristol Bcstg. Co. Inc., West Yarmouth, Mass. and WNBH New Bedford, Mass.—Granted assignment of licenses to E. Anthony & Sons Inc.; assignee owns all outstanding capital stock of assignor. Action involves transfer of all assets subject to liabilities of assignor to assignee and liquidation of assignor corp.

WMVA Near Martinsville, Va.—Granted license change vertical ant. mounting of FM ant. on AM tower, change trans. and studio locations and change in type of trans.

George E. Cameron, Jr., Tulsa, Okla.—Granted CP and license new experimental TV relay KA-5767.

State of Wisconsin, State Radio Council, Madison, Wis.—Granted CP for new noncommercial educational FM station; Ch. 212 (90.3 mc) 15 kw, 990 ft. Trans. site at Holmen, Wis.

WVSH Huntington, Ind.—Granted mod. CP to change type trans. and make changes in ant. system.

KJFJ Webster City, Ia.—Granted mod. CP for extension of completion date to 3-1-50.

Central States Bcstg. Co., Omaha, Neb. — Granted license new remote pickup KA5017.

KOIN-FM Portland, Ore.—Granted license new FM station; Ch. 266 (101.1 mc) 48 kw, 1,390 ft.

Following were granted CP's new remote pickups: KA-5745-6, KOA-994, Wescoast Bcstg. Co., Wenatchee, Wash.; KA-5744, KIB-759 Union-Carolina Bcstg. Co., Union, S. C.; KA-3860 Frontier Bcstg. Co. Inc., Waco, Tex.; KA-3764 Harwell V. Shepard, Denton, Tex.; KA-5776 Estate of James J. Murray, Lewisburg, Tenn.; KA-319 Frank E. Hurt & Son, Nampa, Ida. KKC-464-65 Baptist General Convention of Tex., Dallas; KA-5777 Altus, Okla. KIB-756, KA-2674 Middle Tenn. Bcstg Co., Columbia, Tenn.; KA-3361, KKB 980, KA-3857, KA-3850, KA-3859 Frontier Bcstg. Co., Waco, Tex.

NBC Area New York City—Granted request to delete station KA-5173. New application filed to use same call bu different type trans.

Donald Lewis Hathaway, Casper Wyo.—Granted license for new remot pickups KA-4926, KA-4923.

WLET-FM Toccoa, Ga.—Granted license to cover CP which reinstated C change in FM station; Ch. 291 (106. mc) 10 kw; 910 ft.

WCFC Beckley, W. Va.—Granted voluntary relinquishment of control of licensee corp. by Charles Hodel; Hode owns 1,009 sh. or 52.41%, of outstandin capital stock of licensee; he transfer 99 sh. as gifts to members of hi family, reducing his ownership to 91 sh. or 47.27%.

WMBI-FM Chicago—Granted chang in existing FM station; Ch. 238 (95.5 mc 50 kw; 440 ft.

WEBR Buffalo, N. Y.—Granted can cellation of license for aux. trans.

WADC Akron, O.—Granted licens install new trans.

WNAH Nashville, Tenn.—Granted l cense new AM station and specif studio location; 1360 kc 1 kw, D.

KALA Sitka, Alaska—Granted licens for new AM station; 1400 kc 250 w un

KIVY Crockett, Tex.—Granted licens for new AM station; 1570 kc 250 w I

WSDX Southern Baptist Theologic Seminary, Louisville, Ky. — Grante mod. CP to change trans., make chang in ant. system.

February 14 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM statio KJFJ Webster City, Ia.; WLEW Ba Axe., Mich.; WBLT Bedford, Va.

TENDERED FOR FILING

AM—1290 kc

KFRB Fairbanks, Alaska—CP ne AM station to change from 1290 1 1 kw unl. to 1290 kc 5 kw unl.

AM—1290 kc

WIKC Bogalusa, La.—CP change fro 1490 kc 250 w unl. to 1290 kc 1 kw-500 w-N DA-N.

(Continued on page 83)

SPORTS DINNER

WFMJ Co-Sponsors Event

WITH approximately 425 sports fans and celebrities in attendance WFMJ Youngstown, Ohio, held its fourth annual Sportsmen's Dinner Feb. 7 in the Hotel Pick-Ohio.

Dick Barrett, East High's veteran football coach and winner of a two-month poll to determine the Youngstown district's "outstanding sports personality of 1949," was awarded the James A. Henderson Trophy. The presentation was made by WFMJ Sports Director Lee Leonard.

Featured speaker was Bill Corum, New York sportscaster and sports columnist. Other speakers included dinner co-sponsors James A. Henderson, president of the Henderson Chevrolet Co., and William F. Maag Jr., publisher of *The Youngstown Vindicator* and president of WFMJ.

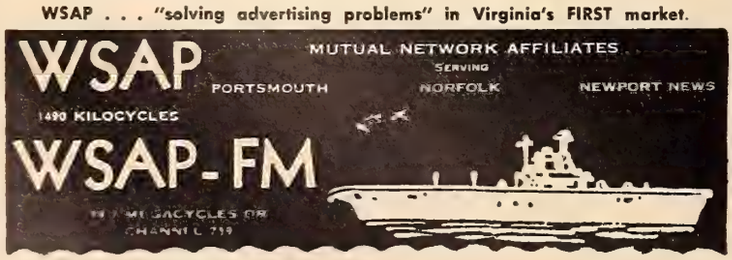
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it **impossible.**

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

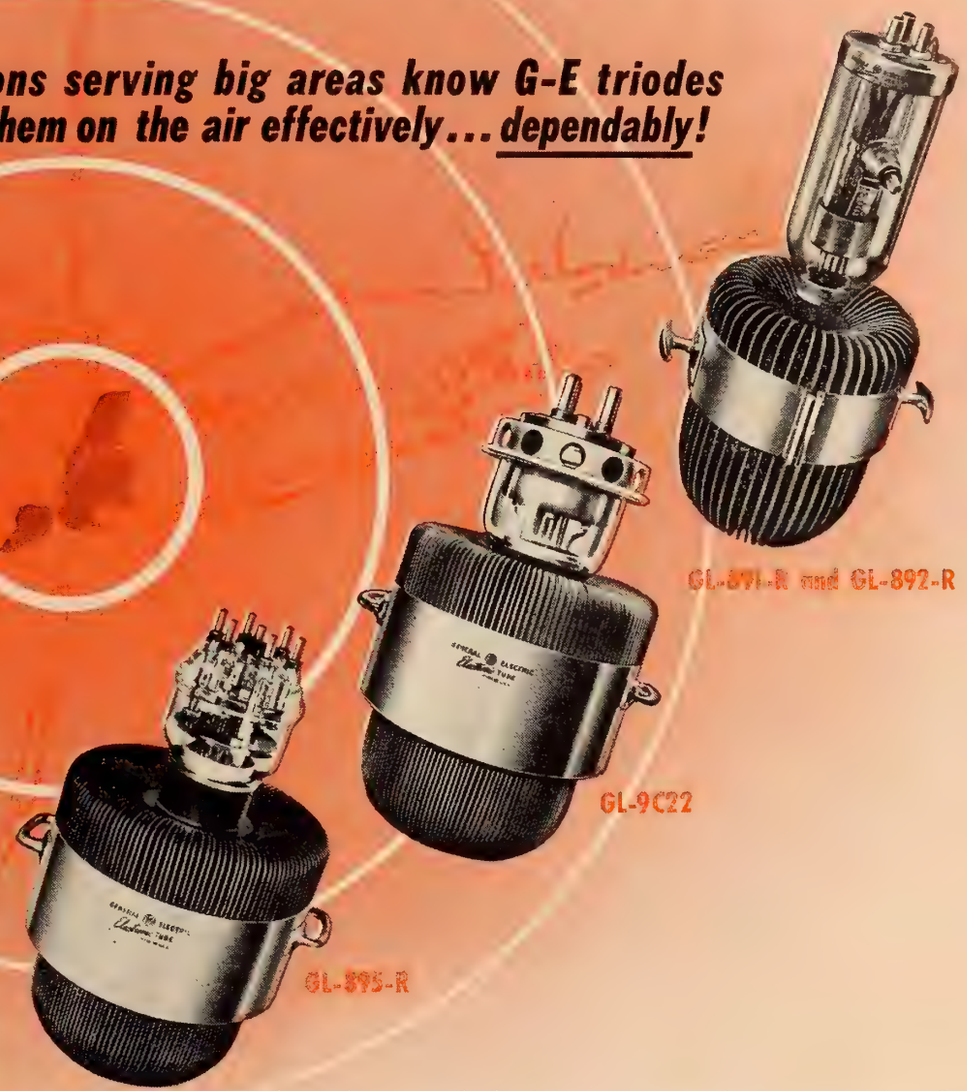


B. Walter Huffington, General Manager **Ask Ra-Tel!**

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

HIGH-POWER TRANSMITTING TUBES FOR AM

Big stations serving big areas know G-E triodes will keep them on the air effectively... dependably!



GL-891-R and GL-892-R

10 kw power output typical operation, Class C Telegraphy. (The two tubes are similar except for the amplification factor, which is 8.5 for the GL-891-R, 50 for the GL-892-R.)

GL-9C22

65 kw power output typical operation, Class C Telegraphy.

GL-895-R

84 kw power output typical operation, Class C Telegraphy.

YOU have plenty at stake in the performance of your power tubes. On them, your station owners, advertisers, and listening public all rely in terms of signal volume and continuity. Play safe by choosing General Electric! Install superior tubes . . . as built by a foremost manufacturer, and backed by a responsibility that is alert to your needs and to the importance of your tube investment.

All commonly used types, such as those illustrated, are in the G-E line—many of them water-cooled or forced-air-cooled according to your requirements. Also, there are G-E modulator and driving-stage tubes; receiving types; *rectifier tubes* of all capacities for a-c to d-c conversion.

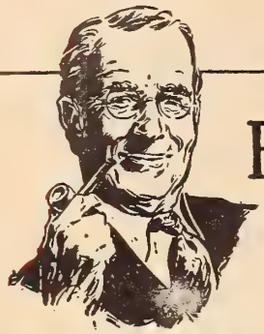
You can get all General Electric tubes for broadcasting from one source—your G-E tube distributor. He's near you, so in a position to give *fast* delivery. Moreover, his extensive and varied stock enables you to economize in respect to your own inventory of "spares."

Phone your distributor today! Learn how he can help you keep tube performance up, costs down. Also—ask him for your copy of the new booklet on increased tube life prepared by G-E engineers as an aid to radio-station operators. It's free! *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

180-J2

Advertisement



From where I sit *by* Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right-handers.

Time was when left-handed people had no right to exist at all. If a youngster even showed signs of using his left hand, his parents were supposed to break him of the habit—to *force* him to use his right!

But today most doctors will tell you that changing a child's natural left-handed tendency usually causes more harm than good. Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that's *his* business. It's not a good idea to make anyone do things our way, because *we* think it's right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke —why, go to it! Only leave me the same freedom of choice, won't you?

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Feature

(Continued from page 30)

soap trade was accentuated because of the powerful promotional value of combined air and trade paper impact and since these industries are among radio's foremost supporters and timebuyers the measure of popularity was great.

Prior to the show, handbills, newspaper ads, store banners and word-of-mouth publicity by store personnel help insure a large audience in the store on the day of the broadcast. The program is transcribed during the week and aired Saturday, 9-9:15 a.m., to attract the housewife on her heaviest shopping day of the week.

While *Grocer's Spotlight* is co-sponsor, it also gives strong editorial coverage to all phases of the show. In addition, WJR runs half-page advertisements each week in the paper, listing 18 leading products advertised on the station during the period. Radio advertising is cited as: "That (which) helps the grocer ring his cash register more often" and as "the food industry's greatest advertising medium."

Profile of the Grocer

Ron Gamble is m.c. of the quiz show. He picks contestants from customers in the selected store who are given grab-bags of groceries as prizes. Second half of the program is given over to a salute to the honored grocer. A brief background sketch is aired, together with comments from nominating letters. The "Grocer of the Week" then receives a certificate of merit and a portable radio.

The favorable response, not only from the public, but also from all segments of the grocery business (retailer, wholesaler, manufacturer), has convinced WJR that it has tapped the goodwill life stream with its new program.

KELL REQUEST

FCC Denies Extension

EXTENSION of completion date for KELL Waxahachie, Tex., has been denied by FCC because the applicant indicated it wished to complete the station only to assign it to another group. KELL, assigned 500 w daytime on 1390 kc, is owned by Ellis County Broadcasting Co.

FCC said it had been told by Ellis County Broadcasting it would take six months to complete KELL. Request for transfer, filed last fall, seeks approval for assignment of the permit to new partnership composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner of KELT Electra, Tex. [BROADCASTING, Oct. 17, 1949]. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration is $1,900.

Telecasting Insert

Pull Out for Filing

KLIF FULLTIME

Dallas' First 24-Hour Outlet

KLIF Dallas, hitherto a daytime station, became Dallas' first 24-hour station when it started all-night broadcasts Feb. 13.

Gordon McLendon, executive director, said ever since KLIF went on the air Nov. 9, 1947, the station's management had been seeking an FCC grant for 24-hour operation.

Billboards throughout the city were used to herald KLIF's new schedule. They featured a plaid motif in line with Mr. McLendon's self-styled character as "The Old Scotchman" in his sportscasts.

Newspaper ads also were used, showing a kilted character holding an alarm clock, reading "First AM Station in Dallas with Round-the-Clock Service." KLIF is the key station for Liberty Broadcasting System.

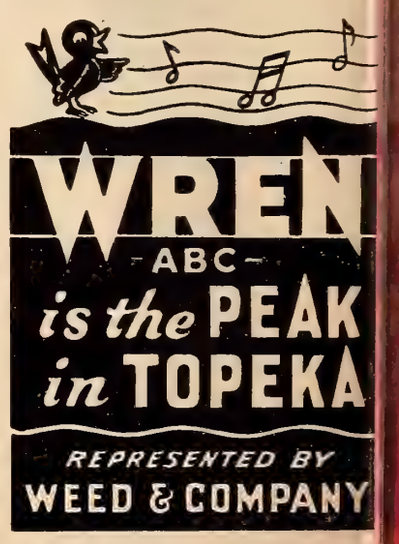
LIBRARY of Congress has prepared book titled *The United States and Europe* 1949, a bibliographical examination of thought expressed in American publications during that year. Copies may be obtained from Card Div. of Library for $1.30.

KFAR KENI TO NBC

Alaska Stations Affiliate

KFAR Fairbanks and KENI Anchorage, Alaska, have announced affiliation with NBC, effective last Wednesday (Feb. 15). All NBC programs will be broadcast, the outlets said, by Magnarecorder tape in Seattle which is air-expressed to Alaska, and via shortwave through the Alaskan Communication System.

KFAR and KENI, stations of the Midnight Sun Broadcasting Co., are owned and operated by Capt. Austin E. Lathrop. KFAR operates with 10 kw on 660 kc and first went on the air in 1939. KENI is on 550 kc with 5 kw and first began its operation in 1948.



FEBRUARY 20, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



If you're not using WOR-tv in New York, you're not completely* televising in New York

our address is

WOR-tv

at 1440 Broadway, in New York

★ *we mean, more specifically, you're losing hundreds of thousands of viewers for very, very little cost!*

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

FEBRUARY 20, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

FCC HITS NBC SAT. PLAN

Says Network Rules Violate

FCC HELD last week that NBC's arrangements for its forthcoming 2½-hour Saturday night television series violate the Commission's Network Rules, and started handing out temporary licenses to affiliates which had agreed to take all or part of the show.

The Commission called upon NBC and 18 TV affiliates for sworn statements on the subject by next Friday, day before the series is slated to start. Meanwhile FCC set aside the license renewals granted to WPTZ Philadelphia and WTMJ-TV Milwaukee last month and put them on temporary licenses instead. Spokesmen said the other affiliates involved do not yet have regular licenses or are not currently up for renewal.

Whether FCC will call hearings upon the license renewal applications of the network's owned stations and affiliates which had agreed to take the Saturday night show will be decided after their comments have been received and studied.

NBC Statement

NBC meanwhile released a statement saying it "has kept the Commission informed of its plan for Saturday night television and its efforts to make 'big-time' television available to the smaller advertisers. We will proceed with our Saturday night program under whatever arrangements the Commission may deem appropriate."

It was learned on good authority that the network is prepared to revise its Saturday night arrangements—particularly the station arrangements—if necessary to stay within FCC regulations. Network attorneys were known to be studying the situation with a view to making modifications.

The network is determined, however, to present the variety type program, featuring Sid Caesar in New York and Jack Carter in Chicago, beginning Feb. 25 as scheduled.

FCC's action was disclosed Thursday in letters sent to NBC and the affiliates concerned.

It related to the second of two offers NBC had made to affiliates for 2½ hours of time on Saturday (8-10:30 NYT) for a 13-week series [TELECASTING, Jan. 9, 30, Feb. 6]. The first offer was withdrawn after DuMont Network protested and asked FCC to investigate. Neither the first nor the second offer named the advertisers who would buy the time.

In its letter, FCC held:

● Since NBC did not cancel its first offer to affiliates until it made the second, stations which had accepted the initial offer had in effect given NBC an option and were not free during that period to accept any other program.

● Similarly, the second offer also secured an option for NBC, because stations which accepted it were bound while NBC was not until "a sufficient number of affiliates" had accepted.

● Since the series was to start Feb. 25, the "option"—or offer—"is in violation of Sec. 3,634 of the Commission's Rules and Regulations in that by its very term it can be exercised on less than 56 days' notice and is exclusive as against other networks."

The Commission found the arrangements "objectionable" for other reasons. Purchase of time for resale to unidentified advertisers, FCC said, "raises serious problems in light of the Commission's consistent policy against time brokerage arrangements which impair the maintenance of licensee responsibility." FCC letter continued:

. . . In the second place, the order was for a segment of time to be used for programs which appear to have no inherent unity necessitating such a large block of time and which were to be sold to sponsors who apparently were not to be obtained until after the stations solicited had committed the time to NBC for such sale.

The NBC requested a firm commitment but did not, as to itself, offer a firm commitment, inasmuch as the order was "subject to confirmation of acceptance by a sufficient number of affiliates to justify our proceeding," and compensation to the stations was to be computed as if each half hour were being sold at the station's half-hour rate.

When viewed together, these elements indicate that what is in fact created is an exclusive affiliation with NBC and an exclusive option for two and one-half hours of time (or such shorter period as the station may have accepted) to be resold by NBC to unidentified advertisers. This would have the effect, particularly in one-station cities, of removing competition for advertisers and stations insofar as such stations have accepted your offer.

The time is thus set aside for the exclusive use of the NBC, to l claimed by it at its discretion on le than 56 days' notice, and is effe tively removed from the compet tive field, since any potential adve tisers who may desire to purchas for network or other programs, ar of the time on these stations whic has been so committed (i.e. optione to NBC, have no alternative but t deal with NBC only for securir such time.

It is apparent that, on these st tions which have accepted the NB offer, no other network would be ab to compete with NBC to obtain suc potential advertisers to sponsor pr grams of that other network on th particular time committed to NBC . .

FCC acknowledged that NBC second offer "appears to have less restrictive competitive effect than the first because TV station in one or two-station communitie are permitted, under the second o fer, to accept it in whole or in par Even so, FCC held, acceptance the offer "creates an option in fa vor of the NBC as to the amour of time accepted by such station

Television stations to which FC addressed letters calling for swor comments by Friday, described a having agreed to take all or pa of the program:

WMCT Memphis; WSYR-TV Syr cuse; WPTZ Philadelphia; WTMJ-T Milwaukee; WBAL - TV Baltimor WGAL-TV Lancaster; WTVR Rich mond; WKTV Utica; WLWT Cinci nati; WLWD Dayton; WLWC Colun bus; WNHC-TV New Haven; WDEI TV Wilmington, Del.; WWJ-TV D troit; WBZ-TV Boston; WSPD-T Toledo; WJAR-TV Providence; WLA TV Grand Rapids.

NBC owns and operates WNB New York, WNBW Washingto WNBK Cleveland, WNBQ Chicag

Forecast: Continued 32°

NO END of the TV freeze is seen by FCC Chairman Wayne Coy before late summer, and he thinks it may be much, much longer—perhaps eternity, judging by his observations during House appropriations hearings (see story page 26). He was asked pointblank when the freeze would be lifted. After an off-the-record discussion he gave this reply: "We begin the hearings again on the 20th of February. I have no clear idea how long that is going to take. I do not see how we can possibly get out of the freeze before the latter part of the summer. I cannot even say we will get out of it."

MONOPOLY IN TV?

Johnson Threatens Prob

THE THREAT of a Congressional investigation of alleged monopoly in television was held out by Sen. Ed C. Johnson (D-Col.) last Thursday in a Senate speech hitting out at "the propaganda drive" to lift the TV freeze.

The radio-minded chairman of the Senate Interstate and Foreign Commerce Committee noted that there has been talk of a Congressional investigation of television generally and the freeze in particular. He said:

. . . . If there is to be an investigation of television by Congress, let's have one which goes into monopoly controls and patent holding devices and restrictions. Nearly a year ago technical data came into our committee's hands which will provide an excellent basic for investigating television patent monopolies. Our committee may decide that the time has come to thoroughly explore what is going on, but when it does so, it will be an investigation to determine who is calling the shots, and why.

Sen. Johnson said "the campaign to lift the freeze is an artificial fog, spread by expert, high-powered propaganda artists aided and

(Continued on Telecasting 13)

IN THIS TELECASTING . .

FCC Hits NBC-TV Saturday Night Plan
Johnson Charges TV Monopoly, Threatens Probe
RMA Mulls TV Issues at Chicago Meet
AT&T, WU File Revisions to Proposed Tariffs
Loveman Views the Color Problem
CTI Shows Color System to FCC
Cuff Urges Sales Push on Film

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RMA MULLS TV ISSUES

Plans Drive Against Excise Tax

MMINENCE of color television, ways to promote fast lifting of the CC freeze and arguments against he proposed 10% excise tax on TV ets concerned 50 board and committee members of the Radio Manfacturers Assn. at its quarterly neeting last week in Chicago.

Best turnout for any of the 10 ndividual meetings was recorded t the Thursday afternoon TV session, when Chairman Max F. Balom of Sylvania Electrical Products irected discussion. RMA will subnit a formal presentation against he proposed excise tax, which Treasury Secretary John W. Snyder hopes to levy for additional evenue, tomorrow (Tuesday) with he House Ways and Means Committee. RMA will be represented by Washington Attorney Joseph Casey, former congressman from Massachusetts, and witnesses from TV stations and large and small TV manufacturing firms.

The presentation is designed to show why such a tax would hurt a new industry and to point out its discriminatory elements. RMA will attempt to show that the tax will hit mainly low income groups.

Drafting of a code of ethics for TV receiver advertising was reported on by Walter L. Stickel, sales manager, DuMont Receiver Div. As head of a special committee, he is organizing recommendations on advertising standards after buyers' complaints regarding exaggerated claims and counter claims. Working for the industry to police itself, the committee is cooperating with Better Business Bureaus. When drawn, the code will be submitted to sales managers of set manufacturing firms next month in New York or Chicago.

A preliminary report on claims by some athletic groups that TV lowers gate receipts was presented by an investigating committee. It is collecting information to counteract these claims and will probably present its findings to the National Collegiate Athletic Assn., among others, at its next meeting in June.

Poll Results

An informal poll at the Thursday luncheon, asking for manufacturers' estimates on TV set production for 1950, exceeded any previous guess. Manufacturers predicted that 4½ million sets would be made this year.

RMA President Raymond C. Cosgrove will appear before the FCC Feb. 27 as the second witness in hearings concerning lifting of the freeze. RMA is expected to take a strong stand in requesting the thaw, on the ground that technical problems now are solved in the main. RMA's stand on color TV is that it should be held back until it is proved compatible and of comparable quality with black and white.

Forty-two board members and eight other men on executive committees, representing almost as many production firms, took part in individual committee meetings Wednesday and Thursday. Among these committees, with their chairmen, were: Sets, H. C. Bonfig, Zenith; parts, A. D. Plamondon Jr., Indiana Steel Products; Amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson; finance, Leslie F. Muter, Muter Co. The concluding day, Friday, was to feature a board meeting from 10 a. m. until 3 p. m.

New appointees to the National TV Systems Committee, industry-wide group of technical experts preparing color standards and gathering technical data on the freeze were named by the chairman, Dr. W. R. G. Baker of General Electric. Their duties compare with those in 1941 of persons on a similar committee which was organized at the request of FCC to service black and white TV in the same way.

Named to the National TV Systems Committee were:

R. M. Jones, Admiral Corp.; Samuel Smith, Color Television Inc.; Lewis M. Clement, Crosley Div., Avco Mfrg. Co.; Dr. Allen B. DuMont, DuMont Labs; D. G. Fink, editor, *Electronics;* Emile Labin, technical director, Federal Telecommunications; I. J. Kaar, manager of engineering, General Electric; Dr. A. N. Goldsmith, New York; A. V. Loughren, vice president, Hazeltine Electronics Corp.; John V. L. Hogan, president, Hogan Labs.

E. B. Passow, product manager, TV department, Motorola; E. K. Jett, WMAR-TV Baltimore, from the National Assn. of Broadcasters; D. B. Smith, vice president, Philco Corp.; Dr. Elmer Engstrom, vice president, RCA; Raymond F. Guy, Television Broadcasters Assn.; Ralph Harmon, Westinghouse Electric Corp.; J. E. Brown, Zenith Radio Corp.; A. G. Jensen, observers for Bell Telephone Labs.

Dr. Baker is chairman, assisted by Mr. Fink, vice chairman; Mr. Smith, vice chairman, and Mrs. Martha Kinzie of General Electric as secretary.

EMPIRE TOWER

WPIX(TV) Contracts for Use

AGREEMENT enabling WPIX (TV) New York, *Daily News* outlet, to transmit its signals from the world's tallest structure, the Empire State Bldg., was reached in a contract signed last Thursday by P. M. Flynn, president of WPIX Inc., and Gen. Hugh A. Drum, president of Empire State Inc.

The independent TV station became the third video outlet to arrange for transmission from the multiple-use TV tower, scheduled to be installed atop the building later this year. NBC's WNBT (TV) and ABC's WJZ-TV already have signed similar contracts [TELECASTING, Jan. 30].

WABD (TV), DuMont outlet, also is expected to follow suit.

Until the 199-foot tower is completed, WPIX will continue to transmit at full power from its antenna atop the Daily News Bldg. at 220 E. 42nd St.

Arrangements also were made to house the WPIX transmitter and additional high power amplifiers, as well as necessary equipment to adapt WPIX facilities to color television when approved by FCC. WPIX will install all new equipment in the Empire State Bldg.

WPIX was represented in the negotiations by the law firm of Townley, Updike & Carter; Empire State Inc. by Cadwalader, Wickersham & Taft.

AT&T WU RATES

File TV Tariff Revision

BOTH American Telephone and Telegraph Co. and Western Union Telegraph Co. have filed revisions to their proposed tariffs for TV intercity relay facilities, FCC reported last week. AT&T, however, was requested to further amend its schedule to meet requirements specified by the Commission last December [BROADCASTING, Dec. 26, 1949].

FCC directed AT&T to revise its proposal so as to provide network service where an outlet picks up programs off the air and feeds them to the AT&T relay. The revised tariff, to become effective March 1 as ordered by the Commission, presently does not allow such a situation. The telephone company will permit its intercity channels to be used as part of a TV network where some of the stations on that network rebroadcast programs which are picked up off the air from other stations, but only where such rebroadcast programs are transmitted outward from AT&T facilities.

FCC further stated that the revised tariff regulations filed by WU, also effective March 1, "appear to meet the requirements of the Commission's December order." This ruling directed AT&T to permit interconnection of its network television facilities with those of private broadcasters until such time as FCC finds that common carriers have enough channels available to meet telecasting needs. AT&T has been a vigorous opponent of the interconnection policy.

Question in Hearing

The question of whether or not to allow physical interconnection of AT&T and WU channels is now in hearing, begun last month and to be resumed March 6 [BROADCASTING, Jan. 30]. AT&T opposes such interconnection. WU would allow it, according to its pending tariff proposal. Also pending is FCC's overall hearing on reasonableness of charges of the Bell System and WU for TV transmission facilities. No date has been set for the resumption of this proceeding.

The Commission indicated it expected AT&T to file the new revision promptly. FCC in addition said AT&T also is expected to advise the Commission concerning further revision of the tariff schedule to provide for interconnection with broadcasters' intercity TV radio relay channels at appropriate points other than at studios on TV broadcasting transmitters.



THESE officials of the Belmont Radio Co. and the Crosley Broadcasting Corp.'s video stations meet to discuss the wrestling matches which originate in the WLWD (TV) Dayton studios. L to r, James Leonard, WLWC (TV) Columbus; Pete Lasker, WLWD; Robert Brown, Belmont Radio Co.; John Murphy, WLWT (TV) Cincinnati; Alfred Henry, Belmont Radio Co., and William Guenther, Reiser-Guenther Advertising Agency. Sponsored by Graybar Electric Co., distributor, in cooperation with the Belmont Radio Co., the wrestling matches are a regular feature of the three stations' Saturday program schedule.



Telefile:

A Non-Network Station in Los Angeles Passes The Competitive Test With Flying Colors

AN independent TV station is not news, but an independent TV station which ranks so high in a seven station market is decisively newsworthy. The station: KTLA (TV) Hollywood, owned and operated by Paramount Television Productions Inc.

KTLA became the first Los Angeles commercial television station Jan. 22, 1947, with the fanfare which befits an enterprise of Paramount. Bob Hope and Jerry Colonna were on hand for that opening night's proceeding under the sponsorship of Tupman Motors (Ford dealer).

While the Hopes, Colonnas and other "names" dominated the opening night's proceedings, they have not been used since to spark the station to its enviable audience acceptance. In fact, the "why" of KTLA's success has been a matter of considerable trade conjecture.

The question naturally arises: How does KTLA hold its position in the face of the strong competition? Opinions vary. The most obvious factor is the station's operation every day and the fact that it has been doing so for some time, thereby becoming a habit.

But that is not a completely satisfactory answer, say some observers. The station is most active in "remotes." This is believed to add some strength to its programming schedule. Other observers do not attempt to define it too finely but attribute considerable of the success to the driving force of Klaus Landsberg, West Coast director of Paramount Television Productions and general manager of KTLA.

Still others feel that one reason for the station's widespread acceptance springs from the fact that it gets on the air usually before its competition and usually remains on longer than most of its rivals.

Additionally, it is felt that once a viewer knows that he can find a station telecasting most any time he turns his set on, he soon builds the habit.

While all manner of diagnosis might be undertaken, it is difficult to attribute the phenomenon to any one factor. The likelihood is strong that those covered, plus still others all combine to produce the result.

* * *

SINCE there is little doubt that Mr. Landsberg has contributed much to the success of the operation, it is well to examine his background for further clues. But there is one thing that his background won't explain and that's an average work-day of 14 hours with a short average Sunday of "only six hours." He is unable to explain the source of his energy except that his father "worked harder." Even in the face of this draining schedule, Mr. Landsberg reports "no ulcers or other disorders."

Active in radio since 1926, he has been in television since 1935, having started in Europe. While there, he also was active in several theatrical groups; scholastically he holds several degrees from European universities. In this country he has been associated with Farnsworth television in Philadelphia; NBC's television division in New York and DuMont, also in the latter city.

Since 1941, he has served as managing director of Paramount's television on the West Coast, first putting the station on in September 1942, known as W6XYZ. And his efforts have not gone unrewarded. In 1944, the Television Broadcasters Assn. award went to him for adaptation of motion picture technique to television. In 1945 he won the American Television Society award for continued excellence in television production.

TBA again cited him in 1946 with the gold medal award for public service. In 1948, his station received the outstanding achievement award from the Academy of Television Arts & Sciences, and on Jan. 27, 1950, the academy selected KTLA as "the outstanding television station in Los Angeles in 1949." In the same group of awards the station received an EMMY for its *Time for Beany*, cited as the "most outstanding children's program of 1949." Honorable mention was received in the public service and sports coverage categories.

Aside from the obvious duties which absorb the time of a management executive, one is liable to find Mr. Landsberg at the site of almost any remote. Psychologists might be inclined to relate this to the impulse of following the fire engines, but to Mr. Landsberg it's fun.

And once on the scene, he is very likely producing the remote. When there are remotes on two succesive nights, he usually has the second one handled by either Charles Theodore, operations supervisor, or John Silva, remote operations supervisor.

Through Mr. Landsberg's influ-

* * *


Mr. MAYNARD


Mr. LANDSBERG


Mr. WRIGHT

ence, KTLA has been extremely active in doing remotes. One of the most historical feats of television to date was accomplished last year by KTLA when it rushed to the scene of the Kathy Fiscus tragedy in San Marino, Calif. There its cameras remained on duty for more that 24 hours bringing the viewers in the Southern California area each step being taken to save the life of the youngster who had fallen down an uncapped water drain.

But Mr. Landsberg makes light of this and other accomplishments, saying: "We like to be first at important events but prefer not to capitalize upon them."

* * *

PROUDER of his over-all program operation, he prefers to point to the success of some of the locally built programs which have attained widespread popularity. Among them are:

Time For Beany—The five weekly, 15-minute puppet show has attained a local acceptance which keeps it in a nip-and-tuck rating race with *Kukla, Fran & Ollie.* Strip is sponsored by Tea Time Candies. This show also is available to other stations via Paramount Video Transcription and is seen in New York, San Francisco, San Antonio, San Diego, Chicago, Cleveland, Dallas and other cities.

Meet Me In Hollywood—This once weekly, hour-long, man-on-the-street format is done from the corner of Hollywood Blvd. and Vine St. Two interviewers are used to interview people and "names" are occasionally injected.

Boxing—Weekly bouts are telecast from an arena which features amateur boxers exclusively. More than a year ago when KTLA was then telecasting professionals from another arena, the station found that boxing managers feared a threat to the gate. Since shifting to the amateur arena, station is credited by the promoter with increasing his attendance 300%. Sponsorship is shared by Emerson Radio Corp. and McMahan Furniture Stores.

Hollywood Opportunity — Programming is essentially a talent contest type of show. However it is differentiated from the strictly amateur category by the fact that most of the entertainers have earned money, but are little known. The program now is sponsored by Olimpic Television and Park Camera.

Handy Hints—This is a five weekly, participation featuring a man and woman team in sell and demonstration format for a variety of products. This started originally as a once-weekly program and commercial business has aided its growth to its present across-the-board status.

Hopalong Cassidy—While this is now a popular feature in many markets, it is significant to note that the series has been running on KTLA for more than 18 months. It is currently sponsored by Barbara Ann Bread.

Spade Cooley's Western Varieties —Weekly hour format featuring the well-known western performer from a Los Angeles area ballroom attended by devotees of western music and acts. Program is sponsored by Central Chevrolet, Los Angeles dealer.

These are typical of the station's programming which has been averaging approximately 42 hours weekly on the basis of five hours per day Monday through Saturday and 12 hours on Sunday. Starting Dec. 4, 1949, the station extended its Sunday operation back into the daytime, adding *Jalopy Derby* and *Bandstand Revue.* Both are remotes.

The former are auto races between jalopies rather than midgets or conventional racing cars. The show is backed by several local Chevrolet dealers. This program had been on the station earlier and placed in the top 10 Hooperated programs for Los Angeles. The mail volume which followed its being dropped was higher than while the program had been on, according to Mr. Landsberg. It was on this program that the station introduced Los Angeles televiewers to the Video Reflectar, the lensless lens for long distance work developed by Dr. Frank Back, creator of the Zoomar lens.

Bandstand Revue is an hour remote from the Aragon Ballroom in Santa Monica, featuring "name" bands and four acts in an over-all variety format. This program is sponsored by Central Chevrolet.

* * *

JUST as natural as program excellence is commercial success. Starting in January 1947, the station had a total of five advertisers. One year later the station had managed to boost its total for the same month to 24 advertisers. By January 1949 the station's sponsors had grown to 46 and there are now about 85 advertisers using KTLA's facilities. An index to the ratio of sponsored time may be seen in the week of Nov. 14 when 25 of the 36 hours telecast were sponsored. In the last week of January KTLA signed six major shows for sponsorship.

Heading up the station's sales operation is Harry Maynard, formerly assistant office manager of BBDO, Hollywood. Earlier in his career he had been a motion picture actor, assistant director of films, publicity and public relations practitioner. All this in addition to serving in both World War I and II.

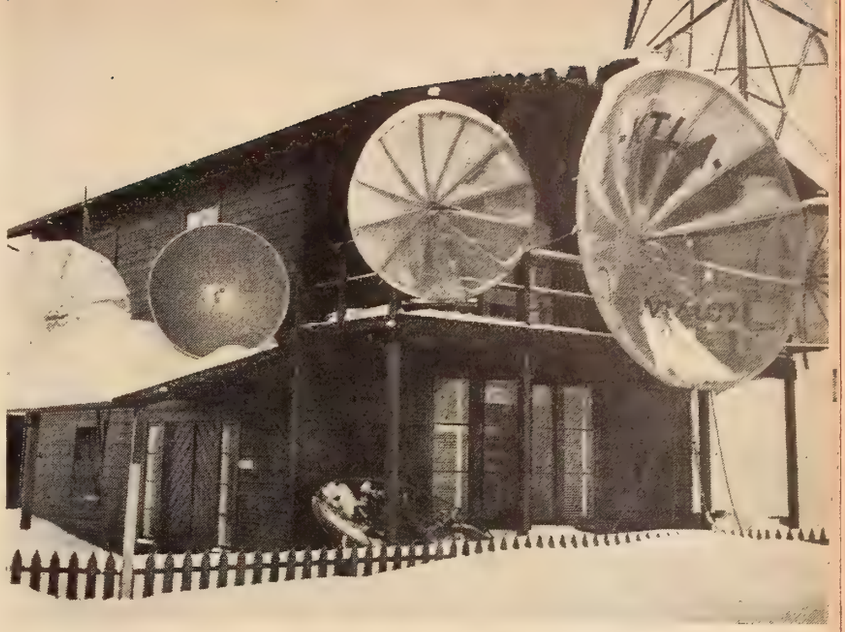
Among the success stories of selling via television and KTLA are:

As part of a special one hour telecast from the Broadway Department Store in Hollywood, there was the rough equivalent of a participation, demonstrating an item known as Toast-Tite. Not advertised elsewhere, this led to a sale of 600 items within four days and better than 1,000 sales of the item within a week.

Two announcements, inviting *Hopalong Cassidy* viewers to join the Troopers and get their copies of the *Trooper News,* produced 10,000 replies in the first three days and more than 30,000 within two weeks.

An auctioneer named Lewis S. Hart decided to try television to stimulate traffice for his sales. Thus he purchased several remote telecasts from his auction store. According to Mr. Hart, one man dropped in following one of these telecasts, which are not done on a regular basis, and bought more than $2,000 worth of merchandise. He advised the proprietor that he learned of the establishment via KTLA. All told, Mr. Hart reports that his television expenditures have cost him nothing, merely on the basis

(Continued on Telecasting 9)



SNOW is not uncommon at the station's two-story transmitter building atop Mt. Wilson.

* * *





AT THE opening of KTLA (l) were (l to r): W. S. Tupman, head of Tupman Motors (Ford dealer), station's first sponsor; Jerry Colonna; Mr. Landsberg; Leon Benson, TV director of J. Walter Thompson, Los Angeles, and Mel Shavelson, writer. During the Kathy Fiscus tragedy (r) in San Marino, KTLA telecast from that point for more than 24 hours.

Telestatus



TV's Effect on Eye

(Report 99)

THE LONE RANGER is wearing a new mask—a polaroid one which fits over a TV screen and exercises youngsters' eyes as they are entertained. This novel eye treatment was developed by a Chicago optometrist, Dr. Carl Shepard, after many patients complained that their children were squinting and developing eye tics while watching television.

"TV is not injurious to anybody," claims Dr. Shepard, who appeared on a special telecast and discussed video at the 42nd annual convention of the Illinois Optometric Society in Chicago last week. Principal reason why people have discomfort in viewing is that it is a new skill to which they must adjust. "Watching TV is as much of a seeing skill as reading, and, as in all things new, it is necessary to relax."

Dr. Shepard pointed out that squinting comes from the tenseness with which children watch their favorites. Eyes must be properly adjusted and focused without tension, he said.

The distance at which persons view a set is normally the distance at which they look ahead while walking. The difference, however, is that eyes are fixed while viewing TV and in constant motion while walking. The camera brings the action to the viewer, and this means that even more new viewing skills must be acquired, the optometrist said.

Training Medium

In a closed circuit telecast after a special demonstration on WGN-TV, Chicago, Dr. Shepard pointed out the use of video as a visual training medium. He showed how polaroid filters of different composition can be placed in spectacles on the viewer for corrective treatment, and correlated with the polaroid filter over the TV screen. Any part of the picture can thus be blocked out for either eye, and a formula can be devised so that both eyes must be in continual use for the picture to be seen. This corrects a child using only or mainly one eye.

Children frequently sit too near the screen, "because the figures are small and doll-like and they want to hold them," the speaker said. Also, youngsters start squinting because of their great desire to see what is happening and their concentration on the screen.

Dr. Shepard, technical editor of *Optometric Weekly* for which he made and published an extensive study of vision in television, and consultant on TV problems to the American Optometric Society, conducted a TV demonstration during the live telecast. Using 4, 6, 8 and 9-year-old children, a pair of twins, two adult women and an 81-year-old man, he demonstrated the differences in viewing for age groups. Children invariably hug the television set, a nearsighted youngster lets his attention wander and isn't bothered that he can't see, but an adult nearsighted woman immediately reaches for eyeglasses. The 81-year-old man found he benefitted by standing well back from the screen, and the doctor recommended for him a slight special lens correction for viewing.

"Television is a guest in the house, and, like any other guest, should be placed comfortably and strategically in a well-lighted corner, the doctor concluded."

Retail Stores' TV Use Surveyed by KING-TV

BETTER than 76% of the television stations have at least one retail or department store as a client, according to a survey of approximately 30 stations by Hugh Feltis, manager of KING-AM-FM-TV Seattle.

The questionnaires were sent out, Mr. Feltis said, after KING had a request from Frederick & Nelson (Marshall Field) for information on such stores' use of the medium.

Twenty-three stations reported stores using TV at least once a week while eight reported dail use. Over twice as many store use evening programs as use day time shows. Type of show mos favored by the stores is Baloptica spots, followed by film spots, fil features, variety (man or woma m.c. and guest-item demonstra tion), sports and style shows, th survey showed.

* * *

Advertest Offers New Services

EXPANDING its field of activity Advertest Research, New Bruns wick, N. J., now is offering studie on product usage in televisio homes and the amount of effective ness of television programs' adver tising.

The reports are available on a subscription basis to advertisers agencies and stations and the pla is based on two test studies con ducted by the firm last year. In formation is gathered from televi sion homes in New York, New Jer sey or Philadelphia video areas The service also is available fo Baltimore, Boston and Washing ton at slight addition cost, accord ing to Richard Bruskin, televisio director of Advertest.

* * *

Videodex Report For February

FEBRUARY Videodex report, covering first week of this month, reported the top 10 programs as follows:

BALTIMORE

1. Texaco Star Theatre 72.8
2. Toast of the Town 58.4
3. Stop the Music 57.8
4. Lone Ranger 54.7
5. Godfrey and Friends 54.2
6. Super Circus 51.8
7. Big Story 43.9
8. Philco TV Playhouse 43.3
9. Suspense 43.1
10. TV Playground 41.7

CHICAGO

1. Texaco Star Theatre 64.9
2. Godfrey and Friends 60.0
3. Kraft TV Theatre 48.6
4. Toast of the Town 46.6
5. Super Circus 46.2
6. Hopalong Cassidy (WNBQ) 45.2
7. Talent Scouts 42.6
8. Courtesy TV Theatre 42.2
9. Garroway at Large 39.4
10. Old Gold Amateur Hour 39.0

CINCINNATI

1. Texaco Star Theatre 65.6
2. Godfrey and Friends 47.6
3. Stop the Music 45.9
4. Lone Ranger 43.6
5. Cavalcade of Stars 43.4
6. Camel News Caravan* 43.0

(Continued on Telecasting 13)

Weekly Television Summary

Based on Feb. 20, 1950, TELECASTING SURVEY

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Ames	.....	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	38,450	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y.	estimate
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	14,509	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	9,117	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,332,078

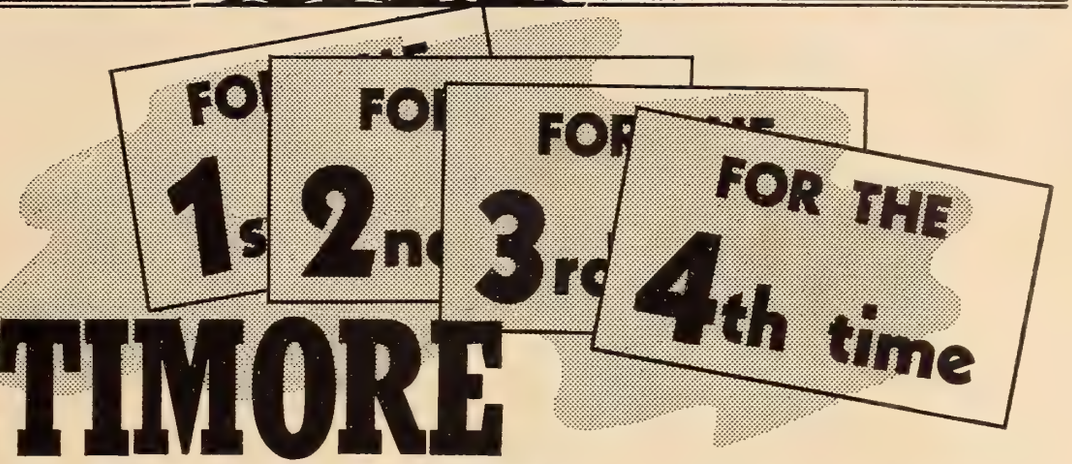
* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



BALTIMORE Leads the Nation*

41.3% of the average 6-10:00 P. M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Nov. - Dec.

and

WMAR-TV *Leads in* **BALTIMORE**

WMAR-TV

(One of 3 TV Stations in Baltimore)

ATTRACTED

44.6%

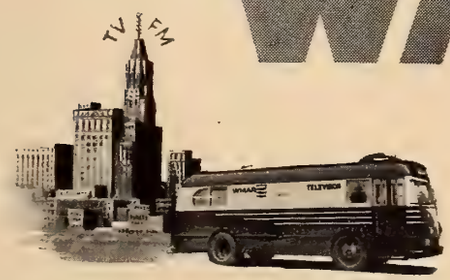
Of The Total TV Audience

6.00 P. M. to 10.30 P. M.

NOV.-DEC., 1949

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

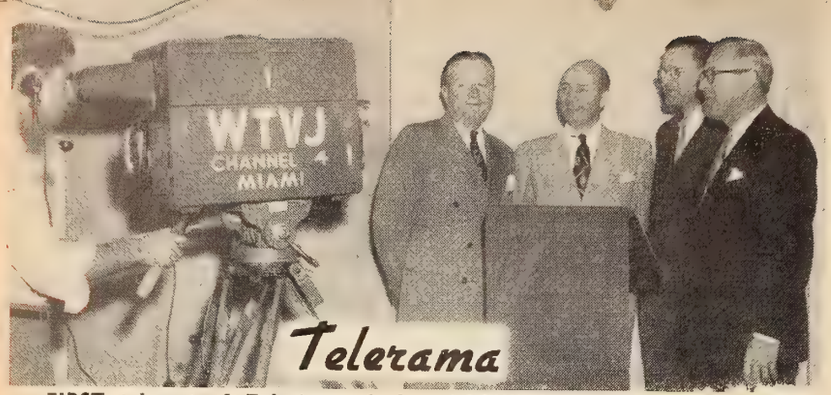


CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



FIRST telecast of *Televiews of the News* over WTVJ (TV) Miami featured (l to r): Col. Mitchell Wolfson, co-owner, WTVJ; James L. Knight, business mgr., *Miami Herald*; Owen Uridge, gen. mgr., WQAM Miami; Mayor William Wolfarth. Lloyd Gaines is cameraman. *Herald* and WQAM jointly sponsor *Telenews*.

LOOKING over equipment at WTVR (TV) Richmond, Va., are John New (l), WTAR Norfolk, Va., commercial manager, and Wilbur M. Havens, manager of WTVR. Mr. New visited Richmond to inspect the television facilities. WTAR-TV is scheduled to take the air in early spring.



COMDR. Mortimer W. Loewi (r), director of DuMont Television Network, who calls TV "a new weapon for retailers," explains the intricacies of a camera to Lew Hahn (l), president of National Retail Dry Goods Assn., and Arthur See, sales promotion mgr., Saks-34th Street, New York.

CBS-TV star, Ken Murray (r), who started a new series last month, greets Col. August A. Busch Jr., president of Anheuser-Busch Inc. The brewing firm, with headquarters in St. Louis, sponsors Mr. Murray's CBS-TV variety show which is seen Saturday, 8-9 p.m., on alternate weeks.





TALKING things over at the recent premiere of *Cavalcade of Bands* on DuMont Television Network are Frank P. Schreiber (l), manager of WGN-TV Chicago, and James L. Caddigan, DuMont Network's director of programming. The presentation is seen Tuesday from 9 to 10 p.m.

CHARLES COLLINGWOOD (l), moderator of *People's Platform* on CBS-TV, gets together with James G. Cominos (c), v. p. and gen. mgr., LeVally Inc. agency, and Newell T. Schwin, adv. dir., Household Finance Corp., sponsor. Mr. Collingwood also is CBS White House correspondent.





BASKETBALL ON TV

Lifting of U. of Washington Ban Is See

TELECASTING of U. of Washington basketball games by KING-TV Seattle, originally cancelled by the school, seemed a virtual certainty last week if the Feb. 17-18 games were a sellout. University officials had banned telecasting of the games, blaming TV for poor attendance [TELECASTING, Jan. 9].

Cancellation of the telecasts had stirred a storm of complaints and comments in the Northwest. The university's position was upheld by Dr. Raymond B. Allen, U. of Washington president, but Stuart Carter, general manager of Harper-Meggee, Seattle RCA distributor, told a Washington State Press Club luncheon that more significant factors than TV were to blame for the decline in attendence.

The Seattle *Post-Intelligencer*, meanwhile, conducted a survey among 2,000 fans. Results of the poll showed that 98.9% favore telecasting the games, 96.7% sai they would attend more games telecast and 54.3% said they woul be willing to pay part of the tele casting costs.

Contributing Factors

In his luncheon address, M Carter said that factors to blam for the drop in attendance in cluded a ticket price rise, descrip tion of the team as green, as we as unusually snowy weather thi season. He asserted that TV build interest, therefore helping to in crease, rather than diminish, at tendance.

Commenting on the university' position, President Allen said th impact of television on the attend ance at athletic events presents difficult problem to all universities He pointed out that basketball an football are the only two sports i the school's whole athletic progran that carry their own weight finan cially.

NETWORK TV

Bell Reviews Expansion Plans

DETAILS of Bell System's plans to add some 6,000 channel miles to its television network facilities in 1950 [TELECASTING, Dec. 26, 1949] were reviewed by the company last week.

Engineering work is now in progress looking toward extension of radio relay channels westward to San Francisco. On the West Coast, two northbound radio relay channels between Los Angeles and San Francisco will go into service this spring.

Service on the New York-Chicago radio relay is slated to commence in September. Twelve radio relay stations between Chicago and Des Moines are nearing completion and construction will start shortly on four stations beyond Omaha, which should be linked with existing facilities by October. West of Omaha work will get under way this year looking toward service to the Omaha-Denver area by May 1951.

The report said additional East Coast television circuits will be provided via radio relays slated to be in operation between New York and Washington by July, and between Richmond and Norfolk in April.

With respect to coaxial cable service, the company said existing cable facilities between Richmond and Jacksonville, and between Jacksonville and Atlanta and Birmingham will be equipped for television and in video use by September.

Three Midwest routes are slated to be in TV service by October: A link between Des Moines and Minneapolis, one between Kansas City and Omaha, and one between Indianapolis and Louisville. In Texas, work is slated to start this fall on a cable between Dallas and Houston.

GEIGER SUES

Claims Script Used by P&G

CLAIMING that one of his radio stories had been used under another name on the Procter & Gamble *Fireside Theatre* on NBC television network last year, Milton Geiger, radio writer, last Tuesday filed suit for $100,000 damages for copyright infringement in U. S. District Court, Los Angeles. He seeks damages from NBC, Procter & Gamble, General Television Enterprises, Ace Pictures, Compton Adv. (agency for P & G) and Oliver Crawford, writer of the disputed television show.

Mr. Geiger through his attorneys, Harold A. Fendler, Robert W. Lerner, and Aubrey I. Finn, claims that the TV show "Another Road," produced by General Television Enterprises, was taken from his radio script "In the Fog," which has been broadcast several times in the past ten years.

Also being sought in the suit is an additional $10,000 for attorney's fees; an injunction against further use of the TV film, and destruction of all positive and negative prints of the film.

'Beany' Success

SUCCESS of *Time for Beany* children's television show on KTLA (TV) Hollywood was revealed recently when the sponsor, Budget Pack, offered a silver plastic train for 50c plus a Budget Pack wrapper to its juvenile listeners. Over $42,000 was received from 84,000 children in the 10 weeks of the promotion, station reports. Ted H. Factor, Los Angeles, handles the account.

Telefile

(Continued from Telecasting 5)

of business he can directly attribute to the medium.

During telecasts from a home show, two spots of three and five minutes, respectively, sold $16,823 worth of waterproof coating. No other advertising had been used. And every purchase attributed to TV could not be discredited in any way.

As a result of several spots, the Troup Engineering Co. sold $50,000 worth of electric motors costing $10 each.

Another short spot series seeking to sell a toy car priced at $6.95 produced slightly more than 900 sales.

An automobile dealer, unwilling to disclose his identity, has averaged 10 new and used car sales per week for five weeks, directly attributable to TV.

Another automotive venture, involving several dealers who sponsor a program jointly, has produced 15-20 new car sales per week among them.

The KTLA rate card applicable to the growing Los Angeles set circulation of 251,042 (as of Dec. 1, 1949, when rate card No. 3 was issued) covers Class A (7-11 p.m., Mon. through Sat. and Sun., noon to 11 p.m.), Class B (5-7 p.m., Mon. through Sat.), Class C (all other times, day and night, except periods reserved for coverage of outstanding special events).

Basic rates, not including live studio or film, are as follows: Class A—one hour, $300; 45 minutes, $240; 30 minutes, $180; 15 minutes, $120; 10 minutes, $105; five minutes, $75; one minute, $60. Class B—one hour, $165; 45 minutes, $122; 30 minutes, $92; 15 minutes, $65; 10 minutes, $60; five minutes, $55; one minute, $50. Class C—one hour, $60; 45 minutes, $48; 30 minutes, $36; 15 minutes, $24; 10 minutes, $21; five minutes, $20.

An indication of live studio and film studio costs may be gathered from the following: one hour, live, $300 and film, $180; half hour, live, $180 and film, $108; one minute, live, $60 and film, $30.

* * *

WHILE it takes programs to obtain an audience and sponsors to continue to operate, a television station requires people to run it. In the case of KTLA, total personnel runs to an aggregate of 64, approximately one third of whom are on the technical side.

Heading technical operations of the station is Ray Moore, chief engineer. And he can give Mr. Landsberg a good race when it comes to energy. Several years ago, a storm in the mountains (the transmitter is atop Mt. Wilson) tore down both telephone and power lines serving the station. Proceeding as far as he could get by auto, Mr. Moore trekked the last five miles on snowshoes. Thanks to him, both services were repaired and the station went on the air as usual that night.

KTLA's transmitter stands atop the peak of Mt. Alta, at a height of 5,800 feet, in the area known as Mt. Wilson. Telecasting on Channel 5 (76-82 mc), the station puts out a signal of 10 kw visual and 4.5 kw aural. Its antenna gain is 4.3.

Although Paramount will not disclose the cost of its installation either at the transmitter or studios, an educated guess is that the Mt. Wilson site was erected at about $250,000. Its studios and equipment there are estimated at an over-all worth of $1 million. Most of the equipment used has been specially built and therefore cannot be identified by brand name.

The station has two studios—measuring 35 by 50 feet and another 25 by 35 feet. It also has two complete remote units and Multiscope equipment. Additionally, the station has kinescope equipment which is used to record programs for other stations in the country which have contracted with Paramount for the service. All told, according to Mr. Landsberg, KTLA has more Hollywood originated programs being seen elsewhere in the country than is provided by any of the networks from Hollywood.

Heading up program activities for KTLA is J. Gordon Wright, production coordinator, who has been with the station since the fall of 1944 when it was known as W6XYZ. Earlier he had been with WNBT (TV) New York in addition to a background as industrial film writer, reporter, publicist and market researcher. Gordon Minter is program director.

WSYR-TV PLANS

Formal Dedication March 5

WSYR-TV Syracuse will be formally dedicated on Sunday, March 5, according to Harry C. Wilder, president. Operating on Channel 5 (76-82 mc) with test patterns since Feb. 10, the new station announced it has received reports of excellent reception from a radius of from 35 to 75 miles.

WSYR-TV will carry the NBC-TV schedule and also will telecast programs produced in the Syracuse U. television studios. The programming will begin on or about March 1.

Mr. Wilder announced staff assignments as follows: A. G. Belle Isle, vice president in charge of engineering; A. J. Eicholzer, control operation supervisor; Albert J. Gillen, coordinator of local and regional time sales; William V. Rothrum, program director; John F. Hurlbut, promotion director; Bert Gold, supervisor of operations; William Crampton, director of local film production; Rod Swift, director of film procurement; Daniel W. Casey, TV continuity director; Edgar J. Donaldson, James MacDonald, announcer-directors; Marolyn Wind, traffic manager, and Lee B. Coye, artist.

WSYR-TV uses 23 kw visual, 12.8 aural power and is licensed to Radio Projects.



THE COLOR PROBLEM — A Broadcaster's View

By ERNEST B. LOVEMAN
Vice President and General Manager
Philco Television Broadcasting Corp.
(WPTZ (TV) Philadelphia)

SEVERAL of us here at WPTZ believe that the predicament of a television broadcaster, if faced with the problem of adding color television on a non-compatible basis, has not yet been clearly explained either to the broadcasters themselves or to the FCC.

Let us examine, for instance, the problem of a typical television station, supposing that *non-compatible* standards for color television were to be adopted. If the broadcaster chooses to start telecasting non-compatible color using his present channel allocation, then he must broadcast the color programs at a time that does not conflict with his present black-and-white schedule. Otherwise he will reduce his black-and-white service. Obviously, this is because the broadcaster starts color telecasting with an audience of practically zero—no receivers that can pick up the new color telecasts in either color or black-and-white.

Then the next step is, according to suggestions in testimony at the color hearings before the FCC, that this broadcaster puts on color television programs at "off hours" —for instance, noon to 1 p.m. or 11 to 12 p.m.—times when the station's facilities are not normally utilized for programs on the present black-and-white standards.

Evidently, with no audience to begin with, the broadcaster must present these color telecasts on a *sustaining* basis unless some rather improbable "angels" were found. Money spent for these sustaining color programs must come from the telecaster's operating budget, normally. If he is operating at a loss or on a small margin of profit, he cannot afford the further expense of sustaining color without cutting down on his budget for his present black-and-white programs. Thus he is asked to present color telecasts which practically no one can watch, at the same time reducing his present service, which is his only source of revenue and is of value to the public.

In brief, the first objection from the standpoint of the broadcaster is *reduction of present black-and-white program service*, if the station should add *non-compatible* color.

Non-compatible Problem

A second major difficulty is that with dual standards, or non-compatible color, *the total audience for color would increase much more slowly* than with a compatible system. Continuing our example of the typical broadcaster who has added non-compatible color, he can only afford to present a few sustaining programs in color at off hours. These are evidently the times when the potential audience is small, or they would now be used commercially. Hence with only these few off-hour programs available, there would be little incentive for the average person to make the costly investment in a new color television receiver.

Like the majority of both technical and lay individuals who are interested in color television, I firmly believe that very few people would buy a color converter for home use. Technical, esthetic and historical evidence on this point is overwhelming. People don't buy converters. Hence when color comes, the public will buy entirely new receivers. These will be more expensive sets. Only the pioneers among the public pay a premium price for those first color receivers of the future, although eventually there will undoubtedly be many millions of customers.

However, looking at the suggestions about *non*-compatible color again, the audience for color television would grow much more slowly than with *compatible* color for another reason. A broadcaster operating on *compatible* standards automatically retains his entire present audience. Thus he can put his color service on a commercial basis immediately. A good case in point is the NBC telecast of *Kukla, Fran & Ollie* on Monday, Oct. 10, 1949, at 7 p.m. from Washington, D. C., when the hundreds of thousands of network viewers did not realize that the program was telecast in compatible color.

The third basic objection to non-compatible color from the television broadcaster's viewpoint develops logically from the first two points above. This third difficulty is that, with non-compatible color, the *total television audience would increase at a much slower rate* than any present estimates, based on present growth trends, indicate.

Effects Set Buying

At present, the controversy over color has had little effect on the sale of black-and-white television receivers. However, we do know that some people are even now using color as an excuse for not buying a set now. If non-compatible standards for color were established, there would be a great many more people who would immediately defer the purchase of a receiver. Many thousands of present set owners, when they realized what non-compatibility means to them, would add fuel to this fire because of their disillusionment. It would appear that the television industry had broken faith with them. Most set owners would blame the industry rather than the government, since the industry sold them their receivers.

Since television broadcasters base their hopes for eventual profitable operation on the steady growth of their audience, the adoption of non-compatible color would throw a barrier across the path which telecasters have been climbing so painfully. It is quite possible that some television broadcasters, who have already suffered severe financial losses and may not have much additional capital upon which to draw, might get disgusted with the entire outlook and throw in the sponge.

Basically, these arguments apply to a great extent even with a program of dual-channel operation such as was proposed by Philco as an "out" if non-compatible color must be adopted. If a station is offered a second channel in the upper UHF band for non-compatible color, presumably it will be able, when suitable equipment is developed, to duplicate its programs in color or black-and-white. However, this could only be done at approximately twice the cost in station investment and operation without increasing the size of the audience.

This dual-channel operation might seem to be a great advantage but would still be very expensive until the audience for color reaches sizable proportions. And this large expense for duplicate color equipment, operation and maintenance must be met, it would appear, only by reducing black-and-white programming and thus depriving the public of service it now gets.

Thus, from the TV broadcaster's point of view as well as that of all leading manufacturers, distributors, dealers and the public, a *compatible* system of color television would seem to be the only logical kind to adopt.

VISUAL SALES PITCH

WCPO-TV's Lewis Clicks With Pen and Ink

AN ARTIST and performer at WCPO-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WCPO-TV credits Al Lewis, accordionist, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staffer's brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.



Mr. Lewis, his accordion and the penned visual sales pitch.

The station reports that in two days following the first telecast on Feb. 3, the firm sold five of its $10,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the home's exterior and also shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis' accordion and the vocal selections of a girl singer and a quartette.

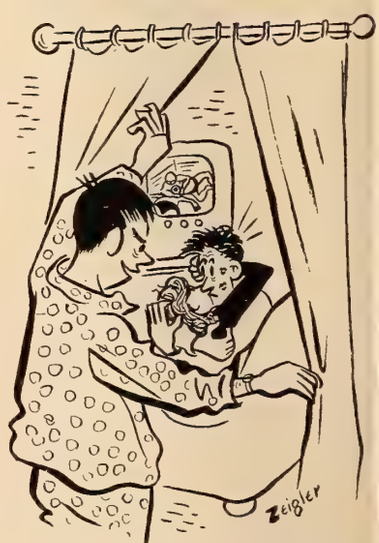
TV ORGANIZATION

L. A. Outlets Form Group

REPORTEDLY dissatisfied with the operation of the Academy of Television Arts and Sciences, the seven Los Angeles TV stations have formed an organization designed as "a collective effort for the benefit and advance of Hollywood television."

Meeting a fortnight ago, management representatives also agreed that there should be an overall organization limited in its membership only to those actively engaged in the television broadcasting industry. At a subsequent meeting last Thursday, membership standards were formulated.

Te-Ve



Drawn for TELECASTING by John Zeigler

"Wrestling tonight?"



HEART of Color Television Inc. system to be shown to FCC today is this three-phosphor receiver tube, mounted on laboratory lathe. Working on tube is George E. Sleeper Jr., San Francisco inventor of system.

CTI SHOWING

Demonstrates for FCC Today

COLOR TELEVISION Inc., San Francisco, will demonstrate its one-tube all-electronic color TV system this morning (Monday) for the FCC. Demonstration will be held at 10 a.m. in the Congressional Room of the Hotel Statler, Washington.

CTI's laboratory was dismantled and hauled across the country to the Statler where it was being reassembled last week in preparation for the demonstration. A half-dozen Statler rooms have been converted into a laboratory, with microwave relay mounted atop the hotel to beam signals to the WMAL-TV Washington transmitter.

The first eastern exhibition of CTI's system will include a half-dozen RCA projection sets, adapted to receive the company's images.

Arthur S. Matthews, CTI president, and George E. Sleeper Jr., inventor and vice president, are directing the demonstration. They claim the system is entirely compatible and declare a direct-view tube is "foreseeable in the future."

Use Conventional Camera

CTI uses a conventional image orthicon camera, adapted to insert a dichroic lens assembly between the camera lens and the kinescope. The camera tube shows three images, side by side, each one in black-and-white after having passed through the three-element dichroic lens. These images are about two inches in size.

The three-image frame is transmitted normally via a black-and-white transmitter, using a special studio switching assembly.

The projection receiving set is modified to use a seven-inch picture tube which has separate red, green and blue phosphor sections. This tube replaces the normal picture tube in the projection sets. The regular projection system is removed and in its place CTI uses three small projection lenses, each mounted above one of the three two-inch images that appear simultaneously on the face of the tube.

These adjustable lenses throw three pictures that converge on the 11 x 14 screen, with the colors supplied by the three different phosphor sections on the receiving tube face. Registration is simple, CTI officials claim, and color smear or carryover is described as "impossible."

Comparative demonstrations of CTI, RCA and CBS color systems are scheduled Thursday at the FCC's Laurel, Md., laboratory, some 28 miles northeast of Washington. WNBW (TV) Washington, NBC O&O station, will transmit RCA's pictures and WOIC (TV) Washington will transmit the CBS programs.

The Thursday demonstrations will climax some six months of color excitement in Washington. Since October the FCC has been probing the whole color problem in connection with its overall television allocation review.

DuMONT TOUR

Telecruiser in Southeast

TO GIVE the public a better insight into the way television operates, Allen B. DuMont labs has sent its telecruiser, mobile TV studio, on a 22-city tour of the Southeast, which started Feb. 16 in Baltimore.

Containing more than $100,000 worth of equipment, including a triple image orthicon camera chain, the telecruiser in essence duplicates actual studio operating conditions. Plan of the tour calls for the telecruiser to park in central locations where onlookers will be telecast over a closed circuit system. The camera pickups will also be reproduced on two DuMont receivers placed near the truck.

The telecruiser's itinerary is:

February 16-20, Baltimore; 21-25, Washington; 27, Richmond; 28, Norfolk; March 1, Norfolk; 2, Portsmouth; 3, Raleigh; 4, Greensboro; 6, Winston-Salem; 7-8, Charlotte; 9-13, Atlanta; 14, Birmingham; 15, Montgomery; 16, Mobile; 17-20, New Orleans; 21, Baton Rouge; 22, Jackson, Miss.; 23, Memphis; 24, Nashville; 27, Huntington, W. Va.; 28, Charleston, W. Va.; 29, Youngstown; 30, Pittsburgh.

NBC APPOINTS

4 Named in TV Ad Unit

FOUR appointments in NBC's television network advertising and promotion unit were announced last week by James Nelson, director.

Ray O'Connell has been named manager of audience promotion, Fred Veit, art director, and Frank McMahon, copy writer. All were formerly in the radio advertising department. John Fuller, former advertising manager of Little Brown & Co. and Hile-Damroth Inc., has joined the television promotion unit to write package program promotion.

WAVE-TV Louisville starts programming seven nights weekly.

'50 SET OUTPUT

Sloan Sees 30% Saturation

A PREDICTION that 7¾ million homes in the nation will have television receivers at the end of 1950 was made last week by an executive of Westinghouse. F. M. Sloan, manager of Westinghouse's Home Radio Division, also predicted that television will continue its record as the fastest growing industry and sell four million receivers during 1950, thus reaching 30% saturation of the market.

"It is the composite opinion of television manufacturers," Mr. Sloan said, "that at the end of 1950, three of every 10 homes in the United States where telecasts can be received will have television. This is 30% saturation of the market.

ZENITH DENIES

Not Sponsor of D. C. Survey

ZENITH RADIO Corp., Chicago, was not one of the sponsors of a Washington, D. C., television audience study showing TV's influence on family habits [TELECASTING, Feb. 13], the firm declared Tuesday. The survey was conducted by Charles Alldredge, Washington public relations counsellor, who had reported Zenith as a sponsor.

Comdr. Eugene F. McDonald Jr., Zenith president, never heard of Mr. Alldredge or his survey until he had read the published accounts. He observed that Zenith's name was not included in some published lists of the survey's sponsors.

After seeing the survey described, Comdr. McDonald wrote to Mr. Alldredge: "I will truly appreciate it if you do not list Zenith or me as one of your subscribers. My reason for this request, which may seem strange, is that the findings in your survey are approximately what I have been telling the movie industry for the past three years, and were they to see my name on the list as a subscriber, they would immediately believe that I had something to do with the making of this survey."

Canada's TV Sets

A TOTAL of 9,500 TV receivers were sold in Canada in 1949, according to unofficial reports from Canadian radio manufacturers. There are as yet no TV stations in Canada.



WSYR-TV
means
Bright, Clear,
Consistent
PICTURES



From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE Broadcast Institution in Central New York

WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
Headley-Reed, National Representatives

TALENT RACKETS

Complaints Issued in L. A.

COMPLAINTS against some 50 to 75 Hollywood "talent racketeers" posing as legitimate television or film producers are being issued, according to an announcement last week by Los Angeles Assistant City Attorney, Don Redwine. Action, following a resolution, taken at a meeting called last Tuesday by the Motion Picture Industry Council, seeks to obtain convictions against such violaters under present laws, and to attempt to get further legislation if existing laws are not strong enough to eliminate the racketeering.

Attending the meeting, which was called to organize a campaign against such phoney firms which have been extracting almost $20,000 weekly from victims, were television and radio executives, city and state officials, representatives of business organizations and Screen Actors Guild.

Further investigation of the racket has been requested of Ernest Tolin, Acting U. S. Attorney in Los Angeles by California Senator Downey.

So-called "talent agencies" have been collecting from $50 to $200 per victim, holding out the lure of possible acting careers in television or movies by pretending to make legitimate television or film productions, it is reported.

SMALL-BUDGET TV

D. C. Adwomen Hear Sargent

METHODS of staging a small-budget television campaign in a group of cities were described by Clement D. Sargent, vice president of Philbin, Brandon, Sargent, New York, speaking at the Wednesday luncheon of the Women's Advertising Club of Washington. FCC Comr. Frieda B. Hennock was guest of honor.

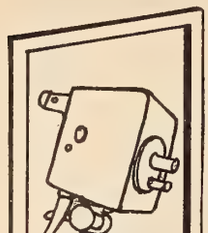
Using a hypothetical Cake-Make campaign, Mr. Sargent outlined step-by-step a one-minute film series placed on 12 stations, including a test market. He described time availabilities as one of the most serious problems.

Many TV failures, Mr. Sargent said, are due to a lack of understanding of the medium itself. He pointed to the need for coordination of all steps in the hypothetical campaign, which had a $50,000 budget, and cautioned that TV should not be treated as an advertising stepchild.

1950 **February 20** 1950

Call Frazier & Peter re: Long-Range TV Rate Schedules

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173



Reel Takes

LARS CALONIUS

LARS CALONIUS formed Archer Productions Inc., New York, about one year ago but in that short time the firm of which he is president has produced over 40 television film commercials.

It is a record more imposing than the arithmetic of the effort would indicate. Many of the commercials have contained some of the trickiest animation to be seen in video—Chevrolet, Blatz Beer and Pepsi-Cola commercial sequences.

In fact, after viewing them, it is little surprise to learn that Mr. Calonius was one of Walt Disney's chief animators on such hits as "Pinnochio," "Bambi," and "Ichabod and Mr. Toad." All his staff animators also are former Disney people.

Mr. Calonius himself could make his wants known in English via a drawing board long before he could read, write or speak a word of the language. Born in Helsingsfors, Finland, in 1916 of Swedish and Norwegian parents, he came to this country in 1934. He has since added flawless English to all the Scandinavian tongues he speaks.

While attending art school in San Francisco he met Dorman Smith, then chief cartoonist for the Hearst papers. Mr. Smith thought the tall, slender, blue-eyed, blond boy had considerable talent and recommended him to the Walt Disney Studios in Hollywood. In no time at all, Lars Calonius found himself hired by Disney—becoming at 19 the youngest artist in that studio. Only three years later he was named a chief animator.

Idea Formulated

He developed an enormous respect for the Disney operation and resolved to start a similar operation some day for television, specializing, however, in commercials. Archer Productions, a name he "pulled out of a hat," was created for that purpose. The firm makes such animations but it also produces "live" film commercials and slide films.

Archer Productions was not created overnight, however. Mr. Calonius got the idea for the company back in 1940, but the war intervened. He left the Disney studios, where he was working on "Ichabod and Mr. Toad," to join the Army.

As a Tech Sergeant, he was chief director of animation for the Army Signal Corps in New York, helping to make films under Frank Capra and Anatole Litvak. When he got out of the Army he went back to work at Disney Studios and, to his surprise, on the same "Ichabod" picture he had been working on five years before.

Early in 1949, he finally made the break from Disney Studios and started Archer Productions.

He decided New York was the best spot to engage in commercial film making, because of the presence there of so many client and agency home offices. So, he moved his wife, Jean, and son, Erik, 2, to Queens, then set up shop in modern offices at 35 W. 53rd St. in Manhattan. Immediately he got one of the biggest accounts in television — production of Chevrolet commercials. Others followed.



Mr. CALONIUS

* * *

He has found that the cost spread for producing animations is great, depending upon the elaborateness of the script. He puts average cost at about $45 to $52 per foot, which means that a 90-foot commercial runs about $4,000. He has, however, produced good animations for as low as $1,500. "Live" films run from $1,400 to $3,000, according to his estimate.

Although his firm is specializing in television advertising, it also makes documentaries, training films and other types of industrial motion pictures.

INS-TV Additions

INS-INP Television Dept. has announced the addition of five station clients for its INS-Telenews TV newsreels, two of them representing new markets. KSL-TV Salt Lake City and WNHC-TV New Haven became the first stations in their respective markets to buy the daily newsreel. Other additions are WSYR-TV Syracuse, N. Y., KTSL (TV) Los Angeles and WEWS (TV) Cleveland. Advertisers already have signed to sponsor the service in New Haven, Syracuse and Cleveland.

WJBK ELECTIONS

NLRB Includes Projectionist

FULLTIME and part-time projectionists would be included alon with engineers and technicians i a collective bargaining unit set u by NLRB, which ordered an ele tion at WJBK-AM-FM-TV, Th Fort Industry Co.'s Detroit outlet

The ruling, handed down Fe 11, involved the stations, IBE Local 1218 (AFL) and NABET, a well as IATSE (International A liance of Theatrical Stage Em ployes), representing the proje tionists.

Fort Industry contended tha despite adopted policy at its A lanta (WAGA-TV) and Toled (WSPD-TV) stations where A engineers formed the nucleus of th TV staffs, all TV engineers an technicians are capable of opera ing a projector. Subsequently hired two IATSE members, added. Projectionists at other D troit TV stations deal with IATS

In a dissenting opinion, John M Houston, NLRB member, argue against inclusion of the projectio ists in the same units with eng neers and technicians on groun they constitute a "distinct craft. He cited WPIX (TV) New Yor KSD-TV St. Louis and other st tions where projectionists are "un formly excluded" from the uni and said the majority ruling di not reflect industry-wide practic

In addition to WJBK-AM-FM TV, Fort Industry also operate WWVA - AM - FM Wheeling, V Va.; WMMN Fairmont, W. Va WLOK-AM-FM Lima, Ohio WGBS-AM-FM Miami; WSPI AM-FM-TV Toledo and WAG AM-FM-TV Atlanta.

WJZ-TV ANTENNA

Begins Use from Empire Stat

WJZ-TV New York, key station ABC-TV network, started telecas of its regular program schedu from its new antenna atop the Em pire State Bldg. Feb. 9.

The move from the Hotel Pierr which has housed the antenna ar transmitter since August 1938, wa accomplished with no interruptio of the station's regular transmi sions. WJZ-TV will continue operate on Channel 7. The adde height gained by the move to th Empire State Bldg. will give ne clarity to the station's pictures, a cording to WJZ-TV.

Color Set for Johnson

TELEVISION set modified to r ceive CBS color was install last week by the network in th office of Sen. Edwin C. Johnson (D Col.), chairman of the Senate I terstate & Foreign Commerce Com mittee, in the U. S. Capitol. Col transmissions were shown twi daily Monday through Thursda for the benefit of members of th Senate committee and any oth interested parties in the Senate, a cording to Sen. Johnson's office.

Monopoly In TV?

(Continued from Telecasting 2)

betted by a public relations gency." But he was confident CC "will proceed with their hear-ngs without becoming ruffled or tampeded by high-pressure tac-cs."

The Coloradan claimed that "cer-ain elements in the television ndustry are getting ants in their ants" and crying for a lifting of he TV freeze to serve their own nterests.

"If the siren voices who rant nd rave today about lifting the reeze have their way," he said, housands of communities will ther never have television or at est will receive it through little ave stations operating as satel-tes of some big monopoly con-rolled station in a far-distant etropolis."

The threat of a monopoly probe as seen as a counter-move against roposals that the House radio ubcommittee add television to its rthcoming hearings, which al-eady include three bills and are xpected to consume up to six eeks.

The possibility of the House roup including television had been ggested after Dr. Allen B. Du-ont, president of DuMont Labs nd TV network, met with mem-ers of the New Jersey delegation Congress to urge a lifting of e freeze [TELECASTING, Feb. 13].

DuMont, Smith Rapped

Sen. Johnson said Dr. DuMont is ne of the more reputable" radio nd TV authorities but that "un-rstandably and very properly" e "is anxious to expand his tele-sion network." He said Dr. Du-ont "hurls machine-gun-like in-nendos and distortions," and that avid Smith of Philco "blows the me kind of bubbles."

Sen. Johnson denied there is un-nployment in television and as-rted that Dr. DuMont's claims to at effect "are mischievous rant-gs and not based on facts."

The commerce committee chair-an contended that "short-sighted opagandists" figure they can rve "all the large profitable ties" with perhaps a half-dozen ditional channels, preferably lo-ted adjacent to the present TV nd. He pointed out that other rvices including FM now operate that area, and added:

. . . these manufacturers believe at a drive can be put on to shove ese services out of their present sition and assign the additional annels to television and everything ll be fine—for them. I differ with em in that I want a permanent an for the long pull based on a und engineering decision, and I ant it now.

He said "an eminent radio con-lting engineer" had written Ra-o Mfrs. Assn. President Max alcom charging that "RMA has ne absolutely nothing except out compatibility [in color TV] d lift the freeze in order to pro-te the sale of current black-and-ite sets on a nation-wide basis."

Sen. Johnson claimed that Jack Gould, radio editor of the *New York Times*, "conveniently omitted certain pertinent language" in Sen. Johnson's reply to an earlier column supporting a lifting of the freeze [TELECASTING, Feb. 13].

He said Mr. Gould presumedly "does not like anyone to infer that his column is being prostituted by private interests." At another point he referred to "Mr. Gould and his fidelity in serving a pressure group which is determined to dominate the FCC."

The Senator reiterated his contention that FCC's earlier TV allocations in the VHF band were "ludicrously incorrect." But, he said, "having made a mistake, there is no reason for the Commission to compound the error now by again listening to the same siren voices who were so wrong before and who led them astray."

He said he had "never hesitated" to criticize FCC if he thought the Commission was in error, but that "I am not going to remain silent and let them become the butt of unwarranted and unprovoked assault by people who are trying to grind their own ax and without regard to the public interest and the general welfare."

Renewal Denied

RENEWAL of experimental television license for KE2XDO Jamaica, N. Y., was denied by FCC last week to Jamaica Radio Television Co. for experimental operation on Channel 13 (210-216 mc). The Commission indicated that one of KE2XDO's principal activities has been to render program service independent of any technical research. FCC said research proposed was on simplification of TV receivers and antennas for which experimental telecasting was not necessary. Station was first licensed in 1945.

Telestatus

(Continued from Telecasting 6)

7. Philco TV Playhouse 41.8
8. Captain Video** 40.2
9. Wrestling (WCPO) 37.7
10. Amateur Hour 37.2

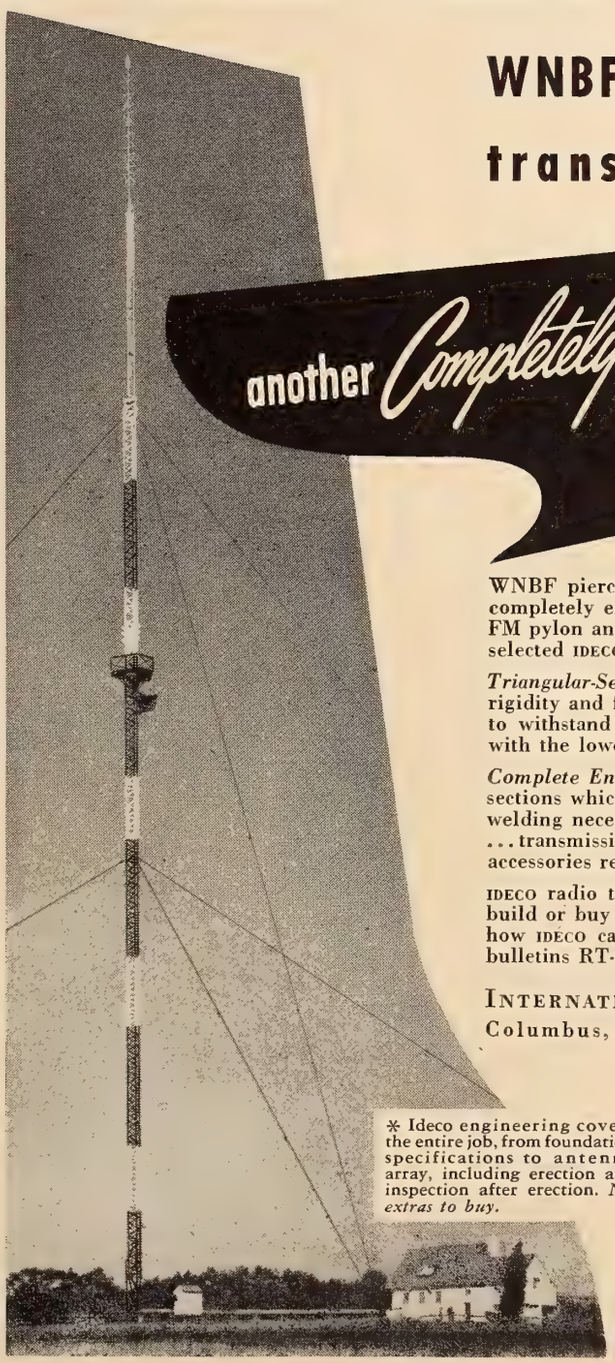
* Multi-weekly show. Above rating for program of Monday, Feb. 6.

** Multi-weekly show. Above rating for program of Thursday, Feb. 2.

PHILADELPHIA

1. Texaco Star Theatre 70.4
2. Arthur Godfrey and Friends 61.1
3. TV Teen Club 56.9
4. Super Circus 52.5
5. Talent Scouts 52.3
6. Philco TV Playhouse 51.9
7. Toast of the Town 51.8
8. Frontier Playhouse* 50.2
9. WFIL Film Theatre 49.9
10. Stop the Music 47.8

* Multi-weekly show. Above rating for program of Wednesday, Feb. 1.



WNBF...sectionalized tower transmits FM, AM and TV

another *Completely Engineered** TOWER by IDECO

WNBF pierces the sky with a 384-foot guyed triangular tower... completely engineered from the solid base to the tip of the 4 bay FM pylon and 6 bay superturnstile antennas. Clark Associates, Inc., selected IDECO for this job for two very important reasons:

Triangular-Section Safety — IDECO triangular design provides extra rigidity and freedom from distortion... the WNBF tower is guyed to withstand a 30-pound wind load. It is sectionalized at 205 feet with the lower section insulated to permit AM broadcasting.

*Complete Engineering** — IDECO towers are built of prefabricated sections which go together easily and quickly... no field cutting or welding necessary. IDECO engineering covers everything on the job ...transmission lines, service ladders, platforms and any special accessories required.

IDECO radio towers have an outstanding safety record. Before you build or buy a tower — for AM, FM, TV or all three — investigate how IDECO can relieve you of all responsibilities. Write today for bulletins RT-46 and SSRT-1.

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Columbus, Ohio • Torrance, California

* Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

IDECO
TRIANGULAR SECTION
towers
AM · FM · TV



THESE key figures in the DuMont Television Network were among DuMont executives attending a recent business conference at the network's New York headquarters. They are (l to r): Standing, Frank P. Schreiber, manager, WGN-TV Chicago; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; James L. Caddigan, network program director; seated, Chris J. Witting, assistant network director.

Surrender

TELEVISION performed an unusual service to the public when an appeal to wanted criminals to surrender themselves was made on *The Black Robe* (NBC-TV Thursday, 8 p.m. EST) on its Feb. 9 telecast. The appeal, made by the program's judge and two masked ex-convicts, hit its mark when two Massachusetts youths, one 14 and the other 15, arrived at Andover, Mass., police headquarters shortly after the program went off the air and confessed to a robbery made some time ago.

SURGICAL TV

WKY-TV Uses Closed Circuit

FIRST telecast of a surgical operation in Oklahoma has been presented by WKY-TV Oklahoma City, the station reports. A closed-circuit pick-up viewed by more than 80 doctors, of an hour-long surgical demonstration was fed to an auditorium by the $90,000 mobile unit used by WKY for remote telecasts.

With this initial accomplishment, WKY reports the new Veterans Administration hospital slated for Oklahoma City plans to install TV equipment in the main surgical room, thus promising continuous medical use of television in that area. Demonstrations were staged by the station for the Oklahoma City Obstetrical and Gynecological Society. Doctors saw a complete hysterectomy, a Caesarian birth and three examples of obstetrics and gynecology using mannequins.

TV COMMITTEE

FCC Reaffirms Its Stand

FCC HAS reaffirmed its intention not to participate in the newly-formed National Television System Committee, created by the Radio Mfrs. Assn. to work on color TV standards [TELECASTING, Jan. 23].

The Commission declared its hands-off policy in early January, when it said, however, that it would welcome the committee's participation in the color TV hearing [TELECASTING, Jan. 9]. FCC declined the committee's invitation to participate in a letter sent a fortnight ago to Dr. W. R. G. Baker, NTSC chairman. The letter said in part:

> You will recall that in our letter to you of Jan. 3, 1950, we stated that if a national television systems committee should be formed under the auspices of the Radio Mfrs. Assn., "and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing." At the same time, we indicated that the formation of such a committee should remain entirely in the hands of the industry and that the Commission's position was dictated by its desire to avoid any implication that such committee "is to be regarded as an advisory committee named by the Commission." Since it appears from your letter and enclosure that the formation of the NTSC is substantially that which was contemplated by the Commission when it wrote to you on Jan. 3, 1950, the Commission is of the opinion that no basis exists for a change in its announced position.

Kellogg Renewal

KELLOGG Co., Battle Creek, Mich., has renewed Irene Wicker—"The Singing Lady"—on ABC-TV Sunday, 6-6:30 p.m., and expanded the station lineup to 15. Renewal, for 52 weeks, was planned by Kenyon & Eckhardt, New York.

Film Report

CASTON PRODUCTIONS, Los Angeles, producing series of four one-minute television commercials for **Buzza-Cardoza** (greeting cards), Los Angeles. Placed direct . . . **KEYL (TV)** San Antonio and **WFBM-TV** Indianapolis have purchased **Telemount Pictures Inc.,** Los Angeles, *Magic Lady and Boko* TV film series for 13 weeks . . .

Eddie Stanley, star of his own show on KTTV (TV) Los Angeles, joins **Telemount Pictures Inc.,** that city, as head of production firm. Mr. Stanley will write and produce TV packages for national distribution.

Six day Federal Internationale de Ski meet at Aspen, Col., Feb. 13-18, was filmed for television by **Harry Lehman** for **Cine-Tele,** Hollywood . . . **Filmack Trailer Corp.,** Chicago, releasing three one-minute title commercials to **Schmidt Baking Co.** (Old Home Bread), Baltimore, for eastern stations. Agency: **E. J. Sperry.** Same firm has completed spots for **Libby Furniture Store, Allied Automobile Co.** and **Studebaker Dealers,** all Chicago.

Filmtone Inc., Los Angeles, has leased Darmour Studios at Santa Monica Blvd. and Van Ness Ave. **Isidore Lindenbaum,** president of company, says expansion is necessary because of "expected increase in filming of television shows" . . . Three **DuMont Network** kinescoped shows are being offered for local participating sponsorship by **KTSL (TV)** Hollywood. Included are *Famous Jury Trials, The Plainclothes Man* and *Front Row Center.*

TEEVEE Film Co., Beverly Hills, Calif., has announced availability of six TV shows on syndicate-regional or national sponsorship basis. Included are *Veronica;* Erskine Johnson's *Hollywood Reel,* children's show *Gigi and Jack, See It and Believe It, Short Shorts* (series of 300 five-minute films based on short stories by famous authors), and **Leo Guild's** *Wizard of Odds,* half-hour show based on newspaper feature.

United Productions of America Inc., Burbank, Calif., reveals gross income of over a million dollars was made by firm for 1949. Company has started production of new series of 10 one-minute combination animated and live action films for **Ford Motor Co.** Agency: **J. Walter Thompson Co.**

Astatic Corp., Conneaut, Ohio, announces it will use TV on national scale for advertising its TV booster. First commercial one-minute spot produced by **Cinecraft Productions Inc.,** Cleveland, will appear over WNBK (TV) Cleveland. Agency: **Wearstler Adv. Inc.,** Youngstown, Ohio . . . **Jerry Fairbanks Productions,** Hollywood, announces purchase of "Your Show Time" film series originally filme for Lucky Strike by **Grant-Realn Productions,** Los Angeles. Serie of 26 half-hour segments to b known as "Master Works of Famou Authors." **Russ Johnston,** Fair banks vice president, also an nounced plans to do test film thi month of CBS *Silver Theatr* for **International Silver Co.** Fran **Telford,** director of TV show fo **Young & Rubicam Inc.,** will go t Hollywood to supervise filming o what firm termed "first major Nev York live show" to test film as sub stitution for kinescope.

Film can create a better televi sion network than coaxial cable— and cheaper. **Melvin L. Gold,** pres ident of the National Televisio Film Council and advertising direc tor of National Screen Servic Corp. told the Washington Ad Clu at a Tuesday luncheon sessior Demonstrating technique wit short advertising films, Mr. Gol pointed out that film has the ad vantage of perpetuating a show giving opportunity to edit and c using talent when and where it i available. He said it is cheaper an just as acceptable as live show

Telepix Corp., Hollywood, ha completed series of one-minut commercials for four Los Angele **De Soto-Plymouth** dealers. Agency **Liddiard & Co.,** Los Angeles . . **WOR-TV** New York has purchase American Releasing Corp., Holly wood, TV show *Time for Bean* . . . **Holcombe Parkes,** former vic president in charge of public rela tions of National Assn. of Manufa turers, has joined staff of Ape **Film Corp.,** Los Angeles.



SCENE from *King Midas and th Golden Touch,* 10-minute televisio film released by Coronet Films, Ch cago [TELECASTING, Feb. 6].

TV Components Guide

THE TELEVISION COMPONENT HANDBOOK for the Philco Cor Technical Advertising Assoc. 160 p $2.50.

THIS handbook is a companio volume to the *Radio Componen Handbook* previously published. covers the application of comp nent parts in television receive together with general compone and television data. Both boo may be obtained through Phil distributors or direct from Phil Corp., Accessory Division, Philade phia.

RETAIL FILM

Cuff Urges Local Sales Effort

RETAILERS Television Film Service has produced business for some stations in some communities, but whether it will pay off for any particular station depends pretty largely on the effort and enthusiasm that station's sales staff puts behind it, Samuel H. Cuff, RTFS president, said fortnight ago in reviewing the organization's first six months of operation.



Mr. Cuff

Organized to serve the manufacturer, retailer and TV broadcaster alike, RTFS produces films suitable for use as video commercials for products of national manufacturers and distributes them to key TV stations for use by local retailers. The manufacturer pays for the films, the retailer for the TV time. The manufacturer gets increased promotion of his products, presented the way he determines is best. The retailer gets professional commercials for the merchandise he has for sale. The station gets material which can lead to the sale of time to the retailers in his community.

Obviously, Mr. Cuff pointed out, no one gets any benefit if the films are permitted to pile up on the shelves of the station's film storeroom. But everyone benefits when the films are used on the air. For example, he cited the case of the commercials for Lionel trains. Stations were asked to report on the use of these films during the six weeks preceding Christmas, when such merchandise is most salable. The station reports showed that 17 of the 53 RTFS key stations sold 75 Lionel spots to local retailers, with total time sales in excess of $6,500, Mr. Cuff said.

Conclusions Reached

Analysis of the station replies led Mr. Cuff to the following conclusions, in addition to the obvious one that if the films had not been available the stations probably would not have sold the spots and the manufacturer would not have had the promotion.

"First, the actual usage of the film depended almost entirely on the selling pressure put behind it by the local station. Markets in which one would have thought the films would not be sold produced sales. In other markets where the sale appeared to be a natural no sale was made.

"On reading the reports of the stations which did not sell the film, it was very apparent that in many cases no real effort was made. In other words, the films were sold in places where the station salesmen were enthusiastic about them and really pushed them. Where the salesmen were apathetic the films were not used and the time was not sold.

"Second and equally interesting," Mr. Cuff continued, "is that a substantial number of stations which were unable to sell the films for a Christmas promotion already have commitments for their use by local retailers during the coming year. The commercials are built around the idea that 'You can always add a line accessory' and that such accessories make fine birthday presents. A substantial number of dealers felt that they would get better results by stressing this angle instead of using the film just before Christmas.

Lack of Enthusiasm

"When we tried to determine the causes of the lack of enthusiasm for the films on the part of certain stations, we found that the fact that the films were kinescopic recordings was at least partly responsible. This objection was largely psychological on the station salesmen's part, as actual tests show that in home reception the picture resulting from a kinescopic recording is scarcely distinguishable from the picture originating on straight film.

"Realizing, however, that this psychological barrier is an important factor to contend with, RTFS has, after several months of price testing, finally been able to produce straight film commercials at a cost which is only slightly higher than that of the kinescopes."

When a station is approached by RTFS and asked to serve as key station in its market—that is, to keep the films on hand for audition either on request or at its own initiative, the typical reaction is definitely negative, Mr. Cuff said. Citing an actual case history he said that despite the negative attitude, films were sent the station with the suggestion that they be looked at and returned.

"With the returned film we received a letter indicating very slight interest," Mr. Cuff related. "A little while later an unsolicited letter arrived from this station asking that audition prints be sent them for showing to a prospect. Then came a request that the station be allowed to keep the print.

"Next came a letter stating that this station was very anxious to become a key station. Finally, the station wrote: 'This service should solve one of our very tough local problems in getting good commercials for local accounts.'

Incident at One Station

"In other stations a substantial amount of enthusiasm has apparently failed to produce any business. One such station in a very important southern market worked for four months without getting a single account. Quite suddenly the market broke and now practically every large department store and important retailer in the community is using television and the station is calling for more film than we have on hand.

"In scouting around for more films which can be made available for local use," Mr. Cuff continued, "RTFS has discovered that many manufacturers have good films which can inexpensively be adapted for this purpose. We are urging these manufacturers to have their films re-edited and placed with TV stations through the RTFS library."

Name brand, nationally advertised merchandise of the type promoted by the RTFS films is the easiest merchandise for a retailer to sell and the most profitable for him to advertise, Mr. Cuff pointed out, adding that this is not always appreciated by station salesmen. Even though the merchant may have a higher mark-up on non-brand goods, equal promotion of both types usually shows a far greater volume of business—and a larger net profit for the store—resulting from the promotion of name brands, he stated.

CHICAGO BID

Sabath Backs Channels Plea

REP. ADOLPH J. SABATH (D-Ill.) has lent his support to a resolution by the Chicago City Council calling on FCC on authorize the remaining three TV channels of its original seven-station allotment to Chicago [TELECASTING, Jan. 30, 23].

Rep. Sabath observed that although Chicago was authorized seven stations, only four were issued for actual operation in the city's metropolitan area, while New York and Los Angeles each was allotted and issued its full complement.

"Certainly this discrimination should not continue," Rep. Sabath told House colleagues, "particularly in view of the fact that the importance of Chicago as a center of commerce and industry is further evidenced by the fact that it was selected as the site of first U. S. International Trade Fair to be held in August 1950. Chicago should have its full quota of TV stations."

Rep. Sabath quoted the council resolution which cited Chicago's leadership in broadcasting, its production and origination of network programs, and possible harm which would result from further delay in authorizations.

Resolution also took note of FCC's current freeze and its "complex and time-consuming procedure which will delay the commencement of further operations in Chicago for at least 18 months and perhaps for another three or four years." It urged that all "appropriate steps" be taken looking toward issuance of the remaining authorizations.

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JOHN J. KEEL
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National 6513

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ARL G. JANSKY

Bell Labs Engineer Dies

NERAL SERVICES were held t Thursday for Karl Guthe nsky, 44, world renowned radio gineer and transmission expert Bell Telephone Labs, who died esday in Riverview Hospital at d Bank, N. J. He had been rking at the Bell Labs' experintal station at Holmdel, N. J. vices were held at Red Bank.

Mr. Jansky, who joined Bell Labs 1928, was credited with a number discoveries resulting from studies electronic amplifiers and revers and design of a number of le band amplifiers, which comnded much of his attention. In rticular he was considered an pert on radio transmission and on nospheric and other kinds of erference. An author of many hnical papers, he was a Fellow the Institute of Radio Engineers.

Surviving are his wife, Mrs. ice K. Jansky, his mother and her, a son and a daughter, two ers, and three brothers, includ- Cyril M. Jansky, senior partner the Washington consulting radio gineering firm of Jansky & iley.

ppele Anniversary

J. R. POPPELE, vice president in charge of engineering for WOR New York, last Thursday celebrated his 28th year with the station. Mr. Poppele, WOR's first engineer, put the station on the air Feb. 22, 1922, and since has supervised the technical growth of WOR from a 250 w station to its present 50 kw. Mr. Popple, who directs all engineering projects for WOR-AM-FM-TV and WOIC (TV) Washington, is a member of the board of directors of MBS and recently was elected for the sixth term, President of Television Broadcasters Assn., which he helped found.

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January Box Score

STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

	AM	FM	TV
Total authorized	2,239	770	110
Total on the air	2,101	725	98
Licensed (All on air)	2,063	489	33
Construction permits	176	275	79
Conditional grants		6	
Total applications pending	1,015	265	397
Requests for new stations	326	43	350
Request to change existing facilities	282	38	13
Deletion of licensed stations in January		3	
Deletion of construction permits	1	20	
Deletion of conditional grants		2	

BMI CLINIC

L. A. Sessions Held

ABILITY to sell is first requisite of a good disc jockey, Paul Masterson, KNX Hollywood, record m.c. said during the first Pacific Coast BMI Program Directors' and Librarians' Clinics held at KHJ, that city, last Wednesday.

Al Poska, KFI and Bob McLaughlin, KLAC record m.c.'s backing up this contention, declared there must be a definite balance between music, chatter and commercials.

"See the product and get better acquainted with your sponsor and his merchandising and selling problems, and thus become a better salesman," Mr. Masterson advised. "More often we only see the commercial copy that is placed before us, but never the product advertised."

Although they agreed that a record m.c. must know and have an appreciation of good music, he can ruin a program with too much chatter and nonsense. Ingenuity is the thing that pays off.

Maury Webster, KNX assistant program manager, advised that station build special and specific shows around their recorded music, and thus build greater audience.

Off the record speaker at luncheon was Robert J. Burton, BMI New York vice-president in charge of publishers relations who told of the many ramifications involving copyright law in broadcasting.

Afternoon session was given over to inspection of a BMI model library via "slides" and discussion of systems set up by station librarians to service program directors and record m.c.'s.

ARKANSAS CASE

Detailed Issues Reported

REVISION of issues to specify bill of particulars was made by FCC last week in its ownership investigation of KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, all Ark. [BROADCASTING, Sept. 5, 1949]. Specific issues had been requested by the stations.

FCC also denied petitions of KHOZ, KXLR and KWAK for separate hearings in the case, indicating the issues were interrelated. The Commission stated it wished to determine who are the present owners of the stations and when and from whom ownership was acquired. FCC also indicated it wished to determine whether stock holdings had been transferred without approval and if all facts had been correctly represented to the Commission.

The revised issues specifically listed a series of alleged stock transfers and other details about which FCC wished to inquire. Transfers of holdings by Beloit Taylor in KWEM and KHOZ in 1946 to Phillip G. Back and John F. Wells are the first mentioned by FCC.

CANADIAN BINGO

Dominion Withholds Decision

NO DECISION was reached by board of governors of Canadian Broadcasting Corp. on playing of radio bingo on Canadian stations, following a hearing on a proposed ban on radio bingo at Toronto, Feb. 10. Moving picture theatre operators and members of the Protestant churches opposed the playing of bingo on Canadian stations at this hearing, while service clubs and various institutions and certain church organizations upheld the playing of the games, proceeds of which go to charity. Service clubs operating the games over small-town Canadian stations, showed that up to 75% of bingo takes go to charity, the remainder being for legitimate expenses. Radio stations charge only $25 for half hour to service clubs, it was shown.

At the same sitting of CBC board license for new AM French-language station at Victoriaville, Que., 1 kw on 1380 kc, was approved, along with share transfers of a number of stations. CJSH-FM Hamilton, Ont., was recommended for an increase in power from 745 w to 9,200 w on 102.9 mc.

FCC Actions

(Continued from page 64)

February 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WTPS New Orleans—License to cover CP change power, hours etc.

KLIF Oak Cliff, Tenn.—License to cover CP change frequency, power etc.

WCUE Akron, Ohio—License to cover CP new AM station.

AM—910 kc

KLCN Blytheville, Ark.—CP change from 900 kc 1 kw D to 910 kc 1 kw-D 100 w-N unl.

AM—1230 kc

KGEK Sterling, Col.—CP increase power from 100 w to 250 w.

WGUY Bangor, Me.—CP change from 1450 kc to 1230 kc.

Modification of License

WMTR Morristown, N. J.—Mod. license increase 500 w to 1 kw, operating on 1250 kc D.

Modification of CP

WFMJ Youngstown, Ohio—Mod. CP change frequency etc. for extension of completion date.

Applications for mod. CP to extend completion date filed by following FM stations: KFEQ-FM St. Joseph, Mo.; WMFD-FM Wilmington, N. C.; WDBO-FM Orlando, Fla.; WCUM-FM Cumberland, Md.; WHB-FM Kansas City, Mo.

TENDERED FOR FILING

SSA—540 kc

KFRM Kansas City, Mo.—Request for SSA for 540 kc 5 kw unl. DA-DN for period of regular license.

Modification of License

WTVB Coldwater, Mich.—Mod. license change from DA to non-DA operation; assigned 1 kw D on 1590 kc.

APPLICATION RETURNED

License Renewal

KMNS San Luis Obispo, Calif.—RETURNED Feb. 9 application for license renewal.

APPLICATION DISMISSED

AM—1230 kc

Gordon P. Brown tr/as Niagara Bcstg. System, Niagara Falls, N. Y.—DISMISSED Feb. 9 application for CP new AM station 1230 kc 100 w unl.

February 16 Decisions . . .

BY COMMISSION EN BANC

Changes Authorized.

Following authorized changes in existing facilities as shown:

WGCH Greenwich, Conn.—Change power from 340 w to 460 w, ant. from 160 ft. to 80 ft.

WCOH-FM Newnan, Ga.—Change from Class B to Class A station; frequency from Channel 222 (92.3 mc) to Channel 244 (96.7 mc) power from 4.2 kw to 330 w.

KFMX Council Bluffs, Ia.—Change power from 370 kw to 9.3 kw; ant. from 1,050 ft. to 230 ft.

WCOV-FM Montgomery, Ala.—Change power from 5.1 kw to 4.1 kw; ant. from 230 ft. to 220 ft.

WBZA-FM Springfield, Mass.—Change power from 3.95 kw to 10 kw; ant. from 906 ft. to 150 ft.; WBZA to request authority to determine operating power by indirect method during construction and file new ant. resistance measurements and Form 302 upon completion of construction, and subject to condition that action is without prejudice to any action Commission may take with respect to authorizations or applications of grantee in view of decision of U. S. District Court in United States v. General Electric Co. et al., Civil Action No. 1364, District Court, New Jersey.

(Continued on page 84)

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NEW CONWAY OUTLET

FCC Would Favor Conway Co.

NEW AM station on 1230 kc with 250 w fulltime would be granted Conway Broadcasting Co., Conway, Ark., operator of KOWN (FM) there, according to an initial decision reported by FCC last week. FCC Hearing Examiner J. D. Bond ruled to deny a competitive bid of Faulkner County Broadcasting Co. for the same assignment.

The examiner preferred Conway Broadcasting because of local resident ownership, long familiarity with area and more adequate technical evidence. Faulkner County Broadcasting Co. is a partnership composed of Norbert B. Donze, his brother, Elmer Lawrence Donze, and Leonard Murel Rose, all of St. Genevieve, Mo. The Donze brothers own KSGM St. Genevieve. Mr. Rose is KSGM chief engineer.

FCC Actions

(Continued from page 83)

Decisions Cont.:

Petition Granted

KXLR No. Little Rock, Ark.; KWEM West Memphis, Ark.; KHOZ Harrison, Ark.; KWAK Stuttgart, Ark.—Granted petitions of four licensees requesting Commission amend order of Aug. 31, 1949, in re proceeding involving applications for renewal of licenses for bills of particulars; ordered issues in order of Aug. 31 be deleted and new issues inserted in lieu thereof.

Petition Denied

KHOZ Harrison, Ark.; KXLR No. Little Rock, Ark.; KWAK Stuttgart, Ark.—Denied peitions of KHOZ et al. for separate hearings in re above proceedings.

Renewal Denied

Jamaica Radio Tele. Co., Jamaica, N. Y.—Denied application for renewal of experimental television station KE2XDO operating on Channel 13. Also denied application for CP to change trans. and ant. site, studio location, and make equipment changes.

Extension Granted

WNYC New York—Granted extension SSA to operate additional hours 6 a.m. EST to local sunrise at New York and local sunset at Minneapolis, Minn. to 10 p.m., EST, using DA-2, beginning March 2 and ending six mos. thereafter or such time as final determination has been made in clear channel hearing.

Time Extended

New Mexico College of Agr. and Mechanic Arts, and KOB Albuquerque, N. Mex.—Upon joint petition extended time within which KOB is required to comply with Sec. 3.109, from period Feb. 15 to April 14.

Extension Denied

WOPT Scriba, N. Y.—Denied application for extension of time within which to complete construction. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing.

Hearing Designated

El Dorado Bcstg. Co., El Dorado, Ark.—Designated for hearing May 3 in Washington, application for new station on 1400 kc 250 w unl., and made KCLA Pine Bluff, Ark., KTFS Texarkana, Tex. and KNOE Monroe, La., parties to proceeding.

Atascosa Bcstg. Co., Pleasanton, Tex.—Designated for hearing May 5 in Washington, application for new station on 990 kc 1 kw D.

Pratt Bcstg. Co., Pratt, Kan.—Designated for hearing May 8 in Washington, application for new station on 1230 kc 250 w D, and made WBBZ Ponca City, Okla. a party to proceeding.

Extension Granted

WOKO Albany, N. Y.—Granted extension SSA to operate 1 kw-D, 500 w-N, to April 24.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 16

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,107	2,068	183		314	262
FM Stations	715	489	272	*5	49	28
TV Stations	99	34	78		350	182

* Three on the air.

* * *

Dockett Actions . . .

Initial Decision

Conway Bcstg. Co. and Faulkner County Bcstg. Co., Conway, Ark.—Announced initial decision by Examiner J. D. Bond to grant application of Conway Bcstg. Co. for new AM station on 1230 kc, 250 w unlimited, and to deny application of Faulkner County Bcstg. Co. for same facilities. See story this issue. Decision Feb. 16.

OPINIONS AND ORDERS

WMFJ Daytona Beach, Fla. — By memorandum opinion and order denied petition of W. Wright Esch requesting priority and early consideration be given his application for CP. Decision Feb. 16.

WXLW Indianapolis — By order denied SSA to operate from local sunset at Indianapolis to midnight on 1590 kc with 250 w. Operation would involve objectionable interference to WAKR Akron, Ohio. WXLW now operates daytime on 1590 kc with 1 kw. Decision Feb. 16.

Okefenokee Bcstg. Co., Waycross, Ga., and WGAF Valdosta, Ga.— By memorandum opinion and order denied petition of Okefenokee Bcstg. for rehearing or reargument of decision on Aug. 11, 1949, denying its application and granting new station bid of Valdosta Bcstg. Co. for WGAF (910 kc, 5 kw, directional night) [BROADCASTING, Aug. 15, 1949]. FCC indicated petitioner should have raised certain of its objections to evidence in exceptions to proposed decision. Petition denied Feb. 16.

Non-Docket Actions . . .

AM GRANTS

Puyallup, Wash.—W. Gordon Allen, granted 1400 kc, 100 w fulltime; estimated cost $8,300. Mr. Allen is business manager and executive director KYAK Yakima, Wash. Program tests will not be authorized until KRKO ceases operation on 1400 kc. Granted Feb. 16.

New Iberia, La.—Queen City Bcstg. Co., Inc. granted 1570 kc, 1 kw daytime. Estimated construction cost: $31,900. Principals include: George H. DeClouet, stockholder General Securities Co., Port Allen Finance Co. and Baton Rouge Insurance Co., 50%; Paul M. Cochran, sole owner Baton Rouge Floor Covering Co., 25%; A. P. McLachlan, stockholder in Baton Rouge Insurance Co., 25%. Granted Feb. 16.

Portland, Ind.—Glenn West granted 1440 kc, 500 w daytime. Granted Feb. 16.

FM GRANT

Leaksville, N. C.—Douglas L. Craddock granted Class A FM station Channel 224 (92.7 mc), ERP 820 w., antenna above terrain 70 ft. Applicant is licensee WLOE Leaksville. Granted Feb. 16.

TRANSFER GRANTS

WHAK Rogers City, Mich.—Granted transfer of control in Rogers City Bcstg. Co., licensee, from Alfred Klann to Harry A. Klann, Albert G. Klann and 63 others. Alfred Klann originally held 300 of 500 sh. part of which he redistributes in amounts up to 5 sh. to local residents. Consideration is $24,500. WHAK is assigned 960 kc, 1 kw day. Granted Feb. 16.

WWYO Pineville, W. Va.—Granted assignment of license from Clarence W. Meadows, William D. Stone, and William T. Lively d/b as Wyoming Bcstg. Co. to Wyoming Bcstg. Corp. in which each of three original partners is officer and 18.38% owner. Newcomers include: R. D. Bailey, attorney, president 4.85%; Jack Shipman, owner-publisher Pineville Independent Herald, executive vice president-treasurer 2.89%; C. S. Worrell, attorney, director 4.62%. Garland F. Wilkenson associated with three original WWYO partners in ownership WCAW Charleston, director; and Addie May Wilkinson, 4.04%. WWYO is assigned 1 kw day on 970 kc. Granted Feb. 16.

WOBS Jacksonville, Fla. — Granted transfer of control of Southern Radio and Equipment Co. through sale of stock for $34,000 to E. D. Rivers Sr., licensee WGOV Valdosta, Ga., 70%; Carmen Macri, WOBS manager, 10%; R. H. Gunckel Jr., commercial manager WOBS, 10% and J. R. Sharpe whose interest is reduced from 26.3% to 10% through sale. Other sellers in addition to Mr. Sharpe include J. H. Coppedge, James T. Monahan, J. R. and K. H. Anderson. WOBS is assigned 1 kw day on 1360 kc. Granted Feb. 16.

WENA Bayamon, P. R.—Granted relinquishment of control of Bayamon Bcstg. Corp., licensee, from Ramon Agudo 54.19% owner, through sale by him of 76 sh. for $9,500 to three other minor stockholders. Holdings after grant: Mr. Agudo, 25.19%; Domingo Diaz Alejandro, 25.19% and Alberto Diaz Atiles and Gustavo Diaz Atiles 24.81% each. WENA is assigned 250 w on 1560 kc. Granted Feb. 14.

KSDO-AM-FM San Diego, Calif.—Granted transfer of negative control in San Diego Bcstg. Co., licensee, to C. Arnholt Smith. C. A. Smith presently holds 250 sh. of 1000 outstanding and buys from his brother John A. Smith his entire holdings of 250 sh. for consideration of $25,000. KSDO is assigned 1130 kc, 5 kw unlimited DA-2. Granted Feb. 14.

KVLH Pauls Valley, Okla.—Granted voluntary assignment of license to KVLH Bcstg. Co., licensee, from partnership of James T. Jackson, Phil Crenshaw, George A. Rountree, Harley E. Walker and Galen O. Gilbert to new partnership of same men with exception of Mr. Gilbert who assigns his 25% interest to Mr. Jackson. Mr. Jackson cancels note for $18,750. KVLH is assigned 1470 kc, 250 w day. Granted Feb. 14.

Deletions . . .

ONE AM authorization and eight permits reported deleted by F Total to date this year AM 13; FM TV 1. Deletions and reasons for wi drawal follow:

WUTA Utica, N. Y.—U. T. K. Ra Corp. CP Feb. 7.

WBNB (FM) Beloit, Wis.—Board Trustees Beloit College. License F 14. Expenses far exceed income

WSBT-FM South Bend, Ind.—So Bend Tribune. License Feb. 14. Requ of applicant.

WBAY-FM Green Bay, Wis.—WH Inc. License Feb. 14.

KFMB-FM San Diego—Jack Gr Bcstg. Co. Conditional grant Feb. Devote resources to television.

WTQS (FM) Evanston, Ill.—La Shore Bcstg. Co. CP Feb. 14.

KIDO-FM Boise, Ida.—KIDO License Feb. 7. Lack of need for F

WCIL-FM Carbondale, Ill.—South Illinois Bcstg. License Feb. 7. Lack FM audience.

WAGE-FM Syracuse, N. Y.—WA Inc. CP Feb. 7. Meager FM listeners in area.

New Applications . . .

AM APPLICATIONS

Scottsboro, Ala.—Mrs. Rose M. Kir 1280 kc, 1 kw daytime. Estima construction cost $23,436.28. Mrs. Ki is secretary for Jackson Co. Soil C servation Assn. Filed Feb. 15.

Juneau, Alaska—Aurora Bcstrs. I 580 kc, 1 kw unlimited. Construct cost $29,797.95. Principals in corpo tion include: Austin E. Lathrop, pre dent and controlling stockholder KF Fairbanks and KENI Anchorage, pre dent 44.87%; Miriam L. Dickey, se treas. 6.41%; A. G. Hiebert, gene manager KENI, minority stockholder KFAR and KENI, director 3.84%; R Erickson and Maxine Erickson join own 12.82%. Mr. Erickson is comm cial manager KFAR and holds 2 interest in McCardell Enterprises, cording firm; Delmar L. Day, spo editor KFAR 12.82%; John F. Mull president and stockholder B. Behrends Bank, Juneau, 2.56%; Al Shattuck, co-partner in insurance bonding business, 2.56%; Wallis George, president and minor sto holder in Juneau Cold Storage 2.56%; Volney Richmond, vice pr dent and general manager North Commercial Co., 2.56%; Ben F. Shea president and principal owner Jun Empire Theatre, 2.56%; Harry J. H president and stockholder Evans Jo Coal Co., 6.41%. Filed Feb. 15.

Ketchikan, Alaska—Aurora Bcs Inc. 630 kc, 1 kw unlimited. Appli tion filed simultaneously with that Juneau, Alaska. See above. Filed F 15.

Clovis, N. M.—New-Tex Bcs 1240 kc, 100 w unlimited. Estima construction cost $41,000. Equal pa nership includes Wallace Simpson H. S. Boles. Mr. Simpson is farmer rancher and Mr. Boles is assist manager KICA Clovis and was at time 33⅓% owner KORC Mine Wells, Tex. Filed Feb. 15.

Little Falls, Minn.— Capital C Bcstg. Co. Inc., 960 kc, 500 w daytir Estimated construction cost: $22,093 Principals include: Thornton G. Sin son, owner finance company and r estate businesses, president 33⅓ George L. Heleniak, St. Paul manag WTCN Minneapolis, vice presid 33⅓%; William F. Johns Jr., gene manager WSHB Stillwater, Minn. 22½% owner; 15% owner WK Cloquet, Minn. and 30% owner O tonna Bcstg. Co., Owatonna, Mi Filed Feb. 14

Beckley, W. Va.—Beckley Nev papers Corp., 1450 kc, 250 w unlimit Estimated construction cost $7,5 Beckley Newspapers Corp., is licen of WCFC FM outlet that city. Cha Hodel is president of corporation. Fi Feb. 14.

Litchfield, Ill.—Mid-Illinois Bcs Co., 1540 kc, 1 kw daytime. Estima construction cost $37,653.56. Princip in corporation include: Hayward Talley, engineer WOKZ Alton, pre dent 39.08%; Thomas F. Payton chief engineer WOKZ, secreta treasurer 39.08%; Roy Talley, farm 14.38%; there are ten minor sto holders. Filed Feb. 15.

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NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Dec. 31	262
Number of network commercials starting during January	24
Number of network commercials ending during December	6
Number of commercials on the four nationwide networks, Jan. 31	280

January Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Doubleday & Co.	Edwin C. Hill	NBC	Sun. 4-4:15 p.m.	Huber Hoge
Doubleday & Co.	Facts Unlimited	NBC	Sun. 4:15-4:30 p.m.	Huber Hoge
RCA	Screen Directors Playhouse	NBC	Fri. 9-9:30 p.m.	J. Walter Thompson
Jos. Schlitz Brewing Co.	Halls of Ivy	NBC	Fri. 8-8:30 p.m.	Young & Rubicam
Shulton Inc.	High Adventure	NBC	Sun. 4:30-5 p.m.	Wesley Assoc.
B. T. Babbitt	David Harum	NBC	Mon.-Fri. 11:45-12 noon	Duane Jones
Pillsbury Mills	House Party	CBS	Mon.-Fri. 3:30-3:55 p.m.	Leo Burnett
Pillsbury Mills	Cedric Adams	CBS	Mon.-Fri. 3:55-4 p.m.	Leo Burnett
Doubleday & Co.	Galen Drake	CBS	Sun. 2:30-2:45 p.m.	Huber Hoge
Doubleday & Co.	Ted Steele	CBS	Sun. 2:45-3 p.m.	Huber Hoge
Wm. H. Wise Co.	Get More Out Of Life	CBS	Sat. 2:30-3 p.m.	Thwing & Altman
Wm. H. Wise Co.	Get More Out Of Life	CBS	Sun. 12-12:30 p.m.	Thwing & Altman
Wm. R. Wrigley	Life with Luigi	CBS	Tues. 9-9:30 p.m.	Arthur Meyerhoff
Liggett & Myers	Arthur Godfrey Digest	CBS	Sat. 9:30-10 p.m.	Cunnigham & Walsh
Wm. H. Wise Co.	Get More Out Of Life	ABC	Sun. 10:15-10:30 p.m.	Thwing & Altman
Doubleday & Co.	Jacques Frey	ABC	Sat. ½ hr. following Metropolitan Opera	Huber Hoge
Miles Labs.	Edwin C. Hill	ABC	Mon.-Fri. 7-7:05 p.m.	Wade Adv.
P. Lorillard Co.	Dr. I. Q.	ABC	Wed. 8-8:30 p.m.	Geyer, Newell & Ganger
Ronson Art Metal Works	Johnny Desmond Show	ABC	Wed. 8:55-9 p.m.	Grey Adv.
Willaim R. Warner	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Kenyon & Eckhardt
Anahist Co.	True or False	MBS	Sat. 5-5:30 p.m.	Foote, Cone & Belding
Anahist Co.	The Falcon	MBS	Sun. 7-7:30 p.m.	Foote, Cone & Belding
Kellogg Co.	Mark Trail	MBS	MWF 5-5:30 p.m.	Kenyon & Eckhardt
William H. Wise	Get More Out of Life	MBS	Sat. 5:30-5:45 p.m.	Thwing & Altman

January Deletions

B. T. Babbitt	Laura Lawton	NBC	Mon.-Fri. 11:45-12 noon	Duane Jones
Waltham Watch Co.	Share the Wealth	ABC	Mon. 8-8:25 p.m.	Hirshon-Garfield
United Electrical Radio & Machinery Workers of Amer.	Arthur Gaeth	ABC	Mon. 10-10:15 p.m.	Weinstein & Co.
P. J. Ritter Co.	Betty Clark Sings	ABC	Sun. 3:15-3:30 p.m.	Clements Co.
Wander Co.	Captain Midnight	MBS	Tues.-Thurs. 5:30-6 p.m.	Hill-Blackett
Ronson Art Metal Wks.	Johnny Desmond	MBS	Sun. 7:55-8 p.m.	Grey Adv.

January One-Timers

Communications Workers of America	Speech by J. A. Beirne	ABC	Jan. 25, 9:30-9:45 p.m.	Leon Loeb
Gillette Safety Razor	Sugar Bowl Game	ABC	Jan. 2, 2:30-5:23 p.m.	Maxon
R. J. Reynolds	Cotton Bowl Game	NBC	Jan. 2, 2:30-5:30 p.m.	William Esty
Ford Dealers of America	Can You Top This	MBS	Jan. 4, 18, 8-8:30 p.m.	J. Walter Thompson
Ford Dealers of America	Mutual Newsreel	MBS	Jan. 6, 13, 10:15-10:30 p.m.	J. Walter Thompson
Ford Dealers of America	Hawaii Calls	MBS	Jan. 7, 14, 7-7:30 p.m.	J. Walter Thompson
Ford Dealers of America	The Saint	MBS	Jan. 8, 15, 7:30-8 p.m.	J. Walter Thompson
Ford Dealers of America	Crime Fighters	MBS	Jan. 9, 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	Peter Salem	MBS	Jan. 9, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Mysterious Traveler	MBS	Jan. 10, 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	I Love a Mystery	MBS	Jan. 16, 7:45-8 p.m.	J. Walter Thompson
Ford Dealers of America	Guy Lombardo	MBS	Jan. 16, 10:30-11 p.m.	J. Walter Thompson
Ford Dealers of America	Official Detective	MBS	Jan. 17, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Annual Sports Award Dinner	MBS	Jan. 19, 9:30-10 p.m.	J. Walter Thompson

NEW P. I. LIST

WIRA Hits Free Time Request

OUTHERN BELL TELEPHONE . was charged last week with criminating against radio in subtting free-time material while ying space for the same mesges in other media. The charge s made by Douglas Silver, presnt of WIRA Fort Pierce, Fla., a letter to A. S. Dobbs, manager the local Southern Bell office.

Meanwhile, in the field of per quiry advertising a new development appeared when prospective vertisers were offered a list of tions in every state at a rate of 50 cents per station. All of these stations were described by H. K. Simon Advertising, 59 Park Ave., New York, as handling per inquiry business.

The firm said in a mimeographed letter that about one station in six will use PI. Its list was described as including 440 stations. With the list, the firm says it will provide an explanation of PI procedure and tell how to conduct campaigns.

Compilation of the list took months, it is stated, and the offer is described as helping the firm amortize its investment. A checklist is offered to determine if products qualify for PI. Some of the qualifications follow:

It should not have national distribution in stores. The more unusual it is—the better.

Retail price should be between $1 and $10.

It should have wide appeal to the masses.

It should be readily mailable and you must prepare to get facilities for mailing by the thousands.

Product should not depend on eye appeal. . . . Must lend itself to exciting description.

"De we have just 'fleabite' stations?" Mr. Simon asks. "No sir! Some are great 50,000-watters! Any big cities? Many of the biggest! Any other questions? Don't hesitate to ask."

Mr. Simon describes it as the "safest, 'no-risk' system of advertising and selling we've ever seen." He includes a list of typical mail order campaigns. Special prices are quoted for section of the list of stations, ranging from $200 for the entire list to $25 for a minimum test list of 50 stations.

In his protest about use of paid advertising in other media with radio getting free-time material Mr. Silver told Southern Bell Telephone Co. it "is apparently following a discriminatory policy against the radio business."

Mr. Silver wrote:

During the last several weeks your company, in an effort to influence public opinion in favor of the phone company's labor relations policies, has issued statements including much background material relating to the labor problems now facing Southern Bell. This was good public relations, particularly when you, as manager, obviously went to some time and trouble to see that the local newspaper and this radio station received this material on a fair, simultaneous release basis.

So far, so good. Then the policy began to waver. The statements issued as news material and treated as such by both press and radio were backed up by a number of paid display advertisements in the local newspaper with no schedule of paid advertising for the local radio station.

It seems to me this places Southern Bell in an equivocal position. I cannot escape the conclusion that this places your company in the position of favoring newspapers as advertising media as against radio stations—or at least this one. It places your company in the position of feeling that radio's help in influencing public thought is a good thing, provided that this help can be obtained on a gratis basis—but that radio's power in molding public opinion is not really worth paying for in the form of advertising. . . .



cooperation with the U. S. vernment's sponsorship of "Eat icken Week," Johnny Faulk, Co-nbia Concert artist heard daily on PAT Paterson, N. J., turns that e-old question, "Which came first chicken or the egg?" into a test. During the observance of week, Mr. Faulk offered six zen chickens every day for the est answers sent in by listeners.



At Deadline...

COMMUNICATIONS BOARD NAMED BY PRESIDENT

TEMPORARY five - man Communications Policy Board, to be headed by former FCC Comr. Irvin L. Stewart, president, U. of West Virginia, named Friday by President Truman to study use of radio and wire communications by government and through FCC by private agencies [BROADCASTING, Nov. 28, 1949]. He had denied only last week that he intended to appoint such a board.

Board will make recommendations to President on policies to govern "most effective use" of radio frequencies on both levels and in international radio and wire communications, and evaluate relationship of government communications to those allocated through FCC. Group would dissolve Feb. 17, 1951.

Additionally, board is authorized to "hear and consult" with representatives of industry and federal government on subjects under study by board. Mr. Truman asked executive departments and agencies to cooperate with board and furnish any information it may need. Board asked to submit report by Oct. 31, 1950.

Also named to board were: Dr. Lee A. DuBridge, president, California Institute of Technology, Pasadena, Calif.; Mr. David H. O'Brien, Hackettstown, N. J.; Prof. William J. Everitt, chief, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.; Dr. James R. Killian Jr., president, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO SET PRODUCTION MAINTAINS HIGH LEVEL

RADIO set production in January maintained high rate of late 1949, according to summary of output of Radio Mfrs. Assn. member companies. TV output also at high level.

January radio set output (AM-only) totaled 660,195 units compared to 620,382 in December, running counter to traditional post-holiday pattern.

FM-AM and FM-only production totaled 89,136 sets in January compared to 86 550 in December. Another 34,087 FM tuners were included in January TV production.

Output of TV sets in January reached 335 - 588, with weekly average 15% over December and 8% above rate of record-breaking last quarter of 1949. All-time peak in TV output for one week reached last week in January when 97,986 sets were produced. Total radio and TV output in January, a four-week work month, was 995,783 sets, according to RMA.

NARBA To Hear Report

(Continued from page 4)

FCC's AM engineering division. Other members: T. A. M. Craven, Washington consulting engineer; G. F. Leydorf of WJR Detroit, for Clear Channel Broadcasting Service; Raymond F. Guy, NBC; James D. Parker, CBS; Underwood Graham, FCC; Ledo Antonio Marti, Cuban inspector general of radio; and Ventura Montes, Carlos J. Estrada, and Raul Karman.

U. S. delegation has prepared its own allocations proposal for solution of impasse which developed when U. S. rejected Cuban channel demands at Montreal NARBA sessions last December. U. S. list had approval of both government and industry representatives at conference. Cuban delegates understood to have given it critical reception but left U. S. observers hopeful that satisfactory bilateral agreement can be reached.

BRIEFS OPPOSE FCC PLAN ON TRAFFIC IN FREQUENCIES

FCC PROPOSAL to curb "trafficking in frequencies"—by automatically forfeiting permits of stations sold before they commence program tests—opposed in briefs filed Friday by NAB, Federal Communications Bar Assn., and Pierson & Ball, Washington law firm on behalf of 13 stations. Comments attacked proposed rules issued by FCC in mid-January [BROADCASTING, Jan. 16].

NAB held Congress intended CPs to be forfeited only if construction not completed on time, according to provisions of Communications Act, which also calls for case-by-case consideration of merits of each transfer to determine if in public interest.

FCBA also charged proposed rules "inconsistent" with Act and would require FCC to "abandon its obligation to determine each application upon the individual merits thereof." Pierson & Ball held "lumping of the innocent with the guilty" for administrative convenience could not justify non-compliance with law "or the substitution of fiat for adjudication."

GROUP NAMED TO ADVISE ON NAB GENERAL MANAGER

MEMBERSHIP of special NAB advisory board to assist President Justin Miller in selection of general manager, under terms of Arizona board mandate [BROADCASTING, Feb. 13], announced Friday. Committee headed by Clair R. McCollough, Steinman Stations (Pa., Del.), who received most votes in poll of board.

Other members in order of votes received follow: Harold E. Fellows, WEEI Boston; Howard Lane, WJJD Chicago; Robert D. Swezey, WDSU-TV New Orleans; Calvin J. Smith, KFAC Los Angeles. They represent, in order, small, network, large, television and independent stations.

RAYTHEON DENIED REHEARING PETITION

PETITION of Raytheon Mfg. Co. for rehearing of FCC's refusal to extend completion date of WRTB (TV) Waltham, Mass., denied by Commission Friday. Final ruling reported to deny as in default new station bid of Starlon S. and Tildon M. Adcock for 1 kw daytime on 570 kc at Goldsboro, N. C. [BROADCASTING, Jan. 23]. FCC also declined to vacate initial decision and rehear Huntington, N. Y., 740 kc case.

In WRTB case, FCC said alleged new Raytheon evidence wouldn't change ruling that firm hadn't been diligent in proceeding with construction of station granted in 1946. Commission held facts which Raytheon claimed were erroneous are supported by record [BROADCASTING, Dec. 26, 1949]. In Huntington action, FCC denied petition of The Connecticut Electronics Corp. to set aside initial ruling to grant 1 kw day on 740 kc to Huntington-Montauk Broadcasting Co. [BROADCASTING, July 25, 1949]. Oral argument set March 24. Connecticut Electronics, Bridgeport, Conn., and Westco Broadcasting Corp., White Plains, N. Y., received proposed denials.

RACING CASE ARGUED

ORAL ARGUMENT on WTUX Wilmington, Del., horse racing case held before FCC Friday. Commission counsel opposed initial ruling, to grant WTUX license renewal, which found programs questioned were not intended to aid illegal gambling but were subverted to that end [BROADCASTING, Dec. 26, 1949, Jan. 2]. WTUX attorney argued that station owners, new to radio and without counsel until hearing, modified race results programming promptly to cooperate with local police requests upon learning of situation at investigation.

Closed Circuit

(Continued from page 4)

Eugene F. McDonald's movie connection. Que tion is whether Cecil B. DeMille, Hollywoo fabulous lone wolf of productions, is tied with Mr. McDonald. Mr. DeMille, although i dependent, releases through Paramount.

IDEA for salvaging of NAB's "Lightni That Talks" promotion film winning suppo in Hollywood. It developed when Har Maizlish, KFWB Hollywood manager a veteran movie man, was consulted informall He would turn job over to independent pr ducer who would get his fee from stati spots promoting one or more films.

FCC AUTHORITIES have called halt on o Florida station which, they say, devised ov method of retaliation against interference fro Cuba station. Its method, they say, was si ple: Abandon directional antenna and opera non-directional. FCC'ers insisted on retu to DA.

SCHAEFER BEER, New York, throu BBDO, New York, planning spot announc ment campaign in upper New York state eight stations for five weeks.

SWIFT & CO., through J. Walter Thomps Co., both Chicago, interested in buying T gadget worked out by Kling Studios and WBK (TV), for premium use. Device is color whe which shows black-and-white TV in color wh placed in front of viewers' sets. Developme outgrowth of station's recent "color" demo stration when telecast appeared to be in col through optical illusory process.

JOINING legal battery to represent G. Richards Stations (KMPC Los Angeles, WJ Detroit and WGAR Cleveland) in FCC r newal proceedings scheduled to begin in L Angeles March 13 is Hugh Fulton, New Yo and Washington trial lawyer. Mr. Fulton w chief counsel of former Senate War Inves gating Committee headed by then-Senat Harry S. Truman. Other counsel include Lo G. Caldwell, for Detroit and Cleveland st tions, Horace L. Lohnes for KMPC, and form Sen. Burton K. Wheeler, overall consulti counsel. Mr. Fulton will try cases.

INTERNATIONAL SHOE Co., St. Louis, co sidering dropping 95% of its black-and-whi advertising budgets later this year for netwo television. Agency is Henri, Hurst & M Donald, Chicago.

TATUM NAMED PRESIDENT CALIF. STATE BROADCASTERS

DON TATUM, vice president and gener counsel of Don Lee, elected president of Ca fornia State Broadcasters Assn. at annu general meeting in Roosevelt Hotel, Hollywoo Friday. He succeeds Arthur Westlund, pre dent KRE Berkeley.

William Smullin, president KIEM Eurek and Merle Jones, general manager of KN Hollywood and CBS Pacific Network, elect vice presidents. Paul R. Bartlett, preside KFRE Fresno and owner KERO Bakersfiel re-named secretary-treasurer.

Added to board of directors were Da McKay, KGYN Vallejo, and Mr. Jones. Har Butcher, KIST Santa Barbara, Mr. Bartl and Mr. Smullin re-elected to board.

ALLISON JOINS WBBM

MILTON (Chick) ALLISON, of Radio Sal New York, formerly of WLW Cincinnati sal staff, joins sales staff of WBBM-CBS Chica as assistant sales manager, starting Feb. it was announced Friday by Sales Manag Robert Livingston.



that adds up in WLW-Television land

Figures don't fib! Add this up. There are eight TV stations located in WLW-Television Land. Yet three microwave-linked stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—receive *50% of all viewing* between 11 AM and 11 PM, seven days a week.*

Tack on these figures, too—they're important. In Dayton, 10.4% of the total viewing was to stations outside the city. Of this viewing, approximately three-fourths is to WLW-T.*

What about cost on WLW-Television? It's the 3RD LOWEST IN THE MIDWEST—as low as 25c per-thousand-set owners. And look at the market! The WLW-Television area embraces over 3 million people . . . nearly 900,000 families . . . with set owners numbering 132,000 as of January 1, 1950.

It is the 4TH LARGEST TV MARKET IN THE MIDWEST . . . THE 8TH LARGEST IN THE NATION.

If ever there was a "time to get into television" . . . it's now . . . and through WLW-Television. Set ownership is increasing in breath-taking leaps . . . and by selecting WLW-Television today, you soon will have the lowest cost television, per potential viewer, in the Midwest . . . with rate protection for six months.

Any one of the sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus will be glad to give you further information about WLW-Television . . . where 462,700 people spend 5,091,000 hours weekly.**

* *Videodex, January, 1950*
** *Based on January 1, 1950, Set Owner Estimates and Videodex, January, 1950*

WLW - TELEVISION

WLW-T Cincinnati **WLW-D** Dayton **WLW-C** Columbus

Television Service of the Nation's Station • Crosley Broadcasting Corporation



New and shorter big screen 16-inch kinescope developed by RCA scientist

Problem: shrink the television tube, but keep the picture ***big!***

Some rooms accommodate grand pianos, the smaller spinet is right for others. Until *recently*, much the same rule held true for television receivers, and your choice was governed by room space.

Now the space problem has been whipped by RCA scientists, who have *shortened the length of 16-inch television "picture tubes" more than 20%!* All the complex inner works—such as the sensitive electron gun that "paints" pictures on the screen—have been redesigned to operate at shorter focus, wider angle. Even a new type of faceplate glass, Filterglass, has been developed for RCA's 16-inch picture tubes—on principles first investigated for television by RCA.

Filterglass, incorporating a light-absorbing material, improves picture quality by cutting down reflected room light . . . and by reducing reflections inside the glass faceplate of the kinescope. Result: richer, deeper black areas and greater contrast in the television picture!

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.



New RCA Victor home television receiver, with big 16-inch screen—now *more than 20% shorter* in depth.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

FEBRUARY 27, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

again BMB has shown that WOR—

and only WOR—has the largest single daytime and nighttime audience in America!

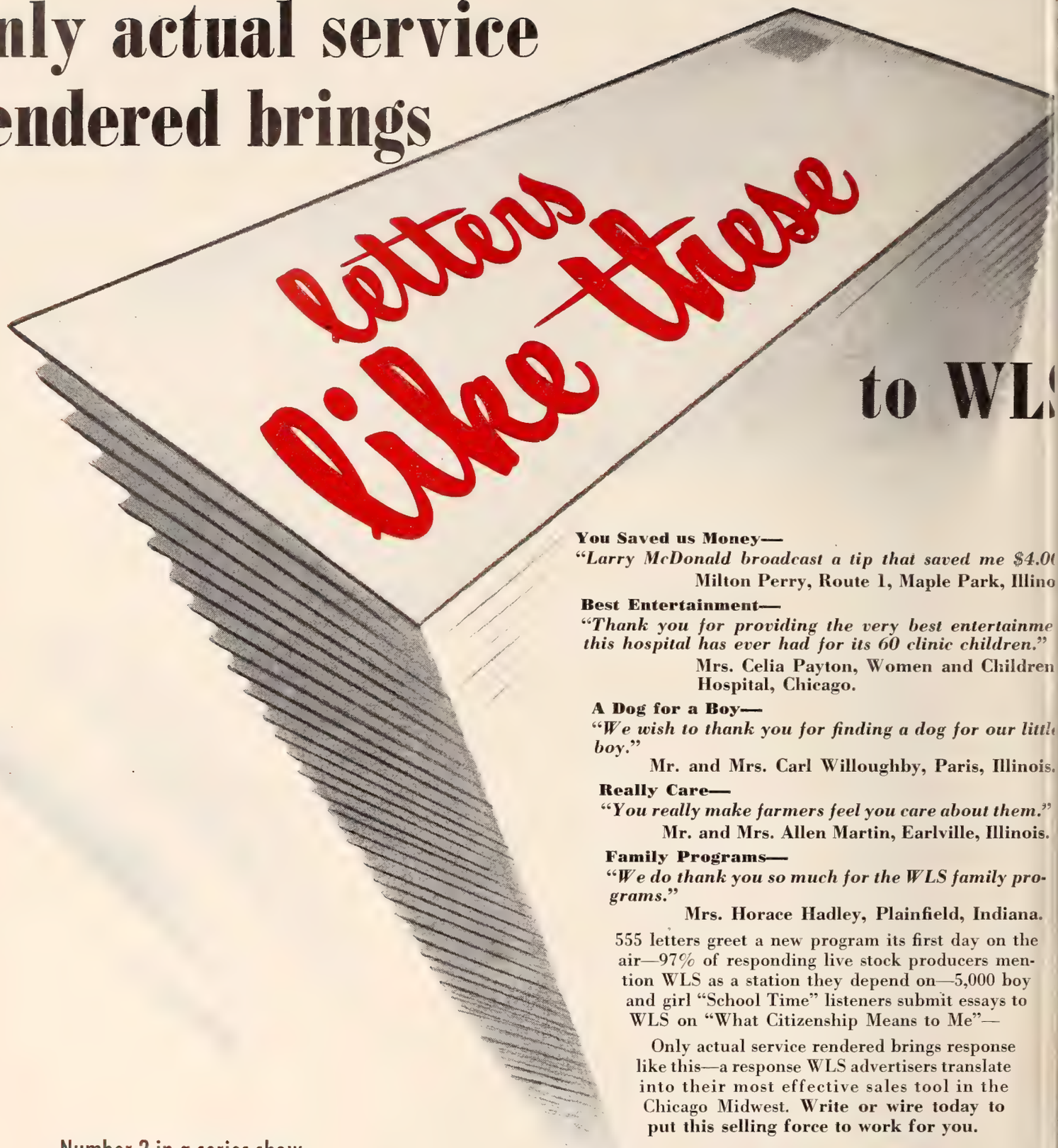
little wonder that WOR sells more, more often, for more people, to more people.. than any other station in the United States!

Ask us for more facts. Our address is

WOR

—that power-full station at 1440 Broadway, in New York

Only actual service rendered brings



to WL

You Saved us Money—
"Larry McDonald broadcast a tip that saved me $4.0
Milton Perry, Route 1, Maple Park, Illino

Best Entertainment—
"Thank you for providing the very best entertainme this hospital has ever had for its 60 clinic children."
Mrs. Celia Payton, Women and Children Hospital, Chicago.

A Dog for a Boy—
"We wish to thank you for finding a dog for our litt boy."
Mr. and Mrs. Carl Willoughby, Paris, Illinois.

Really Care—
"You really make farmers feel you care about them."
Mr. and Mrs. Allen Martin, Earlville, Illinois.

Family Programs—
"We do thank you so much for the WLS family programs."
Mrs. Horace Hadley, Plainfield, Indiana.

555 letters greet a new program its first day on the air—97% of responding live stock producers mention WLS as a station they depend on—5,000 boy and girl "School Time" listeners submit essays to WLS on "What Citizenship Means to Me"—

Only actual service rendered brings response like this—a response WLS advertisers translate into their most effective sales tool in the Chicago Midwest. **Write or wire today to put this selling force to work for you.**

Number 2 in a series showing the quantity and quality of response to WLS service and programming.

WLS
The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

W F M J

Youngstown, Ohio

is now broadcasting on 1390 with

5,000 watts

(50,000 watts on 105.1 FM, duplicating AM programs)

Cover Youngstown, Ohio, the nation's fourth largest steel center and Ohio's third market, ranking next to Cleveland and Cincinnati because of the closely built up territory all around Youngstown, with . . .

W F M J

Basic ABC Station

News of the Associated Press, United Press and the Youngstown Vindicator

Headley-Reed Co., National Representatives

ıblished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

SOME of U. S. delegates at U. S.-Cuba NARBA conferences in Havana expect to be home this week, mission accomplished. Others taking dimmer view, pointing out that early last week there were U. S.-Cuban differences on 38 frequencies. Since then U. S. delegation has revised its allocations proposal. Sessions slated to start last Saturday may tell story.

BORDEN CO., through its agency Young & Rubicam, New York, planning extensive radio campaign in 80 markets. Agency has sent wires to stations in those markets for available quarter-hour programs. Disc shows, participations will probably be included in schedule. Starting date sometime in April when company's network show *County Fair* on CBS goes off air. Later show serviced by Kenyon & Eckhardt, New York.

LEVER BROS. expected to drop sponsorship of Bob Hope on NBC after present season. Renewal comes up in mid-April. Company understood to have notified its various agencies that comedian will be available next season should any of their other clients be interested. Lever negotiating for sponsorship of NBC's *Screen Guild Theatre* which will be dropped by Camel cigarettes at season's end.

YOUNG & RUBICAM, New York, for *Life* magazine looking into availabilities and costs, of 5, 10 and 15-minute news shows on Friday and Saturday for possible spring campaign.

FUTURE National Radio-TV Weeks likely to be built around Voice of Democracy contest, with retail aspects discarded. Belief growing at Radio Mfrs. Assn. that school competition has become one of nation's best weapons for preservation of freedom, reflecting credit on broadcasters and set makers.

M&M LTD., Newark (candy), and International Shoe Co., St. Louis, to share sponsorship alternate weeks of second half of ABC-TV *Super Circus*, Sun, 5-6 p.m., starting April 1. M&M agency is Lynn Baker, New York. Henri, Hurst & McDonald, Chicago, is shoe sponsor's agency. Canada Dry Ginger Ale, New York, sponsors first half-hour and plans to extend coverage to four West Coast TV outlets, through J. M. Mathes Inc., New York.

THAT NEW Sheppard Bill (HR 7310) to require that networks be licensed [BROADCASTING, Feb. 20] may not be as friendless in Congress as some observers believe. Several Congressmen say they've had complaints from constituent stations saying networks brush off their affiliation overtures, therefore privately express belief bill "might be a good thing."

THEODORE (Ted) C. FISHER, media director and vice president of Pedlar & Ryan, New York, expected to be named agency's account executive on Procter & Gamble (Camay soap)

(Continued on page 78)

Upcoming

Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.
(Other Upcoming on page 77)

Bulletins

CLARK BROS. CHEWING GUM Co., Pittsburgh, planning radio campaign for Teaberry and Tendermint chewing gums. McCann-Erickson, New York and Cleveland, named to handle account.

NBC Chicago cutting down its power consumption 25% starting today (Monday) because of coal strike. WMAQ-FM, which broadcasts 5:30 a.m. until 1 a.m. daily goes on a 3 to 9 p.m. schedule and no TV test pattern will be transmitted by WNBQ (TV) until 1:30 p.m. Station has been transmitting signal from 9 a.m. Studio electricity usage also will be cut 25%.

SEVEN Seattle Stations cancel Hooper participation effective April 30 due to 30% rate increase. KING has not yet acted. Dr. Sidney Roslow, head of Pulse Inc., New York, is to meet station executives today. McLeod & Assoc. and Joseph B. Ward have made survey presentations to Seattle outlets.

AMERICAN TOBACCO Co., through BBDO, New York, renews sponsorship of Jack Benny on CBS, Sunday, 7-7:30 p.m. through June 1952.

NEW GARDNER DIRECTORS

THREE new directors appointed last week by Gardner Advertising, New York, two in St. Louis office and one in New York. They are: Joseph V. Kirchhoff, secretary, and Charles E. Claggett, vice president and account executive, who will headquarter in St. Louis; and Roland Martini, vice president in charge of radio and television who is with New York office.

AVCO NET DOWN

NET income of Avco Mfg. Corp., parent company of Crosley Broadcasting Corp., for year ended Nov. 30, 1949, was $4,150,466, compared to $7,913,736 in 1948. Financial report did not reflect earnings of Avco units. Decrease caused by slump in television set and appliance sales in summer, according to Victor Emanuel, Avco president. Other factors influencing earnings in 1949 included expanded advertising and sales promotion and expenses in development of new and expanded product lines.

Business Briefly

RICHFIELD BUYS ● Richfield Oil Co New York, will sponsor *Escape* on 33 station of CBS eastern network, Friday, 10-10:30 p.m effective April 21. Agency, Morey, Humm Johnstone, New York.

SPORTS RENEWAL ● Mail Pouch Tobacc Co., Wheeling, W. Va., for fourth year r news *Sports for All* on MBS Thurs., 8:30-8:5 p.m. Agency, Charles W. Hoyt Co., New Yor

AUTO AM-TV SPOTS ● Lincoln-Mercur Dealers Assn., Los Angeles, yesterday (Su day) started two-week spot campaign in L Angeles, San Diego, Santa Barbara, Baker field, Santa Maria, all California, and Phoeni and Tucson, Ariz. Agency, Kenyon & Ec hardt, Hollywood.

AGENCY APPOINTMENT ● A. S. Barn & Co., New York, names John Schrager In New York, to handle radio and TV promotic of its current books. Spot and participatic programs to start in early March.

PACIFIC REGIONAL PROJECT

PACIFIC Regional Network, with headqua ters in Hollywood, being formed with 11 Cal fornia AM stations already signed, accordir to Cliff Gill, KFMV (FM) Hollywood, wh heads group. Network will be fed by FM st tions instead of telephone lines, he said, wit goal of 30 California stations planned befo expansion to Washington and Oregon.

JOINS CALKINS & HOLDEN

PATRICIA SENNELL, timebuyer of Dance Fitzgerald-Sample, joining Calkins & Holde New York, as timebuyer.

GEN. MARSHALL'S VIEWS ON FREE SPEECH

FREE speech provides first line of defen against war, according to Gen. George Marshall, president of American Red Cros Gen. Marshall will express his views in CB broadcast at 5 p.m. today (Monday) fro House of Burgesses at Colonial Williamsbu in connection with Voice of Democracy activ ties (story page 21). His statement on subjec

The free expression of opinion today perhaps b comes even a stronger implement for forging wor peace and understanding than in the day of Pericle Five-hundred years before the birth of Chri Pericles could only be heard within the range his own voice; nor did there exist methods for di tributing his written words very widely.

Today the words we speak, as on this occasi today, are heard by millions not only in our ov country but throughout the world. The great lin of communications offering as they do the avenu for spreading understanding represent, I believe, first line of defense against another world conflic

It is imperative that the implications of this fa be understood thoroughly by all peoples in nations. It is through communications that distribute the information upon which the peop base their own decisions. This is as true in demagogic nation as in a free democracy. The on difference between the two lies in the kind of i formation that is made available to the people.

500 pounds of necktie!

HERE'S *response* for you! In answer to Carl deSuze's requests for neckties for distribution overseas, WBZ listeners sent more than 500 pounds of colorful cravats directly to the station!

Another example of Mr. deSuze's persuasive power: two airplane-loads of Christmas toys for children overseas, in response to announcements for International Friendship League.

Yes, WBZ's "Carl deSuze Show" (7:05 AM, six days weekly) really gets action in New England homes, from the mountains of Maine to the beaches of Connecticut. Participation costs? Very reasonable! Check WBZ or Free & Peters.

WBZ

BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



aw

Mister Plus goes to Washington...

A hearty welcome to **WEAM**

the new Mutual station for

the nation's capital, effective

February 20, 1950. And we

do mean effective: 5kw, day & night.

Mutual Broadcasting System



BROADCASTING Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

It's your move!

Radio's bright comic, Robert Q. Lewis, made a brilliant move by assembling a rich parade of promising talent: clowns and torch singers, rhythm groups and acrobats, future Hamlets and Pagliaccis.

As they go through their acts for a solid hour every Friday night before the microphone,* they are watched closely by the nation's famous talent buyers looking for just the right people for the right spot in their shows. And they find them!

The next move is up to you. With *The Show Goes On* you can profitably "mate" one of radio's "most buzzed-about" comedians with a big and loyal audience.



A CBS PACKAGE PROGRAM

**The Show Goes On* is also broadcast every Thursday night on CBS Television.

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (580)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Where There's Music S	Amer. Tob Co. Jack Benny (179) R	Anahist Adv. of the Falcon	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Smith Bros. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Wm. Wise & Co. Get More Out of Life (54)	"	"	"
10:30	co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (24)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" *	Campbell Soup Ed. Murrow (152)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	" *	"
9:00	Leighton Noble Treasury Show S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	American Arts Orchestra S	Lever—Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	Nighbeat S
10:15	"	"	co-op Newsreel	"
10:30	"	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	Dangerous Assignment S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC	ABC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S	"
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (24)	"
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (163) H R	Co-op Headline Edition (53) *
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (144)	Co-op Elmer Davis (46)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (156)	Echoes from the Tropics S	General Mills Lone Ranger (175)
7:45	"	Campbell Soup Ed. Murrow (152)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR	" *
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H	Embassy Cigs. Dr. I. Q. (55)
8:15	"	"	"	"	"
8:30	Gentlemen of the Press S	C-P-PT'thPwdr. Mr. Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (156)	Casebook of Gregory Hood S *
8:45	"	"	" *	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H	Petri Wine Co. Sherlock Holmes (175)
9:15	"	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Marlow S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)	Buzz Adlam S
9:45	We Care S	"	"	"	"
10:00	Time for Defense S	Escape	A. F. of L. Commentators (146)	Lever Bros. Big Town (133)	Miller Brewing Lawrence Welk (26)
10:15	"	"	co-op Newsreel	"	"
10:30	It's Your Business (NAM)	Pursuit	Dance Orchestra	Brown & Wmsn. Peopleare Funny (164)	On Trial S
10:45	Robert Nathan CIO	"	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (59)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy In Melody S	Get More Out of Life (53) S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	News	America United S
1:15	"	Elmo Roper S	Organ Music	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)
10:45	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (149)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"
12:15 PM	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Hometowners
12:45	"	Whitehall Our Gal Sunday (160)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (143)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Big Joe S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	
9:30	"	"	News	Brown & Wmsn People are Funny (15)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	"	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (148)
10:15	"	"	"	"
10:30	"	M & M Ltd Joe Di Maggio (16) Off 3/11	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Morrell & Co. Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever-Rayve Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	"
12:00 N	Ranch Boys S	Armstrong Cork Theater of T'day (171)	"	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (154)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

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5:45	

SDAY MBS	NBC	THURSDAY ABC	CBS	MBS	NBC	FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
"	Clem McCarthy 6:15-6:30 S	"	You And — S	"	Clem McCarthy 6:15-6:30 S	"	You And — S	"	Clem McCarthy 6:15-6:30 S	Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
"	Sketches in Melody 6:30-6:45 S	"	No Network	"	Sketches in Melody 6:30-6:45 S	"	No Network	"	Sketches in Melody 6:30-6:45 S	Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Roger Renner Trio S	News L. Leseuer S	Mel Allen	"	6:45
ton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (162) H R	Co-op Headline Edition (52) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R	Co-op Headline Edition (52) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R	String Ensemble S	Brock Candy Sunshine Sue (40)	Hawaii Calls S	"	7:00
Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Bert Andrews	"	"	"	7:15
B. Semler erial Heatter (215)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio U.S. Treasury	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.	Chandu S	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S	7:30
I Love Mystery	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. Murrow (162)	I Love A Mystery	Pure Oil Co. R. Harkness (27)	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	"	"	7:55-8 Kennedy Chamberlain	"	7:45
an You Top This S	Philip Morris This Is Your Life (146) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R	Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (154)	Heine and His Band S	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
ternational Airport	Kraft Foods Great Gilder-sleeve (151)	A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (154) H R	Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)	Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (151) R	Take A Number	P & G—Duz Truth or Consequences (141) R	8:30
" *	"	"	"	" *	"	"	"	" *	"	"	"	"	"	8:45
r. Feathers	Bristol Myers Break the Bank (166)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (170)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (162) H	Heinz, Advntrs. of Ozzie & Harriet (207)	TBA	Air Force Hour	RCA Victor Screen Directr's. Playhouse (164)	The Night Shift S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
nily Theatre S	Bristol Myers Dist. Attorney (166)	"	Philip Morris Crime Photog. (150)	Series on Pensions	Blatz Brewing Duffy's Tavern (158)	Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	"	Liggett & Myers Godfrey Digest (151)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	Lee Hats R. Montgomery (265)	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
L. F. of L. mmentators (146)	Am. Cig. & Cig. The Big Story (168)	Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (166)	Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (151)	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
co-op Newsreel	"	" *	"	co-op Newsreel	"	"	"	co-op Newsreel	"	"	"	"	"	10:15
kla. State Symphony	Mars Candy Curtain Time (144)	Let's Go to The Met. S	Rosefield Skippy Hollywood Theater (84)	Dance Orchestra	Dragnet L&M-Fatima (146) H	"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (139)	Hotel Bands S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	"	"	"	"	"	Pro & Con S	"	Sterling Drug Sing It Again (151)	"	"	10:45

INDAY MBS	NBC	MONDAY - FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC
ve's American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
Michael O'Duffy	"	Co-op Art Baker's Notebook	P & G Guiding Light (142)	Checkerboard Jamboree	Art Van Damme Quintet	"	"	"	"
et Chamber Music	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (33)	Miles Labs. Ladies' Fair (410)	Campbell Soup Double or Nothing (132)	Texas Co. Met. Opera (235)	Borden County Fair (163)	"	Voices and Events S
"	"	"	P & G Perry Mason (145)	"	"	"	"	"	"
y Co-op ke Bill Cunningham (55)	"	Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (423)	General Mills Today's Children (73)	"	Wm. Wise Get More Out of Life (148)	Radio Singers	Music
y Veteran Wants ng to Know S	"	"	P & G Brighter Day (107)	"	General Mills Light of World (73)	"	"	"	"
onic Treasury rch Variety Show	Miles Lab. One Man's Family (161)	Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	"	Report From Overseas	Dance Orchestra	Pioneers of Music
"	"	"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)	"	Adventures in Science	"	"
General Foods Juvenile Jury (223)	Miles Labs Quiz Kids (152)	Pick a Date with Buddy Rogers *	Pillsbury House Party (153) *	"	P & G Pepper Young (153)	"	CBS Farm News	Caribbean Crossroads	"
"	"	"	"	"	P & G Right to Happiness (152)	"	Cross Section U.S.A.	"	"
General Foods Hopalong Cassidy (482)	Doubleday Edwin C. Hill (32)	Carter Family S	Co.-Palm.-Peet Garry Moore (27) *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	"	Saturday At The Chase	Dunn on Disc	Living—1950 S
"	Doubleday Facts Unlimited (32)	Happy Landing S	"	"	Sterling Drug Stella Dallas (146)	"	"	"	"
ds. U.S. Tobacco de Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)	Melody Promenade S	S (413)	Georgia Jamboree	P & G Lorenzo Jones (144)	"	Saturday at the Chase	"	Matinee At Meadowbrook
"	"	"	"	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"
Grove Labs(420) DL&W Coal (23) The Shadow	Heibres Richrd Diamond Prvt. Detective (63)	See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)	Doubleday & Co. Jacques Fray (62)	Jimmy Dorsey Show	Anahist True or False	Slim Bryant and Wildcats
"	"	"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	Tea and Crumpets	"	"	"
ch Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	"	Hugo Mahan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	"	Dave Stephens Show	Radio Harris (Dowey) (50)	TBA
"	"	"	Miles Labs. Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)	"	"	Hallicrafter Hollywood Quiz	Hunt Club De Fd., Confidential Closeups (60)

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining, R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.
10-10:30 PM Sat., Voices That Live.
10:30-10:45 PM Sat., Irving Fields in East.
11:30-12 noon, M-W-F., Quaker Oats Quick as a Flash sustaining Tues. and Thur.
12:25-12:30 PM Mon.-Fri., Westinghouse Co. Ted Malone on 225 stations.
3:35-3:30 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.
3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 69 stations.
5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.
5-5:30 PM Tues. & Thurs., Green Hornet, S.
5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.
7-7:05 PM Mon.-Fri., Miles Labs, Edwin C. Hill on 67 stations; remainder of network taking co-op program, Headline Edition.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.
8:55-9 PM Wed., The Johnny Desmond Show, Ronson Art Metal Works, 268 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.
3:55-4 PM Mon.-Fri., Pillsbury Cedric Adams over 151 stations.
4:55-5 PM News.
10-10:30 PM, Johnny Dollar, sustaining, on part of network.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.
8-8:15 AM Sat., This Farming Business, Skelly Oil Co.
11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 148.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 27, 1950
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CEDAR RAPIDS — 48 OSKALOOSA — 43



Who Cares?

answer: WMT's Eastern Iowa Audience

ALL THE NEWS that's fit to hear—including much heard nowhere else! WMT's news center regularly provides local news—in addition to AP, UP, & INS coverage—while it's still news. 100 newscasts and sportscasts per week—over 17% of the station's total program schedule — bring Eastern Iowans complete coverage from the Iowa angle, including a Friday night rundown of high school basketball scores phoned in by WMT's regional correspondents.

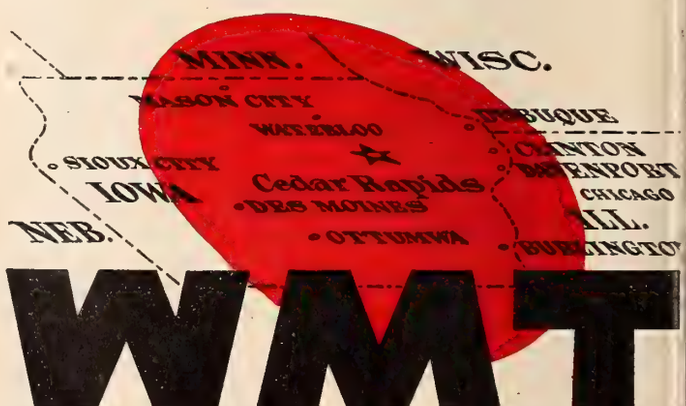
News makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT *sells* in Eastern Iowa.



JIM BORMANN—News Director Heads 7-man staff of experienced newsmen; designs news program to serve Iowa tastes and needs.



TAIT CUMMINS—Sports Director Brings programs to small-town listeners in person via "remotes"; authors weekly newspaper column.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGH

Basic Columbia Network

CBS Stars are always shining over Eastern Iowa . . . via WMT

Agencies



RAY OVINGTON, formerly radio and television director of Birmingham, Castleman & Pierce, New York, joins Hirshon-Garfield, New York, as radio and television director. Prior to his association with BC&P he was with BS.

USSELL E. NEFF, radio and television director of Knox Reeves Adv. Inc., inneapolis; **Dr. A. R. ROOT**, director of research; **WILLIAM C. SCHNEIDER**, t director, and **KENNETH P. TORGERSON**, director of media, named vice residents of firm.

AMES F. RYAN, formerly with L. E. McGivena & Co., New York, as copy-riter and account representative, joins staff of Donahue & Coe, New York, executive capacity.

ARL HAMNER, formerly script writer at WLW Cincinnati, and **FRED ROST**, formerly with Young & Rubicam, join radio and TV commercial copy epartment of McCann-Erickson Inc., New York.

. S. (Bud) SPENCER, acting West Coast radio and television director of oote, Cone & Belding since the death of **Arnold Maguire**, named director that post.

OBERT M. CLARK joins media department of Detroit division of Brooke, mith, French & Dorrance.

UTH ROSS, formerly with Duane Jones Co., New York, joins L. H. Hartman o., New York, to establish and head new women's packaged products division.

HARLES J. EASTMAN Jr., formerly head of his own Hollywood agency, and efore that copy chief of Elwood J. Robinson Adv., Los Angeles, joins Mayers o., that city, as account executive.

ARSHALL C. TAYLOR, formerly with Goodyear Tire & Rubber Co., joins eldrum & Fewsmith Inc., New York, as media director, replacing **DON ELLIOT**, ho has assumed new responsibilities on Dearborn Motors account.

OUIS E. TILDEN placed in charge of all television activities in Chicago office Sherman & Marquette Inc. **CARL BROWN** handles television contacts in ew York office.

ICHARD J. GLOVER, production manager of Dan B. Miner Co., Los Angeles, lected vice president.

IRT M. MITCHELL, formerly with Compton Agency, New York, joins Lennen Mitchell, New York, as copy supervisor.

AVID CORY, formerly with Lamont, Corliss & Co., joins J. Walter Thompson o., New York.

ELMA SCHONFELD SOLMANN, formerly media director of Brisacher, heeler & Staff, Los Angeles, joins Milton Weinberg Adv., that city, in milar capacity.

ENNETT BATES, former vice president and copy director of Erwin, Wasey Co., in New York and Los Angeles offices, elected vice president and director Charles Dallas Reach Co., New York agency.

LARENCE DAVENPORT, copy chief and senior account executive of Mc-arty Co., Los Angeles, named vice president.

ILLIAM H. EYNON, formerly with H. B. Humphrey Co., joins Van Diver & rowe Inc., New York, as vice president and director of radio.

UNTER ADV., Los Angeles, moves to new offices at 5010 Sunset Blvd. Tele-hone: Normandie 3-1178.

IESER-GUENTHER, Cincinnati, changes its name to **GUENTHER, BROWN BERNE Inc.**, maintaining same address, 839 Enquirer Bldg., Cincinnati. LLAN MEYER, director of publicity and public relations; **WILLIAM POGUE**, searcher, and **JACK BUNKER**, copywriter, added to staff of agency.

RED E. BAXTER, treasurer of W. Earl Bothwell Inc., Pittsburgh, elected execu-ve vice president and general manager of agency.

OHN L. ANDERSON, vice president and treasurer of McCann-Erickson, New ork, will serve as chairman of advertising and public relations division of 50 heart campaign.

OM de PAOLO, formerly in traffic and production department of J. Walter ompson Co., Los Angeles, transfers to media staff. He replaces **CHRIS UNKLE**, resigned to form his own publishers representative firm in Los ngeles.

Washington Selects*-

JIM GIBBONS



"Favorite Local Personality"
AND
"Favorite Sports Announcer"

* TELEGUIDE MAGAZINE POLL, JAN. 1950

(Naturally—His popular Programs are Washington Favorite shows!)

The Town Clock (AM)
Mon. thru Sat.
6 to 9 am

Sports Review (AM)
Mon. thru Fri.
6:45-6:55 pm

Sports Reel (TV)
Mon. thru Fri.
7:15-7:30 pm

Boxing from Turner's (TV)
Mondays
9-11 pm

Sports Cartoon-A-Quiz (TV)
Wednesdays
7:30 pm

Wrestling from Turner's (TV)
Wednesdays
9-11 pm

Represented Nationally by ABC Spot Sales

WMAL & WMAL-TV

THE EVENING STAR STATIONS

WASHINGTON, D.C.

k-nuz SUCCESS STORY!

NO. 2



Mr. & Mrs. W. C. Hines

In April, 1947, after working fifteen years for a large chain Auto Supply, Mr. and Mrs. W. C. Hines founded HINES HOME AND AUTO SUPPLY. Mr. and Mrs. Hines wanted to tell their story to more people and tell it quickly, so they chose KNUZ as their advertising medium. The results were amazing—in the words of Mr. Hines: "KNUZ and our half-hour, 7:00 to 7:30 Saturday night segment of 'Houston Hoedown' with Biff Collie, are directly responsible for telling our story, just the way we wanted it told, to Mr. and Mrs. Houston. The results are best measured by the fact that today HINES HOME AND AUTO SUPPLY, North Houston's largest and most complete home and auto store, employs ten salespeople. Without KNUZ and our Hoedown program with Biff Collie, our company could never stand in the limelight, as it does today."

(Complete story of Mr. and Mrs. Hines on request or contact Mr. Hines, 9008 Humble Road, Houston, Telephone MU lberry 5583.)

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlan Bldg.

HOUSTON, TEXAS

New Business



PHILLIPS PETROLEUM Co., Bartlesville, Okla. (petroleum products), March 17 starts for 52 weeks, *Rex Allen Show* on regional network of 64 CBS stations, Friday, 10-10:30 p.m. (EST). Agency: Lambert & Feasley Inc. New York.

PILLSBURY MILLS, Minneapolis, signs for 15-minute newscast, *Pillsbury World News,* Sunday, over Alaska Broadcasting System. Agency is Irwin Vladimir, New York. **BEST FOODS** (Nucoa margarine) begins series of spot announcements over ABS through Benton & Bowles, New York. **ANHEUSER-BUSCH,** St. Louis (Budweiser beer), contracts for series of one-minute spot announcements on ABS through D'Arcy Adv., St. Louis.

AMERICAN SAFETY RAZOR Corp., New York, appoints McCann-Erickson, New York, to handle advertising campaign of its new camera and accessories line. Currently its development will be on test basis in few markets.

MONARCH WINE Co. (producer and distributor of Manischewitz Wines), spot radio user, appoints Donahue & Coe, New York, as its advertising counsel, effective March 1.

COREY CORP., Chicago (glass coffee-makers), acquires second run General Television Enterprises' Hollywood series of 26 quarter-hour *Strange Adventure* TV films to start March 19. Series placed for 26 weeks on WBAL-TV Baltimore. Agency: Dancer-Fitzgerald-Sample, Chicago.

NEHI BEVERAGE Co., Los Angeles (Royal Crown Cola and Par-T-Pak Beverages), sponsors *Movietown RSVP,* half-hour quiz show on KTLA (TV) Los Angeles, through BBDO. Show is viewed Sunday, 9:15 p.m.

HI-V Corp., New York (citrus fruit concentrates), appoints Franklin Bruck Corp., same city, to handle its advertising. Television will be used.

COLOR TELEVISION Inc., San Francisco, appoints Di Marco-von Loewenfeldt Assoc., same city.

Network Accounts • • •

OMNIBOOK Inc. will sponsor special commentary by Robert St. John on 63 ABC stations, March 5, 3-3:15 p.m. EST. Agency is Huber Hoge & Sons, New York, which has been handling 6,000-spot schedule for book company. One-time broadcast, which will deal with books, reportedly is being aired as test for Omnibook Inc., similar to those aired by other book publishers handled by the agency.

MINUTE MAID Corp., New York (frozen orange juice), sponsor of *This Is Bing Crosby,* five-a-week daytime radio show, now heard in major cities, extends show on March 6 to eight additional CBS stations in California. Spot radio also is being considered for additional markets. Company sponsors daily television show, *Handy Hints* (6:45-7 p.m.) over KTLA (TV) Los Angeles. Agency: Doherty, Clifford & Shenfield Inc., New York.

PACKARD MOTOR Co. sponsors *Holiday House,* starring Edward Everett Horton, over ABC-TV, 9-9:30 p.m. (PST), Thursday. Contract, beginning April 6, is for 13 weeks. Agency: Young & Rubicam, New York.

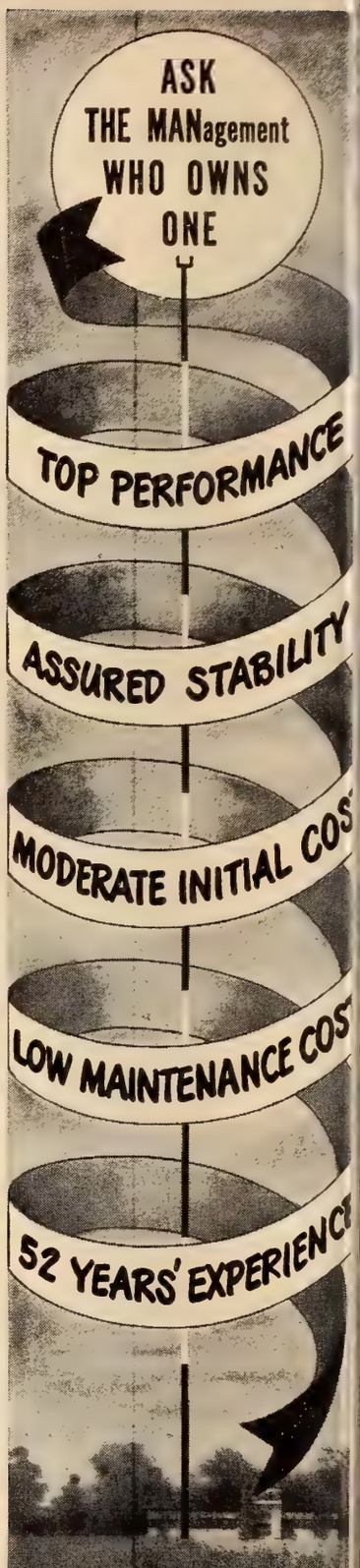
GOOD & PLENTY CANDY Co., Philadelphia, will begin sponsorship of Wednesday telecasts of *Lucky Pup,* CBS-TV, Mon., Fri., 6:30-6:45 p.m., on March 8. Agency for candy manufacturer is Adrian Bauer, Philadelphia.

CALIFORNIA SPRAY CHEMICAL Co., San Francisco, expands its *Ortho-Garden Guide* show (KFRC San Francisco) to full Don Lee network thrice weekly. Agency: Cosby & Cooper, same city.

Adpeople • • •

ROBERT M. GANGER, former partner of Geyer, Newell & Ganger, New York, named executive vice president of P. Lorillard Co. (Old Gold Cigarettes) and elected to board of directors and executive committee.

ROBERT D. FIRESTONE, former senior sales promotion staffman in charge of mechanical goods advertising and sales promotion for Goodyear Tire & Rubber Co., Akron, Ohio, placed in charge of media in advertising department, replacing **M. C. TAYLOR,** resigned.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON

CAMDEN 5, N. J.



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



The size of the Beeline is something to think about. It takes in all of *inland* California plus western Nevada — a 3 billion dollar market with more people than Los Angeles . . . higher total retail sales than Philadelphia.*

Bear this in mind, too: the Beeline is an *independent* market, well removed from the coast. And Beeliners naturally prefer their *local* stations to outside stations.

So there's just one way to radio-sell the Beeline. Tell your sales story on-the-spot . . . on the five BEELINE stations. Together, they blanket the *whole* market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's What You Should Know About KOH . . . and RENO

The first station in Nevada. Reno's favorite for 22 years. 1000 watts, 630 kc, NBC. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.

*Sales Management's 1949 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



BOBO, I LOVE YOU!

So says the cute Siamese kitten in adoration of the bespangled French poddle.

There's something time buyers love in Baltimore radio, too. It's the way W·I·T·H produces low-cost results.

You see, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 9 WASHINGTON, D. C., FEBRUARY 27, 1950 $7.00 A YEAR—25¢ A COPY

NETWORK BUSINESS UP

Trend Begun Last Fall Continues

By ED JAMES

USINESS volume of the four major radio networks is continuing the upward trend that began last fall after the severe ump of summer, an analysis by BROADCASTING showed last eek.

The analysis was based on figures r the entire year of 1949 released st week by Publishers Information Bureau, as well as on additional information from the networks themselves.

A quarterly summary of 1949, sed on PIB figures, plainly shows e progressive decline in gross llings from the high levels of the st quarter of the year to the dolums of the third quarter and the lly in volume in the closing quarr of the year.

Indications are that although tal gross billings of the four netrks in January 1950, did not ach the record figures for the corsponding month of 1949, they did ceed total billings for the immeately preceding month of Decemr. Reasonably optimistic forests for the early part of 1950 re based on this cheering fact.

Gross by Quarters

The four networks closed the ar of 1949 with total gross billgs of $187,800,329, according to B. By quarters, the gross billgs for the four networks were:

First Quarter: $51,522,682
Second Quarter: $49,262,623
Third Quarter: $38,327,593
Fourth Quarter: $48,687,431

In January 1949 the four netrks' gross billings were $17,704,-5, the biggest month of the year. In December 1949 the billings re $16,408,884.

Although precise figures for Janry 1950 were not yet available t week, a reliable estimate indied that the month would show llings below January 1949 but ve December 1949. The figure January 1950 will approximate 7,100,000, it was estimated.

By networks, the total gross llings for 1949 were divided as lows: ABC, $42,342,854; CBS, 3,403,583; MBS, $18,040,596; BC, $64,013,296.

In January 1949 billings by netrks were: ABC, $4,067,921; BS, $5,883,828; MBS, $1,876,124; BC, $5,876,213.

In December 1949 billings by works were: ABC, $3,656,492; BS, $5,774,939; MBS, $1,345,810; NBC, $5,631,643.

Among the networks only CBS reported an increase in billings in January 1950 as compared with January 1949. That network's gross last month was 3.8% higher than in January of last year.

NBC's January 1950 billings were reported a fraction of 1% below those of January 1949.

Mutual's January 1950 billings were off 11% from the same month in 1949.

ABC refused to disclose how it stood in January billings, but it was authoritatively, although unofficially, learned that ABC's figures would be off as much as Mutual's, compared with January 1949.

Mutual's January 1950 gross billings were, however, nearly 25% bigger than its gross in the preceding month of December, the network pointed out.

ABC's January 1950 figures were believed to approximate its December 1949 level.

Controlled Optimism

Although the impropriety of attempting a long-range forecast on the basis of January 1950 records alone was obvious, network officials were generally of the opinion that the upward movement from December 1949 was an optimistic indication that the first quarter of 1950 probably would be better than the last quarter of 1949.

Month by month gross billings of the networks in 1949 follow. (Some figures here differ from those already published month-to-month in BROADCASTING because of subsequent corrections by PIB.)

January: ABC, $4,067,921; CBS, $5,883,828; MBS, $1,876,124; NBC, $5,876,213; Total, $17,704,086.

February: ABC, $3,845,658; CBS, $5,315,910; MBS, $1,677,258; NBC, $5,279,832; total, $16,118,658.

March: ABC, $4,238,845; CBS, $5,837,746; MBS, $1,775,790; NBC, $5,847,557; total, $17,699,938.

April: ABC, $3,893,784; CBS, $5,569,965; MBS, $1,757,432; NBC, $5,542,138; total $16,763,319.

May: ABC, $4,030,969; CBS, $5,569,952; MBS, $1,788,790; NBC, $5,657,166; total $17,073,877.

June: ABC, $3,387,984; CBS, $5,347,384; MBS, $1,403,880; NBC,

(Continued on page 24)

BASEBALL COVERAGE

Regionals Map Plans

By JOHN OSBON

EXTENSIVE regional coverage of major league baseball games for 1950 was strongly indicated last week following announcement of plans by both the Liberty Broadcasting System and the New York Yankees' newly-created "Home of the Champions" network.

Gordon McLendon, president of the Liberty network, confirmed reports that he had signed contracts with American League President Will Harridge for non-exclusive rights to certain league games and with the eight individual owners of the National League, through President Ford Frick, for exclusive rights to certain NL games and for non-exclusive rights to others. MBS also holds rights to American League contests.

Last Year's Coverage

Mr. McLendon quoted no figures, but he noted that Liberty would spend "50 times as much" as the outlay for such coverage last year. Liberty, which has pioneered major league broadcasts on a regional basis, last year beamed baseball to its affiliate stations in nine states, plus stations in five other states.

From 250 to 300 stations in cities from New Mexico to Virginia and embracing the whole Southeast, are expected to carry the broadcasts. Most of the stations subscribe to the network on a regular or permanent basis, Mr. McLendon said.

They also will carry a minimum of three hours other programming from Liberty in addition to the baseball broadcasts.

Agreements call for a minimum of 210 National and American League games—an average of eight per week—with double headers on Sundays.

Recreation Planned

Under the contract with the American League, a number of games will be re-created from Western Union facilities and fed out of Dallas. National League contests will be divided between "re-created contests" and those picked up "live" by Liberty's own staff. Mr. McLendon declined to elaborate on details involving direct coverage from NL parks.

A feature of the agreement is a provision which calls on Liberty Broadcasting System to air a minimum of 34 NL exhibition games beginning March 11, Mr. McLendon said.

He said that the network has had ""numerous offers" from national advertisers for sponsorship of the games, but that Liberty would offer them to stations for local cooperative sponsorship.

Seventy percent of those stations signed by Liberty up to the present are independents, but the network hopes to sign affiliates of the four major networks in cities where independent outlets are not available.

The "Home of the Champions" network coverage will be sponsored by P. Ballantine & Sons and Atlantic Refining Co. under contracts signed last week in New York with the Yankees through J. Walter Thompson Co. and N. W. Ayer & Son.

The "Home of the Champions" 12-station network [BROADCASTING, Feb. 20] will make available to stations in upper New York state, Pennsylvania, Connecticut and Massachusetts 111 of 154 scheduled New York Yankee games; remaining 43 are arc-light contests.

Of the available total, actually only a minimum of 100 games probably will be carried by individual station, it was explained. In the case of stations in territories of minor league clubs within the 50-mile radius, the maximum may be as low as 15 games, it was pointed out.

Stations will exercise the right of refusal of certain games, espe-

(Continued on page 16)

LBS EXPANDS

150 Affiliates Under Contract

PLANS for expansion of the Liberty Broadcasting System, and for scheduled opening of offices in New York by April 1, were revealed last week by Gordon McLendon, president of the company.

The network intends to enlarge its present baseball coverage to a number of additional major cities (see story page 15) and to increase its programming schedule appreciably in the coming year, Mr. McLendon told BROADCASTING.

By April 18, Liberty hopes to have from 250 to 300 stations—most of them independents—in the fold, with a goal of 18 programming hours daily in all 48 states by 1951. About 150 stations already are signed or being signed, he indicated. Identity of stations will be disclosed later, he added.

Site Undetermined

No location has been selected for the New York Office, Mr. McLendon said, but he thought a site would be chosen shortly following current negotiations in New York City. The network operates regional offices in Charlotte, Atlanta, Denver, Los Angeles, Little Rock, Ark., and in other cities.

The present 150 stations under contract, according to Mr. McLendon, will extend to major cities in 33 states. Last year 71 stations in nine states carried Liberty programs.

Mr. McLendon said full details on the network's expansion, along with appointment of a New York sales manager, will be revealed in the next fortnight pending conclusion of negotiations in New York.

Liberty Broadcasting System, under Mr. McLendon and James Foster, general manager, headquarters in Dallas, Tex.

Programming Plans

Mr. McLendon said LBS would move into other selected markets throughout the country—that is, major cities—and sign other key stations when expansion is deemed advisable. He envisions no penetration of the New England or other major eastern territories this year.

Programming, much of it to be aired immediately following baseball broadcasts, will likewise be expanded, he said. Plans have not been fully developed but already include a projected 1½-hour daily giveaway program with some $2,000 worth of prizes.

Mr. McLendon said he felt the Liberty Broadcasting System is the largest network of its kind in the country supplying baseball and other type programming. He pointed out that beginning in 1948 his network pioneered in regional baseball coverage with stations in five states. Further, he cited LBS expansion from some 40 stations early last year to 71 by last fall and finally to the present 150.

Mr. McLendon was in New York last week conferring with the Brooklyn Dodgers baseball club, whose games along with other National League contests will be covered by LBS. He also was negotiating for office space.

KLIF Dallas is a key originating station of the network.



Mr. McLENDON

PHILLIES' GAMES

WPEN Will Air Full Schedule

FULL baseball schedule of the Philadelphia Phillies including home, away and exhibition games will be broadcast this season by WPEN Philadelphia, the station announced last week. Atlantic Refining Co., Supplee-Sealtest and Ballantine Ale & Beer will alternate sponsorship of the broadcasts.

Play-by-play description will be handled by Gene Kelly. WPEN also will carry a daily quarter-hour show, *Here Come the Fightin' Phillies*, which will include interviews with players and fans, and stories of the Phillies and other National League clubs.

* * *

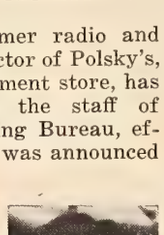


GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

ZAHRT TO BAB

Succeeds Lee Hart

MEG ZAHRT, former radio and public relations director of Polsky's, Akron, Ohio, department store, has been appointed to the staff of Broadcast Advertising Bureau, effective March 15, it was announced last week by BAB Director Maurice B. Mitchell [CLOSED CIRCUIT, Feb. 13]. Miss Zahrt will replace Lee Hart, now on extended leave of absence, as retail specialist.



Miss Zahrt

Miss Zahrt in her post at Polsky's, won many national awards for radio advertising promotion. She is the creator of *Lynn Lawrence*, shopping program sponsored by the department store, which has won recognition for three consecutive years in the annual awards given by the NRDGA. She introduced one of the first local women's programs in the retail advertising field.

Prior to joining Polsky's, Miss Zahrt broadcast as "Jane Adams" for Yeager's Dept. Store, also Akron, while occupying the position of advertising and sales promotion manager of the store. Miss Zahrt is also chairman of the Broadcast Advertising Committee of the Assn. of Women Broadcasters.

Baseball Coverage

(Continued from page 15)

cially in situations where minor league teams are playing at home, it was emphasized.

Agency and Yankee spokesmen declined to give any figures on the sum involved for the purchase of the package, but line charges alone were estimated to be in the neighborhood of $30,000.

Stations comprising the network are: WVET Rochester, WROW Albany, WAGE Syracuse, WGAT Utica, WXRA Buffalo, WKOP Binghamton, WLEA Hornell, WCBA Corning, WALL Middletown, all New York; WKNB New Britain, Conn.; WQAN Scranton, Pa.; and WSFL Springfield, Mass.

Three of these stations—WGAT WLEA WCBA—are within the 50-mile radius of the Yankee territory. Negotiations also are underway to add stations, still unselected, in Malone, Watertown, and Kingston, all New York, and Williamsport, Pa.

WINS New York will serve as the key originating outlet with home and road games to be aired "live" by telephone lines to other stations. WINS has broadcast rights to all Yankee games under sponsorship of P. Ballantine & Sons and General Cigar Co. (White Owl Cigars). Mel Allen and Curt Gowdy will handle announcing chores.

Spot Arrangements

Under present arrangements, the Ballantine spots will go out over WINS to the whole network, but in place of the alternate WINS sponsor, General Cigar, the broadcast will shift back to the studio for the Atlantic spots to be aired over the network.

Also under consideration, it was learned, is an arrangement whereby stations of the Rural Radio Network might receive certain Yankee game coverage, by means of radio relay through WHCU Ithaca, New York. The station has conducted certain engineering tests on the practicability of feeding games to Troy, N. Y. and other points served by the Rural Radio Network, according to Michael Hanna, WHCU general manager, who said the project is still in the discussion stage.

Meanwhile, MBS has designated Al Halfer to handle announcing duties for its proposed "Game of the Day," to originate in American League baseball cities. Mutual reportedly is set to offer the last four and a half innings of all games to local stations for cooperative sponsorship in the event no national advertiser contracts for the 80-game schedule.

A number of major league baseball clubs have been approached from time to time for regional recreation and live rights to their games for different segments of the continental U. S. and from as far as Hawaii and Alaska.

It is known that baseball managements have proceeded slowly and cautiously in view of the Justice Dept.'s acknowledged promise to review periodically the whole question of baseball's interstate commerce aspects. Obviously, regional network coverage right would fall within the scrutiny of the department following its decision on baseball radio-TV coverage [BROADCASTING, Oct. 31, 1949].

It is further pointed out that the subject of network coverage beyond the "pat" 50-mile areas of individual clubs, currently is subject to Congressional, as well as Justice Dept., action on baseball's interstate nature. Two bills—HR 4018 by Rep. A. S. Herlong Jr. (D-Fla.) and HR 4019 by Rep. Wilbur D. Mills (D. Ark.)—now confront the House Interstate and Foreign Commerce Committee. Identical in text, they would seek to clarify the status of the baseball industry with respect to interstate commerce ramifications as implied in radio and television coverage per se.

Another factor in the controversy, described as "legally touchy" by one New York major league club, which declined to be quoted, revolves around protection for advertisers who sponsor broadcasts and telecasts on a local basis or within the 50-mile radius.

FREQUENCY STUDY

Board May Affect Pending Legislation

THE PRESIDENT's new Communications Policy Board was preparing last week to launch its overall study of U. S. frequency uses and communications policies [BROADCASTING, Feb. 20], while Capitol Hill leaders pondered its effect on pending legislative activities.

Observers felt appointment of the board, long contemplated, sounded the death knell for the pending Sadowski Bill (HR 6949), which would set up a similar over-all frequency allocations board on a permanent basis [BROADCASTING, Jan. 30].

House radio authorities, however, said overlap in functions of the President's temporary board and the Sadowski measure's contemplated permanent board had not yet been canvassed, but would be studied in an early meeting of the House Interstate and Foreign Commerce Committee, where the Sadowski Bill is pending.

Rep. Robert Crosser (D-Ohio), chairman of the commerce committee, said he also wanted to confer with Rep. George Sadowski (D-Mich.), chairman of the radio subcommittee and author of the bill, who currently is ill in Detroit but is expected to return to his office about March 1.

McFarland's Views

Sen. E. W. McFarland (D-Ariz.), chairman of a Senate commerce subcommittee engaged in a broad communications study with goals comparable to those assigned the Policy Board, said he considered the appointment a step in the right direction.

It will not, he said, affect his principal desire of securing passage of an FCC "procedural bill" this session of Congress. He is the author of the so-called McFarland Bill to reorganize FCC procedures (S 1973) which already has passed the Senate and is now pending before the House commerce committee.

The House radio subcommittee headed by Rep. Sadowski is scheduled to begin hearings March 13 not only on the Sadowski measure but also on the McFarland Bill and presumably the new Sheppard bill (HR 7310) to require licensing of networks [BROADCASTING, Feb. 20]. Plans for the hearings are to be reviewed upon Rep. Sadowski's return according to Rep. Crosser.

Sen. McFarland greeted appointment of the President's policy board as a welcome attempt by the government to lay down a general policy on communications. Such a policy, he said, has been particularly needed in the international barrier field, where he felt that various governmental bodies have been "running off in different directions."

He discussed the subject with President Truman during a White House conference Thursday afternoon.

FCC authorities, who had been consulted on plans for establishment of the policy group, were hopeful it would provide a solution of some of their most difficult problems.

The board's assignments included a review of domestic use of frequencies—by both government and private users—and the development of recommendations looking to more effective use.

Such a study has long been sought by non-government licensees who feel that government agencies, particularly the military services, are permitting scarce frequencies to lie idle and therefore should give up some of their spectrum space to private users.

Whether any additional frequencies might be gained for broadcasting, however, was a matter of speculation. Authorities noted that the special and safety services, which have mushroomed since the war, are making increasingly heavy demands for space. FCC Chairman Wayne Coy has suggested that non-broadcast services may eventually demand frequencies currently set aside for broadcasting [BROADCASTING, Feb. 20].

Broadcasting's best bet for additional channels, it was felt, is in the UHF—in the area of the frequencies allocated for expansion of television. This currently is the 475-890 mc band.

The "scarcity of radio frequencies in relation to the steadily growing demand" was seen by President Truman as "the most pressing communications problem at this particular time."

In a letter to Dr. Irvin L. Stewart, one-time FCC commissioner and now president of the U. of West Virginia, whom he named chairman of the policy board, Mr. Truman wrote:

Increasing difficulty is being experienced in meeting the demand for frequencies domestically, and even greater difficulty is encountered internationally in attempting to agree upon the allocation of available frequencies among the nations of the world. In the face of this growing shortage, the problem of assuring an equitable distribution of the available supply of frequencies among all claimants, both governmental and private, is rapidly assuming major prominence.

Board Hopes

President Truman felt the board would be able to "recommend possible means for conserving frequencies, as well as standards for determining the relative priority of competing claims for frequencies, and possible administrative arrangements within the government for assuring, on a continuing basis, a sound and equitable allocation of the limited frequency supply."

Dr. Stewart told BROADCASTING that he hoped the board could hold its organizational meeting during March. At that time, he said, decisions should be reached as to staff facilities and procedures. Headquarters presumably will be in Washington. Goal for the final report and recommendations is Oct. 31.

President Truman's executive order specified the board's functions as follows:

. . . to study the present and potential use of radio and wire com-

(Continued on page 77)



GEORGE D. BAILEY (l), director of the Freedoms Foundation of Valley Forge, awards a foundation Freedom Medal to Harry Bannister, general manager of WWJ-AM-FM-TV Detroit for the program *24 Hours Under Communism*. First produced in 1948 and based on a series of *Detroit News* articles, the program was a dramatic-documentary depicting the changes to be expected in our way of life if Communism gained control. The medal was presented during a rebroadcast of the original program Feb. 6.

ARMY-AIR FORCE BUDGET

Radio Gets 40%

NEARLY 40% of the Army-Air Force recruiting program's advertising budget for next year is earmarked for radio and television, according to testimony before a House Appropriations subcommittee just realesed.

Figures revealed that out of a total outlay of $1,591,600 for the fiscal year beginning July 1, the Army-Air Force campaign calls for a national expenditure of $636,400 for radio-TV. The budget estimates were given the Congressional group by Col. N. F. McCurdey, deputy chief of Military Personnel.

Other media budget slices are $437,060, $358,740 and $159,160 for magazines, newspapers and car cards, posters, sales aids, etc., respectively.

It was further revealed last week that the Army is readying a $100,000 spot campaign in 52 key cities to advertise its Reserve Program.

These revelations closely followed nationwide protests by stations against donations of free time to organizations conducting paid advertising campaigns in other media. Widespread action by stations on the abuse of radio's traditional offer to donate its time to public service causes has been indicated.

This subject was crystallized when the NAB Unaffiliated Stations Committee early this month [BROADCASTING, Feb. 6] adopted a resolution calling upon the NAB board to review the entire problem of free time.

Stations Informed

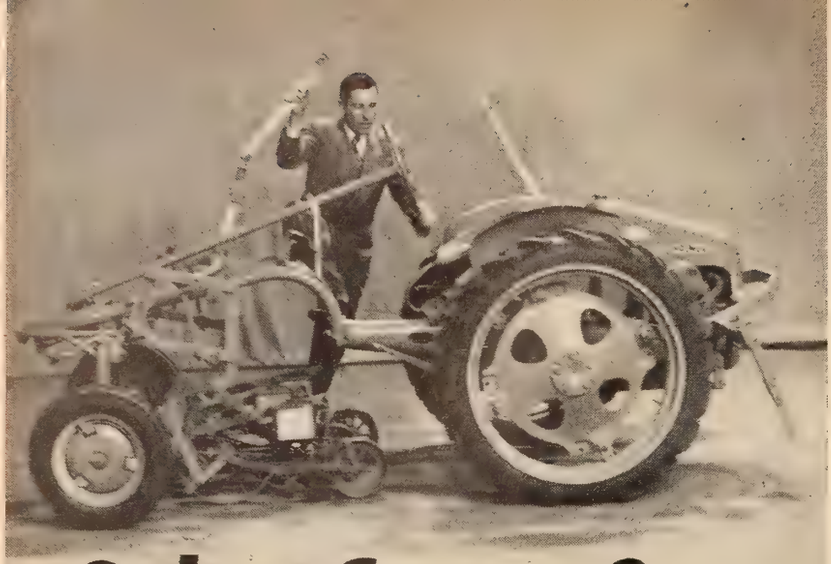
Broadcast Advertising Bureau and national station representatives had been keeping stations informed on the relation of the Army campaigns. The BAB has scheduled talks with the Army.

The figures presented to the House subcommittee include anticipated outlay for radio-TV production and for time placement in the joint recruiting drives. While the breakdown on estimated expenditures did not specify the division, a review of the past four years' spending for radio shows an average split of about 14½% for time buying and a little more than 17% for production costs [BROADCASTING, Feb. 13].

It was understood that next year's budget would permit only network time purchase because of money limitations. Local and spot purchases usually are left to individual Army commands throughout the country. They have individual advertising budgets.

Col. McCurdey told the Congressional group that the recruiting program of the Army and the Air Force plans to meet the demands of procuring 253,800 voluntary enlistments. Of the entire program, he said, an approximate 27% chunk of the allocations would be used "at the grass-roots level by allocation to Army areas for direct advertising" in local media.

Agency handling the Army-Air Force account is Grant Advertising of Chicago. It received an 18-month contract last January. It's predecessor was Gardner Advertising. Will C. Grant, owner of the Grant agency, has recommended the use of radio by the Armies and has indicated that his agency has set up a package of radio ideas to be presented to Army commanders.



Sales Crops Grow

. . . . . for Allis-Chalmers With It 'National Farm and Home Hour'

By JANE PINKERTON

IT'S NO COINCIDENCE that the sales volume of Allis-Chalmers Mfg. Co.'s Tractor Division, Milwaukee, zoomed fivefold in 10 years between 1939 and 1949.

Although the increase in business during the mid-40s was attributable to a pent-up demand and limited production during the war, radio stepped in to hold the line—and even further increased sales. It was just five years ago that W. A. Roberts, executive vice president of A-C and head of the Tractor Division, decided to sponsor NBC's *National Farm and Home Hour*.

The reasons were manifold—to perform a service to agriculture, to back up efforts of national salesmen, to establish a brand name in minds of potential customers, to keep that name ahead of competition and to establish prestige. Then and now, Mr. Roberts knows that "prestige can't be bought. You have to gain it."

The Tractor Division, a recent outgrowth of the General Machinery Division which dates back to 1847, retained a subordinate role nationally in farm machinery production until about 10 years ago. At that time it was eighth in sales among farm equipment manufacturers. Today it is third.

* * *



IT'S A BEAUTIFUL day in Chicago, *National Farm and Home Hour* M. C. Everett Mitchell (r) says, as agree Producer Herb Lateau (l) and Kenneth C. Gapen, chief of the radio and television section and assistant director of the information service, U. S. Dept. of Agriculture. Mr. Gapen bulletins USDA *Headlines* on each Allis-Chalmers show.

GEORGE HUFSTEDLAR, of Allis-Chalmers tractor sales department, demonstrates the firm's Model G tractor during the International Livestock Exposition in Chicago.

* * *

The Tractor Division, which sponsors the oldest agricultural show on the air, pays about $500,000 yearly to gain Mr. Roberts' objectives. The company declined to release any official figures, however.

National Farm and Home Hour, aired Saturday, 1-1:30 p.m. (EST), adds up to an expensive package (on paper) for a half-hour weekly show because of heavy remote costs and time charges on the full NBC network. In addition, a live repeat broadcast is aired for 32 stations in Mountain and Pacific time zones. Show talent includes an m.c., 31-piece orchestra and conductor and a male quartet — maintained even when remotes are broadcast. Because the client wants complete coverage, any station joining the network will be bought.

The program's concept pre-dates sponsorship by Allis-Chalmers. In 1923, when the *National Farm and Home Hour* was originated at KDKA Pittsburgh by Frank Mullen, NBC conceived it as a service to agriculture and farmers. It became a daily, noontime feature in October 1928 on the full network when it moved to Chicago. Throughout the years, the show has been produced by the network in cooperation with the U. S. Dept. of Agriculture. It had never been commercial until Allis-Chalmers picked up the tab in 1945.

Gaining momentum toward becoming a national institution, the *Farm and Home Hour* in one year broadcast 56 events from 25 different states and a foreign country, and was credited with lifting the National Corn Husking contest from a minor event to one of national importance. In 1941, when NBC's Red and Blue networks were split, the show went to the Blue (ABC). William Drips, NBC's old-time agriculture director who resigned less than a year ago, went along with the show, where it was aired six times weekly.

With the passing months the strip was cut to twice and then once weekly, and finally dropped because ABC lacked enough rural power stations for comprehensive coverage.

Returning to NBC, the program was sold to Allis-Chalmers Sept. 15, 1945. Although the network's policy had been to keep the *Farm and Home Hour* sustaining, most available network time had been sold during the war, and commercial shows took precedence in scheduling. To keep it on the air, network executives recommended sale.

One rural broadcaster, commenting on the program's uniqueness, terms it "the only radio show with a marriage between agency, network and government agency." It is also the only known sponsored program which has the full cooperation of a government agency—the U. S. Dept. of Agriculture. Each opening introduces it as a service of Allis-Chalmers, in cooperation with the USDA.

Flexibility Keynote

Throughout 27 years, the show has been geared to flexibility so that farm events of national interest can be covered news-wise on a moment's notice. Since Allis-Chalmers assumed sponsorship, the show's purposes are twofold—to serve agriculture (and serve it well) and to build good will for the Tractor Division. Holding the reins on these objectives are Gerald N. Seaman, radio executive at Bert S. Gittins Agency, Milwaukee, who spends 90% of his time on the account, and Paul Visser, of NBC Chicago's agricultural staff, who succeeded Bill Drips.

Mr. Gittins and Mr. Seaman back up the theories of Tractor Chief Roberts. Mr. Roberts is convinced that if the show is a good service to farm people and the farm industry, farmers will be honest enough to realize it and to realize who is doing it. Purchase of equipment, he believes, leans on the local salesman, bolstered by help from "someone else." In this case, someone else is the *National Farm a Home Hour*, which helps get t salesman's foot in the door, minds purchasers of the bra when they go in to buy, and kee the trade name atop the list.

In five years, the Allis-Chalme name has become a passwo among farm people. Show perso alities and producers coopera yearly with several hundred repr sentatives from trade groups, agr cultural colleges, Future Farme of America, 4-H Clubs, experime stations, extension services a professional and service organiz tions. Each group is given tim on the air if there is an interestir news or service angle.

The twin goals—service to liste ers and product good will—a aimed at in editorial content well as in commercials. Spots co sistently stress practical ways improve agriculture and to sell t idea of power farming, associati A-C with both. Agricultural nev sound farming advice and covera of major events are rudimentary.

The *National Farm and Ho Hour* tells the story of Americ agriculture, ways of farming a production, market characteristi and problems of each farm co modity and area. National sec taries of agriculture and other k government officials have appear before the microphone to assist t program's service to agriculture.

Long-Run Gain

A-C executives gambled on long-run game when they voted buy a big chunk of radio five ye ago. The long-run gain was to prestige. A-C pioneered amo farm equipment makers in the of radio, buying a 30-minute tr scribed show on several stations 1929 and 1930, transcribed spots 1936 and '37, and live local tal shows in '37. The first regular n work venture was in 1938, *Allis-Chalmers Family Party* NBC.

Television, at which agency a client personnel are flirting w hope-filled eyes, was first used the firm in 1948, when the Trac Division sponsored the Internati al Livestock Exposition's gra champion steer judging on NB TV from Chicago. This was first time the exposition was t cast, the first time the *Natio Farm and Home Hour* was telec and the first time a major fa equipment company sponsored TV show. It telecast judging selection of the world's most pensive beefsteak in 1949 also. picture reached more than two lion homes in 25 cities on the in connected TV network last Nov ber.

After the first telecast, Bert Gittins Agency stated in a broch that it "clearly demonstrated



OMPLETED promotion of the *Farm and Home Hour* is approved by W. A. oberts (r), executive vice president of Allis-Chalmers Mfg. Co. and head the Tractor Division, which sponsors the show on NBC. Charles N. Karr), sales promotion manager of the Tractor Division, and R. L. Smith, radio rector in the firm's advertising department, add their approval. Mr. oberts believes his division has gained prestige in its five years of sponsorship.



BERT S. GITTINS (l) head of the Milwaukee agency of the same name, confers with Gerald L. Seaman, radio executive, on Mr. Seaman's upcoming itinerary for the *Farm and Home Hour*. Mr. Seaman writes all commercials, many of the scripts and visits each area in which a remote show is broadcast. Mr. Gittins' first account was Allis-Chalmers, which he got in 1935 on a 90-day trial and has had ever since.

* * *

-finite place for TV in the trans-itting of farm news and informa-on."

A-C's direct and simple purposes e reflected in the *Farm and Home our* format. "The U. S. Field rtillery March," a rousing an-em which paces the show, leads to familiar tunes played by hitey Berquist and his 31-piece chestra, The Homesteaders. All-ne favorites—Stephen Foster and gmund Romberg—are standard, th an occasional pop tune which s caught the public fancy. The *rm and Home Hour* quartet in-ides Tenors Wayne Van Dyne d Richard Paige, Baritone Ed-rd Stack and Basso John Mc-nald.

Veteran Staff

Producer Herb Lateau, a 25-year dio veteran, organizes the music th Whitey Berquist. Mr. Lateau ajored in music at Oklahoma City , and acted with Walter Hamp-n and Katherine Cornell com-nies. He joined the NBC Chi-go production staff in 1943. bert Carmen of NBC's continuity ff is scriptwriter.

Show's individual trademark— 's a *beautiful* day in Chicago!" rang out to listeners for the first ne one gloomy day during the pression. It's a daily greeting M.C. Everett Mitchell, who took r the *Farm and Home Hour* job 1930, four years after originat-his first farm program, *The rmer's Exchange*, for the net-rk. Mr. Mitchell narrates *Town l Farm* on WMAQ (NBC) Chi-go each morning. He was fea-ed commentator on Firestone's *ampion Farmer* series, and first rked for Allis-Chalmers on the *mily Party* in 1938. He has an norary doctor of letters degree m Carthage College (Ill.) for his work in developing understanding between rural and urban sections through farm radio.

Ken Gapen, chief of the radio and television service and assistant director of information for the USDA, gives timely tips in USDA *Headlines* each week. Mr. Mitchell announces the weekly market roundup prepared by the USDA.

Although the show's permanent origination point is Chicago, about 40 of 52 programs yearly contain major remote segments. No hour ever originates entirely in Chicago, as Mr. Gapen is fed in usually from Washington, D. C. Subjects of typical remotes: Methods of an Oklahoma conservationist who developed a system of soil judging; significance of an American Thanksgiving to a displaced Latvian family on a Michigan farm after years in a European DP camp; Texan pioneers in production of grain sorghum; feeding livestock for top quality meat; stubble mulch farming as an aid in reducing wind and water erosion.

Special Events

Special events have been carried as a secret of success from the sustaining to the commercial show, for they give the farmer a front seat to everything important in his business. Remotes are basic to the concept of bringing farm news, history and events from the spot where they happen by the people who make them happen. Personalities interviewed are non-professionals, except for radio farm directors from NBC stations and agriculture college representatives.

Remote costs pryamid the budget, and can be justified as an extra expenditure only if the news is good and has a lot of human interest. Mr. Roberts, however, set the rule a long time ago that cost should never be the deciding factor. For example, last Christmas Mr. Mitchell went to Boys Town, Neb., where the Boys Town Choir was featured. Total charges added up to about $1,000. "If it's worth doing an editorial feature, and worth reporting, then do it," says Mr. Roberts. Two foreign remotes were shortwaved from the World Poultry Congress in Copenhagen two years ago and from London last year, when a group of 4-H exchange students visited there.

Repeat broadcasts, live from Chicago, began Jan. 7 for 32 stations in Mountain and Pacific time zones. Allis-Chalmers wants the show heard locally there between 12 and 12:30. When only one live show and a few local repeats were used, some West Coast dealers complained that their customers were getting the show at 10 and 11 a.m.

Perhaps the most unique feature of this commercial show is the lack of hard-selling commercial messages, "Without any doubt, the *Farm and Home Hour* uses some of the best institutional commercials in radio," according to Paul Visser. Only two brief mentions of the firm are made, at show's open and close.

Standing orders have been issued for commercial copy to be cut whenever more time is needed for editorial matter. Any public service message requiring another minute or two for elaboration frequently gets extra time from commercials.

No spots are used on the Christ-

(Continued on page 50)

* * *

FROM a pig show ring in Austin, Minn., a remote broadcast is handled by Paul Visser (front, l) of NBC Chicago's agriculture department, who interviews Carroll Pleger (r), superintendent of the show. About 40 of 52 shows per year are complete remotes from various parts of the country.





PROBLEM tacklers at the first Pacific Coast BMI program directors and librarians clinic held at KHJ Hollywood Feb. 15 included these roundtable and panel participants (l to r): Seated—Dixie Winters, KXLA Pasadena; Jane Russell, KFWB Los Angeles; Glenn Dolberg, BMI West Coast field representative; E. Carlton Adair, program director, Don Lee Broadcasting System; Beverly Carnahan, KFI Los Angeles; Ellen Drucker, KECA Los Angeles. Standing—Jerry Sybilrud, KMPC Los Angeles; Bill George, KGER Long Beach; Dale Babcock, KFI; Tom Hotchkiss, KFSD San Diego; Mary Ann Casey, KIST Santa Barbara; Warren Mead, KERO Bakersfield; Ed French, KFRE Fresno; Flo Wineriter, KXO El Centro, and Jerry Lee Precht, KGB San Diego.

RCA'S '49 REPORT

Net Earnings $25,144,279

THE YEAR 1949 was outstanding in RCA and NBC progress, marking a period of achievement for the parent corporation and its subsidiaries, according to the 30th annual report of Brig. Gen. David Sarnoff, RCA board chairman.

Net earnings of Radio Corp. of America in 1949 amounted to $25,144,279, equivalent to $1.58 per share of common stock, Gen. Sarnoff informed the board. This compares with $24,022,047 in 1948, when earnings after payment of preferred dividends were equivalent to $1.50 per share.

Net profit, after all deductions, was 6.3% of gross 1949 income compared to 6.7% in 1948. Total gross income from all sources amounted to $397,259,020, representing an increase of $39,641,789, compared to $357,617,231 in 1948.

RCA's dividend payments for 1949 amounted to $3,152,800 on preferred and $6,928,604 on common, a total of $10,081,404. Dividends paid during the last 10 years total $69,164,112.

NBC Covered

In discussing operations of its subsidiary, NBC, the report refers to 1949 as "a year of achievement in service to the public and a period of organization and expansion in television to meet the necessities of the new art and to maintain radio broadcasting at the highest possible levels." NBC's network lineup now totals 172 stations, with six owned and operated by the company, it was stated.

NBC's television network more than doubled in 1949, increasing from 22 to 56 TV stations of which five are NBC owned and operated. Coaxial cable or radio relays connect 26 stations and 30 non-interconnected outlets receive NBC network programs by kinescope-recorded film.

NBC made valuable contributions to the technical advance of TV, in addition to engineering improvements, according to the report, which adds: "A new experimental television station operating in the ultra-high frequency band was erected at Bridgeport, Conn., and was placed in operation at the beginning of 1950. This station will operate experimentally as a 'satellite' to NBC's television station in New York City, receiving and retransmitting the latter's signals. This experiment is expected to make important contributions to the solution of technical problems in ultra high-frequency telecasting."

In a joint statement for the RCA board, Chairman Sarnoff and President Frank M. Folsom declared:

"RCA observed its 30th anniversary in 1949. It was an outstanding year of progress. Public acceptance of RCA products and services lifted sales to the highest peak in the history of the corporation. Television's spectacular rise as a new service of mass communication, in which RCA has played a leading role, is without precedent in the industrial development of the United States.

Video's Rapid Growth

"Television achieved the going rate of a billion-dollar-a-year industry, to become the first American industrial enterprise to move ahead so rapidly in so short time.

"At no time in the history of th radio-electronic arts have cond tions been more favorable for co tinued growth and expansion f public benefit. To the fulfillme of this promising outlook, RC wholeheartedly dedicates its facil ties and services in scientific r search, manufacturing, broadcas ing and communications.

"We have crossed the thresho of 1950 determined to progress service to the nation and to peop everywhere. RCA since its form tion in 1919, has cooperated wi the United States Government matters of national securit through research, engineerin communications and broadcastin

"Continuing these activities the nation's interest, RCA in 19 cooperated with the Dept. of D fense in industrial mobilizati planning."

Gen. Sarnoff and Mr. Folsom their report to RCA's 199,3 stockholders list these achiev ments:

Expansion of television as a servi to the public.

Development of the RCA all-el tronic, high-definition, complete compatible color television syst now being field tested.

Introduction of the RCA 45-r system of recorded music featuri the simplest and fastest phonogra record changer ever devised and p viding the best quality of reprod tion; also a new and improved 33 rpm long-play record.

Advanced development of radar a its increased application to natio security and safety at sea and in t air.

RCA reported it produced millionth TV receiver in Februa of this year. Sales of radio s and phonographs dropped in 19 following the industry trend b picked up in the last quart TV set demand continues to exce capacity, it was stated, despi plant expansion.

Development of the new RC color system (see TV comparati tests summary, page 53) was scribed as an outstanding scienti achievement.

'LIGHTNING' PLANS

Waldorf Debut Cancelle

PLANS for a lavish presentation of "Lightning That Talks" at New York's Waldorf-Astoria Hotel before a thousand advertising executives were abandoned last week.

The New York subcommittee of the All-Radio Presentation Committee at a meeting last Tuesday voted instead to show the film at a luncheon meeting of the New York Radio Executives Club.

Last week's decision put an end to plans to spend $30,000 for a spectacular New York showing of the promotion film. Until a fortnight ago the event had been scheduled for March 1, with such luminaries as Gen. Dwight D. Eisenhower in attendance.

The film was to have been shown after a dinner at the Waldorf. Additional entertainment was to have been provided by big-name talent.

The first alteration of that plan came after the NAB board expressed disappointment in the film at its Phoenix meeting [BROADCASTING, Feb. 13]. It was decided to postpone the New York premiere until late March or early April, but until the meeting last Tuesday the committee was still intending to stage a glittering show despite the change in date.

No Official Explanation

Although the subcommittee did not officially explain the reasons for its decision last week to switch from the full-dress presentation to the much more modest showing before the Radio Executives Club, it was learned that the choice was motivated by several factors.

Not the least of them was t question, raised first by the NA board and later by others, as whether the film was worth $30,000 presentation, it was sa This doubt was combined wi other difficulties such as choosi an appropriate date.

The March 29 or 30 date that h been considered was rejected wh it was recalled that both the As of National Advertisers and Ame can Assn. of Advertising Agenc would be holding conventions Hot Springs, Va., and at Wh Sulphur Springs, W. Va., at th time.

Members of the subcommitt were doubtful that a later showi

(Continued on page 77)

DEFENSE

Radio Seen Ready In National Emergency

RADIO and its electronic companions in communications will not be caught napping should a national emergency arise. That is the assurance of top civil defense planners in Washington.

As speculation on such matters as government dispersal and an "alternate" capital city reached a new pitch last week, there was widespread evidence that radio's role—and communications as a whole—in time of emergency, faces review in high government quarters.

Officials indicated that the FCC would be included in any top priority list of executive agencies that would be retained in Washington under any proposed plan of departmental decentralization.

Key to drawing board plans for radio is the wartime AM-FM-TV emergency network [BROADCASTING, Nov. 21, 1949] on which progress is being maintained, officials said. However, the present feeling among planners is that radio could be converted into an emergency alarm "overnight" should an attack on the U. S. by a foreign power develop.

Talk on overall civil defense was renewed during the week with the issuing of a statement by Dr. Paul J. Larsen, who becomes chief of the Office of Civilian Defense on March 1, and by the introduction of a resolution (H. J. Res. 419) by Rep. Chet Holifield (D-Calif.), a member of the Joint Congressional Atomic Energy Commission, to set up a seven-man commission to study the possibility of an alternate seat of government. Dr. Larsen is head of the AEC's Sandia Labs (Albuquerque, N. M.).

Dispersal of Agencies

Dr. Larsen suggested that federal facilities be dispersed and underground shelters for them be constructed as measures of protection for the national capital. He listed "at random" those agencies which could be moved to another site because of their non-essential nature in an emergency: The Post Office Dept., the Dept. of Agriculture, the Veterans Administration and the Treasury Dept.

Defense spokesmen, while pointing out that Dr. Larsen's statements were his own and not the administration's, told BROADCASTING that because of the essential nature of the FCC as the communications regulatory body, the agency would not be included in any "list" of government facilities to be dispersed.

The commission proposed by Rep. Holifield would be headed by the Defense Secretary and would be made up of defense officials, and representatives of the Senate, House, judiciary and the Atomic Energy Commission. It would report to the President and Congress by Jan. 31, 1951. Study would include possible sites for a "substitute" government city and the administrative procedures to be followed.

Subsequent national defense peering into communications is probable by the temporary five-man Communications Policy Board named by President Truman [BROADCASTING, Feb. 20; also see page 17]. A defense official said the board most likely would concern itself with an investigation of the utilization of communications at time of a national emergency.

Other Hearing Possible

A similar study may be forthcoming when hearings are held by the House Judiciary Committee on the Holifield resolution. Rep. Holifield said his proposed commission "would investigate the measures which can be taken to ensure the continuous operation of the government of the United States in the event of attack by a foreign power."

Meanwhile, progress was indicated on certain electronic phases of civil defense with the revelation that a tentative schedule, subject to periodic change, has been set by the Munitions Board which lists equipment requirements in the communications field. The schedule will alter, officials said, with subsequent development of technical processes.

The whole operation of a communications set-up as a measure of national defense, as seen in the light of the trend toward dispersal and decentralization of the physical and administrative functions of government, follows the original theme as detailed in the book, *Star Spangled Radio*. Authors are Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston [BROADCASTING, Nov. 21, 1949]. Both served as executive officers in the War Dept., during World War II, formulating procedures and policies for vast radio networks here and abroad.

Still in the study stage is the possibility of making use of transit radio facilities in event of disaster. While applicable to situations created by flood or fire, radio-equipped buses also could be employed in a war emergency, defense officials believe.

Ben Strouse, general manager, WWDC-AM-FM Washington, capital franchise-holder of Transit Radio operations, said he had submitted a list of cities currently operating radio-equipped vehicles to Col. R. S. Stanford, civil defense communications officer. Mr. Strouse has reported both Col. Stanford and Lt. Col. Barnet W. Beers, assistant for civil defense liaison, as enthusiastic for wartime application of radio-installed vehicles. TR's role would be conversion of such vehicles to two-way radio.

Civil defense planners emphasize that their present problem in masterplan defense does not so much concern the central organizational group but lies in "getting the story across to the state and local levels."

VOICE OF DEMOCRACY

Final Festivities Set

PARTICIPATION of official Washington in radio's annual high school competition, the Voice of Democracy contest, marked week-long ceremonies honoring four young people who won national awards. Final events take place today (Monday) at Colonial Williamsburg, Va.

The winning students, selected from a million entries, were honored in a round of events that included the annual Voice of Democracy luncheon and greeting by President Truman at the White House Executive Offices.

On today's schedule are a noon luncheon at Williamsburg at which Gen. George C. Marshall, president of the American Red Cross, and the four students will be guests of John D. Rockefeller 3d. This afternoon the four will repeat their winning scripts in the historic House of Burgesses before Williamsburg high school seniors.

Broadcast Set

Final event will be a broadcast to the youth of the world by the four winners along with Gen. Marshall and Mr. Rockefeller. CBS and Voice of America will carry the program.

Presentation of $500 scholarships and certificates to the four winners took place Wednesday at a Washington luncheon, held at the Hotel Statler. Dr. Earl J. McGrath, U. S. Commissioner of Education, presided. He introduced Edward W. Barrett, Assistant Secretary of State for Public Affairs, who made the presentations. Ceremonies were carried on MBS.

Mr. Barrett recalled that the scripts demonstrated the unity of America and its strength as a fortress for free men. As Assistant Secretary of State he directs operation of the Voice of America, which recorded the ceremonies for later transmission to English speaking nations.

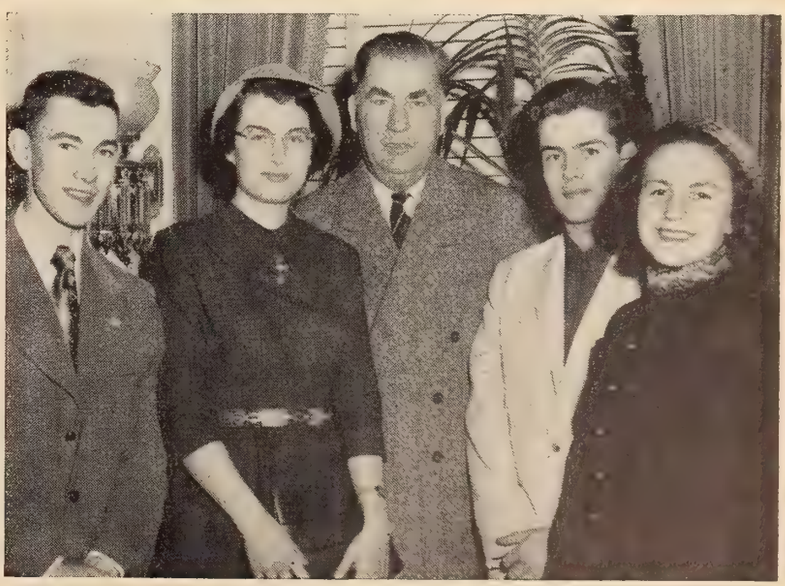
Gloria Chomiak, of Wilmington (Del.) High School, one of the winners, also delivered her script in the Ukraine language, similar to the Russian tongue, for the Voice of America. She said she spoke Ukraine and was able to read in four other languages. Her parents migrated to Alberta from Ukraine. She has had only four years of formal education.

Dr. McGrath said the Office of Education had endorsed the contest since its inception because it believes that youth represents the true strength of the nation and that "an affection for our way of life, and a true understanding of it" is sacred to youth's inheritance.

Clifford D. Cooper, of Alhambra, Calif., president of the U. S. Junior Chamber of Commerce, was a luncheon guest along with Justin Miller, NAB president, and Raymond C. Cosgrove, president of Radio Mfrs. Assn. The three associations sponsor the contest with

(Continued on page 77)

* * *



Flanking Sen. Johnson (center) are winners (l to r): Richard Chapman, Anne Pinkney, Robert Shanks and Gloria Chomiak.

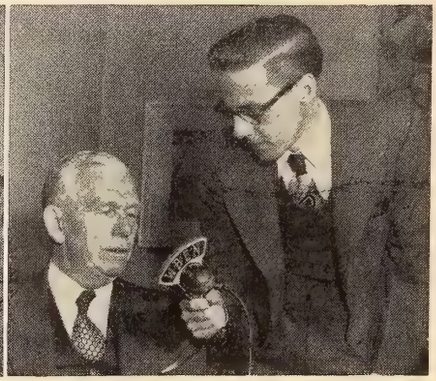


Radiorama

FRIEDA B. HENNOCK (l), FCC Commissioner, and Rep. and Mrs. Franklin D. Roosevelt Jr. (D-N. Y.), stop for a chat during a cocktail party given by the Roosevelts in Washington. Later, Miss Hennock and the freshman congressman and his wife attended the Jackson Day Dinner at the Carlton Hotel.

FREEDOMS Foundation Awards presented at Hollywood Ad Club meeting are proudly shown by (l to r): Knox Manning, CBS news commentator; Lewis Allen Weiss, board chmn., Don Lee-MBS; Reese H. Taylor, pres., Union Oil Co., who presented awards; and Howard Conner, radio dir., Spiritual Mobilization.





SPECIAL citations from the United Hospital Fund are presented by Roy E. Larsen (center), *Time* and *Life* president, to WCBS New York and Phil Cook (r), veteran WCBS star, in recognition of the station's annual "Books for God Campaign." Don Ball, program director, accepts the award for WCBS.

GENERAL GEORGE C. MARSHALL (l) is interviewed in his hotel room by Carl Erickson, newscaster of WBEN Buffalo. Gen. Marshall stopped in Buffalo during the course of a national tour which he is making for the American Red Cross. He is now serving as president of the Red Cross.





TOM MOORE (l) get good luck wishes for his *Ladies Fair* on MBS from H. S. Thompson, adv. mgr., Miles Labs, which is sponsoring the show for Tabcin. Others are (l to r): Les Waddington, Miles radio dir.; Carroll Marts, MBS Central Div. mgr.; Jeff Wade, radio dir., Wade Adv., Chicago.

BEFORE *Happy Landing* (transcribed interviews with National and American Airlines passengers in New York) starts on ABC, the new show gets a last minute check by (l to r): Don Gardiner (seated), announcer; Bob Jennings, producer; Bob Harlan, director; Martin Levy, asst. producer; Bud Collyer, m.c.



SAFFORD NAMED

Heads Ill. Broadcasters

MEMBERS of the Illinois Broadcasters Assn. unanimously elected Harold Safford, program director of WLS Chicago, president for the next year at the annual meeting in Springfield Thursday.

Leslie C. Johnson, general manager, WHBF Rock Island, is vice president, and J. Ray Livesay, president and general manager of WLBH Mattoon, is secretary-treasurer. Charles Caley, executive vice president of WMBD Peoria, was elected to the board of directors. Others are Charles Cook, general and commercial manager of WJPF Herrin; Arthur Harre, general manager, WJJD Chicago, and Merrill Lindsay, retiring president, and manager of WSOY Decatur.

FM broadcasters among the group attended an FM session Thursday morning, when Mr. Lindsay reported that he had been able to increase his rates 8⅓% because of augmented coverage through FM in surrounding farm areas.

Richard P. Doherty, head of NAB's employer-employe relations, was a surprise speaker at the afternoon meeting, which followed a luncheon for 40 members. He answered questions on labor relations from the floor. Mr. Doherty was introduced by Mr. Johnson, who said all Illinois stations should be members of NAB "if for no other reason than to take advantage of the employer-employe relations department."

FCC Actions

GRANT made by FCC in 1947 to WHOL Allentown, Pa., set aside technically by Commission last week and comparative proceeding designated for further hearing. Four stations granted ownership transfers. One AM and one FM authorization deleted. Details may be found in Actions of the FCC, page 40 and FCC Roundup, page 76.

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS *Straight Arrow* is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and David Smith for the agency, and Jerome Rosenthal for the union.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcasts, over the original payment, a rule followed by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcast later in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for services not rendered makes such payment illegal. The union seeks $12,000 in back salaries for actors since February.

RRN MEET

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily agricultural areas.

★

New affiliate representatives and other delegates gathered for the sessions. Attending was Elliott Sanger, *New York Times* executive vice president in charge of WQXR-AM-FM New York, outlets for United Fruit Co.'s *Weather Roundup* fed from RRN.

Michael R. Hanna, general manager of RRN as well as WHCU-AM-FM Ithaca, presided along with R. Bruce Gervan, secretary, Rural Radio Foundation, and Donald K. Deneuf, assistant manager in charge of RRN. Affiliate representatives included: Robert C. Goodrich, manager, and Don Girad, program director, WFLY (FM) Troy; Searle Rudd, program director, WRUN-FM Utica; Glen Sprague, manager, and Sheffield Davis, sales manager, WWHG-FM Hornell, and Earl C. Hull, *Niagara Falls Gazette*, vice president in charge of WHLD-AM-FM Niagara Falls.

The rapid progress of the network since its foundation in June 1948 from six to 11 FM stations was outlined at the meeting. Later additions, it was pointed out, intensify network coverage of a 40-county, upstate area with a seven million population. Program changes in new affiliates' schedules from six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top-flight programs from member stations for network broadcast.

The network's sales staff forecast an increased use of time by producers of farm goods and services. At the same time members expressed great hopes for the future of FM. All stations reported increased distribution of FM receivers in their coverage areas with one member offering survey figures showing a 40% FM set-ownership for his community. Louis Saiff, manager of *Watertown Times* station, WWNY-FM, did not get to the meeting because of weather conditions barring his travel. Basic owned-and-operated RRN stations are: WFNF (FM) Wethersfield, WVBT (FM) Bristol Center, WVCN (FM) DeRuyter, WVCV (FM) Cherry Valley and key station, WHCU-FM.

FACTS
About the Coal Crisis

For more than eight months, coal operators have been trying to make a contract with the mine workers' union. Before any new contract could be made, two union demands had to be eliminated:

1. Complete domination of coal production by the union, through its insistence on the "able and willing" and "memorial" clauses;

2. Insistence by the union on the power to exact enormous sums of money from employers to be spent as the union dictates on "welfare" for union members.

Federal Judge Richmond B. Keech upheld the view of the operators that these demands were not bargainable—were, indeed, *illegal.*

On "able and willing," Judge Keech said:

"Good faith does not permit such extraneous and unlawful provisions to be insisted upon by an employee group as a condition of wage agreement. To include such provisions would be tantamount to nullifying any agreement reached at its birth . . .

"The court concludes that insistence upon inclusion of the so-called 'able and willing' and 'memorial period' clauses in the negotiation of an agreement is a refusal to confer in good faith, and therefore a practice condemned by (the law)."

On union dictation and control of "welfare," Judge Keech declared:

"It is the opinion of the court that insistence that the welfare and retirement fund be administered so as to limit the benefits thereunder to union members and their dependents without compliance with the statutory requirements for a closed shop agreement, is in conflict with (the law)."

There can be no appeasement—no compromise—on these two fundamental issues.

AS TO THE SO-CALLED "MONEY ISSUES":

The ruthless power of the labor dictator is being used to "Kill the goose that lays the golden eggs."

Under the expired contract, wages, which the coal operators have offered to continue, are higher than those paid in any other major industry. The average hourly wage is $1.95 per hour, compared to $1.67 per hour in all manufacturing. This rate is also paid for lunch periods and "travel time," making the average underground earnings $2.40 per productive hour. In addition, vacation pay ($100.00 a year), social security, welfare and other payments increase labor costs to about $2.74 per productive hour.

Although the basic wage rate is $14.05 per day, on the basis of 6½ hours of actual work in underground mines, many rates are higher, so that the average daily pay amounts to $15.60.

If the additional labor costs are included, the figure is $17.81 per day.

Again and again, union monopoly in the coal industry has brought the country to the point of crisis to enforce its demands.

Since more than 60 per cent of the cost of mining coal is paid for labor, the price of coal to consumers has risen again and again.

Obviously, if this industry is to survive, there must be a stopping point.

Markets for coal are shrinking. It does not make sense to *raise* costs when markets are shrinking. That is the way to price the industry—operators—miners—railroads—retailers—out of the coal business.

The net effect is that union dictatorship is killing off the industry, is killing off jobs for miners. In the process, it is bringing suffering and hardship to all.

The Coal Operators Are Eager for a Working Contract with their Employees

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING WASHINGTON, D. C.

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE
MONTHS: July-August, 1949

Total Coincidental Calls—This Period - 15,115

INDEX	"A"	"B"	"C"	"D"
HOMES USING SETS	WKDA 21.7	22.0	18.3	10.1
Total Rated Time Periods	25.3	26.1		

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC · SPORTS · NEWS

RETAIL RADIO-TV Use Seen Expanding

"HOW TO MAKE advertising more effective" was the theme of the sixth annual advertising conference of Ohio State U. and a highlight of the session was a radio-TV seminar in which a retail leader predicted increased use of radio and TV by retailers the nation over.

Howard Abrahams, manager of the sales promotion division of the National Retail Dry Goods Assn., predicted that while the amount spent for newspaper advertising and retail store display will decrease slightly this year, the amounts spent on radio and TV will continue to increase as they have for two decades.

Mr. Abrahams said that while in 1939 5.1% of sales were spent for advertising, the percentage decreased through 1948 when it was 4.2%. The indications for 1949 and 1950, he said, are that the percentage will rise to 4.6% when 1949 statistics are gathered and 1950 should be higher. He believes this increasing higher percentage of sales spent on advertising is essential for stores to maintain high volume and for our standard of living to surpass its present high level.

Check on Media

Since alert retailers check the results of all advertising ventures, and thus are able to check the effectiveness of all media, Mr. Abrahams believes radio and TV have a greater chance to earn more of the retail advertising budget as time passes. He said retailers are using radio more because of the personal appeal that radio can make. This helps the large stores overcome the "stigma" of bigness, and combined with the wide circulation radio can gain, it is the acme for mass, personalized selling that stores must have. Also, the use of beamed program technique in radio makes advertising economical when a store is promoting a single line or department, he explained.

Mr. Abrahams added that in recent years retailers are realizing radio can do a fine merchandising and promotional job for them and are utilizing it for those purposes rather than using radio for strictly institutional purposes. The flexibility of radio and the fact it can create quick acceptance are valuable to the retailers, he pointed out. Along with these advantages is the important fact that radio creates store traffic and word of mouth publicity cheaply, which is an effective booster.

Mr. Abrahams added that many stores experimenting with TV are making the error of using it only for institutional purposes, as they had with radio, when actually TV has proved itself to be a potent merchandising medium. He stated experience to date indicates retailers using TV are setting up additional budgets for it rather than cutting down on other media.

Kendall Foster, television director of William Esty Co., in a discussion of "Effective Television Advertising," emphasized, that while the actual dollar expenditure for television advertising is extremely high, the cost per thousand impressions is remarkably low, and is becoming lower every month.

In tests of his client's television programs, Mr. Foster reported that a boxing show in New York had a cost of $1.13 per 1,000 impressions per minute of commercial, while a Los Angeles program had a cost of 90 cents per 1,000 impressions per minute of commercial. However, the actual dollar outlay for TV advertising may appall certain advertisers when an economical weekly program on a network of 25 stations cost $750,000 for a year, or three spot announcements per week on 58 stations cost $350,000 per year.

To illustrate the decreasing cost per 1,000 impressions of TV, Mr. Foster related how a program in a poor adjacency had cost $60 per 1,000 in 1948, but the cost in 1949 for the same program had dropped to $6 per 1,000. Mr. Foster emphasized that the effectiveness of television advertising does not depend on the time or station, but on the program and the ingenuity put into it by the advertiser.

Co-Sponsor Benefits

He warned all concerned with television that to maintain the effectiveness of the medium and the double, triple and quadruple placement of commercials must be eliminated. He said experience has shown that the co-sponsorship of sporting events, for example, where one concern takes the first half, results in high sponsor identification and an economy for many limited budget advertisers.

Dr. Kenneth Baker, of BMB, reminded the advertising men not to lose sight of the great record of radio advertising, the fact that there are more sets, more listeners and more stations than ever before. This, combined with the fact more money is spent locally for radio advertising than nationally, indicates the wide fields open to the medium and the untapped business resources that are not yet radio users.

The director of research for the Biow Co., E. L. Deckinger, told the conference television viewing and the much publicized visiting of TV owners' homes by non TV owners will settle down to normal activities as TV ownership becomes more widespread.

In surveys conducted by his company and various universities, Mr. Deckinger found that TV owners of several years standing have virtually the same viewing habits as those who have had sets but a few months. This, he sai rules out the novelty aspect of T and places it definitely into th scheme of American home life fo good.

The surveys indicated that vi tually no TV viewers have com plaints on the commercials, whil 66% feel TV programs are gooc 33% feel they are fair and onl 1% believe TV shows are poor. O the question of whether TV pro grams are improving 90% answere yes, only 1% said no. Mr. Deck inger believes this indicates an ex cellent acceptance of the mediur and an indication of future satis faction with it.

Most surveys show that amon TV-owning families, 23% less tim is spent reading magazines, 29 less time reading books and 72 less time attending movies. News paper reading time was down 5 in these homes. The upsurge o interest in drama is indicated i that 17% of those questione viewed drama programs agains 11% in 1948.

The keynote speaker of the con ference, Donald Hobart, director c research for Curtis Publication told the advertisers that constar research is necessary in our fluc tuating, competitive economy i order to make our advertising an sales efforts more effective. Manu facturers must keep an ever con stant watch on product uses, ac vertising appeals, on who buy what they buy, and how much the can buy.

While selling and advertising the key to our high standard c living and dynamic economy. M Hobart emphasized that sales prol lems deal more with outlets an distribution, while advertisin problems concern selling in th home—where people live.

Mr. Hobart believes advertisin is the only way the enthusiasm c the manufacturer for his produc or service can be carried to sale men, retailers, clerks and con sumers.

Network Business

(Continued from page 15)

$5,286,179; total, $15,425,427.

July: ABC, $2,788,151; CBS, $3 779,469; MBS, $1,133,315; NB $4,384,305; total, $12,085,240.

August: ABC, $2,544,096; CB $3,973,058; MBS, $1,119,364; NB $4,523,117; total, $12,159,635.

September: ABC, $3,077,28 CBS, $4,997,280; MBS, $1,178,38 NBC, $4,829,768; total, $14,082,71

October: ABC, $3,404,683; CB $5,754,037; MBS, $1,667,482; NB $5,597,183; total, $16,423,385.

November: ABC, $3,406,98 CBS, $5,573,015; MBS, $1,316,96 NBC, $5,558,195; total, $15,855,16

December: ABC, $3,656,49 CBS, $5,774,939; MBS, $1,345,81 NBC, $5,631,643; total, $16,408,88

THE NEW ERA IN *Thesaurus* BRINGS YOU A SENSATIONAL NEW SHOW
starring

8 of the biggest names in jazz!



JIMMY LYTELL
and the "DELTA EIGHT"

OLD NEW ORLEANS

HAPPY DIXIELAND JAZZ AND BLUES!

Jimmy Lytell and the "Delta Eight": *Jimmy Lytell,* clarinet; *Will Bradley,* trombone; *"Yank" Lausen,* trumpet; *Paul Ricci,* tenor sax; *Dave Bowman,* piano; *Bob Haggart,* bass; *Tony Mottola,* guitar; *Bunny Shawker,* drums.

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the *new era* Thesaurus show "Old New Orleans."

Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

"Old New Orleans" is just one of your many big sales-builders in the *new* Thesaurus. *New* Thesaurus gives you more practical help than ever before. You get more big-name stars, *comprehensive* programming and promotion, a steady flow of *current* material. Scripts by network-experienced writers ...lots of production "extras." Wire or write today for full details.

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

HAYES FILE SUIT

Seek $25,000 From Crash

TOTAL of $25,000 damages is demanded by Sam Hayes, NBC Hollywood newscaster, and his wife, Sally, in suits filed in Los Angeles Superior Court as an aftermath of a plane crash last Oct. 1 in which they were injured and Buddy Clark, network singer, was killed [BROADCASTING, Oct. 10, 1949].

Mr. Hayes asked $10,000 and his wife $15,000. Defendants are James L. Hayter, plane owner, and D. W. Mercer, pilot. Seriously injured also were Frank (Bud) Berend, NBC Western Division sales manager, and Jennings Pierce, NBC Western Division manager of public affairs, station and guest relations. The party was returning from the Stanford-Michigan football game at Palo Alto, Calif., when the plane crashed in a Los Angeles residential district.



Drawn for BROADCASTING by Sid Hix

"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

WJR, WWJ

UAW Files Complaint With FCC

LICENSE RENEWAL hearings for both WJR and WWJ Detroit were requested last week by Emil Mazey, international secretary-treasurer of UAW-CIO, in a formal complaint filed with FCC. He charged the stations with refusing to sell or otherwise make available time for discussion of the issues in the strike at Chrysler Corp.

Harry Bannister, general manager of WWJ, denied the complaint and recited his earlier statement that in all disputes involving the public interest free time would be given provided both parties to the dispute mutually participated. He had outlined this policy earlier in the month in a letter to Luckoff, Wayburn & Frankel, advertising agency for UAW-CIO which sought commercial time [BROADCASTING, Feb. 6].

Similarly, WJR termed the complaint "groundless" and said it first heard of the request for time when newsmen called to get WJR's reaction to the union's complaint to FCC.

Mr. Mazey, addressing his petition to FCC Chairman Wayne Coy, requested renewal hearings immediately so that "this matter can be gone into in detail." He said the actions of WJR and WWJ "in preventing the residents of Detroit from becoming informed on the issues in the Chrysler strike are in direct violation of the Commission's decision" revising its policy on broadcast editorializing, issued last summer [BROADCASTING, June 6, 1949].

Mr. Mazey related the union, through its agency, on Jan. 31 asked to purchase a daily 15-minute period on WJR but was advised only a single half-hour weekly was available. He said WWJ was queried the same day with 6:15-6:30 p.m. Tuesdays and Thursdays and 7:45-8 p.m. Mondays, Wednesdays and Fridays being offered. But before arrangements could be completed the time was refused since Chrysler would not participate, the union spokesman said.

He observed that WWJ refused time only because Chrysler declined and termed this a violation of FCC policy because "the Commission has never allowed one party to a controversy to veto public discussion of that controversy." Mr. Mazey said "fairness . . . might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position" and if it fails, to continue to make its facilities available for reply if so requested after the original broadcasts.

WJR explained that upon learning of the complaint it checked its sales traffic department "and found that a routine request by telephone had been made by the union's advertising agency." WJR said the specific time sought was not available and alternate times were turned down. The station said it "did not receive any other correspondence from the agency or the union requesting time or pressing the issue further."

WJR said its policy on controversial issues is clearly defined. "It provides equal opportunity for opposing sides to present their views . . . whether the time is on a commercial or sustaining public service basis," the station explained.

Mr. Bannister, in his earlier policy statement to the agency, guaranteed a minimum of one hour of Class A time weekly without charge for "joint" use of both parties in the controversy. He said additional use of WWJ's facilities would not be available to either party during the duration of the strike.

FOR THE FACTS ON THE CINCINNATI MARKET

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➔ *See Centerspread This Issue* ←

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Taylor to L&M

JACKSON TAYLOR, former vice president and director of McCann-Erickson, New York, effective March 1, will join Lennen & Mitchell, New York, as an account group supervisor.

RTDG PACT

ABC, NBC, CBS, WOR To Sign

AGREEMENT on a new contract covering members of the Radio and Television Directors Guild (AFL) employed by ABC, NBC, CBS and WOR-AM-TV New York was reached in New York last week following a meeting of network officials and union representatives with the New York State Mediation Board.

According to terms of the new contract, to be signed sometime this week, radio and television directors will receive a top weekly minimum of $145 [BROADCASTING, Feb. 6] and associate directors a $100 top minimum. The contract, retroactive to Jan. 1, 1950, expires June 1, 1952. About 360 directors are involved.

Directors working on commercial shows will receive 80% of the prevailing free lance rate schedule governing AM network productions. No schedule of commercial fees was set up for TV directors, sum to remain subject to individual negotiations.

It was learned, however, that the contract contains a clause which provides for reopening of negotiations for assistant TV directors Nov. 30, 1951—six months before expiration of the new contract.

Fees Point of Dispute

According to a guild spokesman, the question of commercial fees, involving agencies and advertisers directly, had been a primary point of dispute.

The agreement followed a number of negotiational sessions during which it had appeared that the directors' guild would strike the networks before the latter submitted counter-proposals finally agreed upon.

The strike tentatively had been set for midnight Jan. 31, a month after expiration of the old contract (which was extended), but was forestalled at the request of the State Mediation Board.

The guild originally demanded a $70 increase from $130 per week to $200 for radio directors and a $170 boost from $130 to $300 for television directors.

Hearing Designated

APPLICATION of A. D. Ring & Co., Washington consulting engineering firm, for radio facilities to aid in the adjustment of directional antennas for standard stations, was designated for hearing by FCC last week to determine whether such authorization falls within the eligibility requirements of the Commission's special industrial radio service. FCC indicated it wished to determine if such use could be considered regarding production and construction of directional arrays.

The

PAUL H. RAYMER COMPANY

proudly announces
the appointment of

REYNOLD R. KRAFT

as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field—13 of these years being spent as a specialist in Radio and Television.

During the past 5 years—as Sales Manager of NBC's network and local television sales—Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

Today the Paul H. Raymer Company is proud to make his services...and his outstanding experience freely available to television stations...advertising agencies...and television advertisers.

We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.



PAUL H. RAYMER COMPANY, Inc.

Radio and Television Advertising

New York Boston Detroit Chicago Hollywood San Francisco

BROADCASTING HISTORY

Revised Edition Being Readied

REVISED edition of broadcasting's historical record, first published in 1946, under the title of *The First Quarter-Century of American Broadcasting*, soon will be in the printed stage, according to Arthur B. Church, president of KMBC Kansas City, Mo., who sponsored the first and second printings.

Three years of new events and accomplishments are being incorporated in the revised edition, Mr. Church said. In addition, he stated, there are extensive editorial revisions to bring the book into line with existing conditions evolving out of broadcasting's rapidly changing complexion of recent years.

Price incentives have been arranged for quantity purchases of the book by libraries, educational institutions, etc.

The revised edition is being prepared editorially by E. P. J. Shurick, formerly promotion director of KMBC, who prepared the original edition. Since leaving KMBC, Mr. Shurick has been promotion and research director of Free & Peters Inc. He joins CBS on March 1 as market research counsel.

Mr. Church has invited broadcasters to submit new material for publication consideration by addressing it in care of KMBC. "It is our earnest desire," he explained, "that this book come as close as possible to recording the true and complete story of broadcasting development to now."

The book was first introduced to the industry before the 1946 NAB convention in Chicago and presented in recognition of National Radio Week to President Truman at the White House. In compiling the first edition, Mr. Church pointed out, the entire broadcasting industry participated, milestone events were classified in chronological order and "firsts" established through challenge sheets issued to all American broadcasters.

AFRS Chief Engineer

JOHN E. DUNN, of the engineering staff of WNJR Newark, N. J., resigned last week to accept a post as chief engineer of the Armed Forces Radio Service in Germany, France and England. Mr. Dunn departs for Europe today (Feb. 27).



ATTENDING the finals in the third series of *Phillips 66 Talent Parade*, which were broadcast over WCCO Minneapolis are (l to r) Carl Burkland, general sales manager, Radio Sales, New York; Floyd Nordstrom, Phillips divisional sales manager, and Gene Wilkey, general manager, WCCO. Mr. Nordstrom presented the winner of the series a $1,000 scholarship award during the show.

WFMJ CHANGES

Ups Power to 5 kw on 1390 kc

WFMJ Youngstown, Ohio, on Sunday, Feb. 19, began operating on a new frequency with increased power. Formerly on 1450 kc with 250 w, WFMJ now is assigned 1390 kc with power of 5 kw. The change took place two days after approval was received from FCC.

The move received heavy publicity in the Youngstown *Vindicator* and in papers in towns throughout the WFMJ coverage area, according to Leonard E. Nasman, sales manager.

Studios and offices will remain downtown in the three-story WFMJ Bldg. at 101 W. Boardman St., Mr. Nasman stated. By an arrangement with WHHH Warren, Ohio, formerly operating with 250 w, both stations will be enabled to broadcast with increased power, WHHH having given up its present frequency—1400 kc—to permit WFMJ to go to 1390 kc. Simultaneously, WFMJ, by giving up its 1450 kc frequency, enables WHHH to go to 1440 kc with 5 kw power.

Mr. Nasman said WFMJ had been trying to get 5 kw since 1941. WFMJ and its FM affiliate are owned and operated by The WFMJ Broadcasting Co.

Associated Signs 18

SIGNING of 18 new radio and television station clients for its transcribed library and program service has been announced by Associated Program Service, New York. Additional stations are:

WERS and WBUR Boston; WHUC Hudson, N. Y.; WBAL-AM-TV Baltimore; WQQW Washington; KLMS Lincoln, Neb.; WNAO Raleigh, N. C.; WMVA Martinsville, Va.; WNEX Macon, Ga.; WCPA Clearfield, Pa.; WLCS Baton Rouge, La.; WUOA Tuscaloosa (University of Ala.); WMRY New Orleans; KOGT Orange, Tex.; KFVO Clayton, Mo.; CJRT Toronto Ont.; KSMN Mason City, Iowa.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR
FAMILY HOUR OF STARS

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

64 $500.00 SALES...in ONE WEEK!



and

204 MORE LIVE PROSPECTS!

An Amazing Vote of Confidence in WOW!

Here's The Story...

WOW'S "Third Annual Farm Study Trip" was announced on January 11 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the "New South"; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, *within one week* 64 farmers responded—WITH CASH! 204 others in the same period wrote for information and application blanks.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office or telephone Johnny Gillin at Webster 3400, Omaha.

**Co-sponsored by:*
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic. Iowa; Ross Wallace Agency.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & General Manager
John Blair & Company, Representatives

. . . In the Public Interest

THE PERSISTENCE of a telegraph operator at the Alaska Railroad depot and the coverage of KFAR Fairbanks, were important factors in saving the life of an Alaskan trapper who had severed an artery in his leg. A phone call notified the telegraph operator of the trapper's plight, and the help of a bush-pilot was enlisted in bringing the wounded man to medical aid. The pilot was unable to land in darkness, so KFAR aired messages to citizens to place lanterns on a smooth place and mark out a landing strip. Enough lanterns were set out to enable the pilot to reach the patient and bring him to safety.

* * *

Shirley Krieger Day

THROUGH an announcement by Wynn Hubler Speece on her *Neighbor Lady* show over WNAX Yankton, S. D., an 11-year-old victim of tubercular meningitis has a radio-phonograph, records and a bank account. After the announcement was read by Mrs. Speece, 703 letters were received, plus $207.75 in cash. All local programs on WNAX, a few days after the initial announcement, were dedicated to the little girl, and the day was designated "Shirley Mae Krieger Day."

* * *

Forum For Living

AN OPPORTUNITY for all high school seniors to win valuable scholarships to schools of their choice is given by a state-wide public service campaign entitled "Forum for Living." Forum is aimed at safety in the home, on the highway and at work. Students enter essays on safety topics in the contest and compete in a series of 14 weekly radio quiz shows concerning safety. Shows are being aired over WEEI Boston, WSAR Fall River, WLLH Lawrence, WOCB West Yarmouth, WMAS Springfield, WHAI Greenfield, WTAG Worcester and WBBK Pittsfield, all Massachusetts. Final winners will receive scholarships varying from $500 to $2,000.

* * *

Radio Rescues Mink

WHEN a forgetful motorist in Edinburg, Tex., placed a $2,000 mink coat on the top of his car and took off for San Antonio, he discovered his loss a mile later and called KURV Edinburg. The station aired an announcement asking the finder of the coat to return it. A taxi driver had seen it along the highway and picked it up. After hearing the announcement, he returned the coat to the motorist and received a reward.

* * *

News From Children

KSYC Yreka, Calif., was able to bring comfort to listeners who suffered from the effects of a snowstorm which isolated communities, school busses and tied up transportation on highways in the area. Children who had been stranded in busses were sent to nearby farm houses, and KSYC relayed information of their whereabouts to worried parents. In one case, the special events crew of the station broadcast an interview with a group of stranded students.

* * *

Record Reported

WCCO Minneapolis claims a record during a recent blizzard in that area. Between 5:30 and 8:30 a.m. one morning, the station aired 163 announcements from different schools which would not be open. The station's news department maintains contact with more than 250 school officials in the Northwest each winter for this and similar purposes.

* * *

Juice Coming Up!

WATERMELON juice is considered out of season at this time of year in Philadelphia, but WIP in that city aired with success a request for the liquid to aid a 17-year-old boy who was suffering from a kidney ailment. John Facenda broadcast the appeal upon request from the hospital. Within six minutes, a listener in Salem, N. J., called the station and offered two quarts of the juice which he had bottled and frozen the preceding summer. Next morning three more watermelon juice fanciers called WIP.

* * *

Radio Aids Scientists

VITAL experiments and other work in laboratories of Massachusetts Institute of Technology, Cambridge, Mass., were in grave peril when a power failure occurred there early this month. It was imperative that researchers get to their projects before damage was done by lack of light, heat and timing devices. Officials immediately called upon Boston stations to air appeals to workers at the institute to return there. Within half an hour, 150 researchers had reported. Most of the damage done can be remedied due to the prompt action.

Philco Dividend

PHILCO Corp. board of directors has announced a regular quarterly dividend of 50¢ per share on the firm's common stock, payable March 11 to holders of record Feb. 27. Board also declared a quarterly dividend of 93¾¢ per share on preferred, 3¾% Series A, payable April 1 to holders of record March 15.

ONLY ONE STATION **COVERS**

THE SOUTH BEND MARKET—

AND WHAT A MARKET!

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

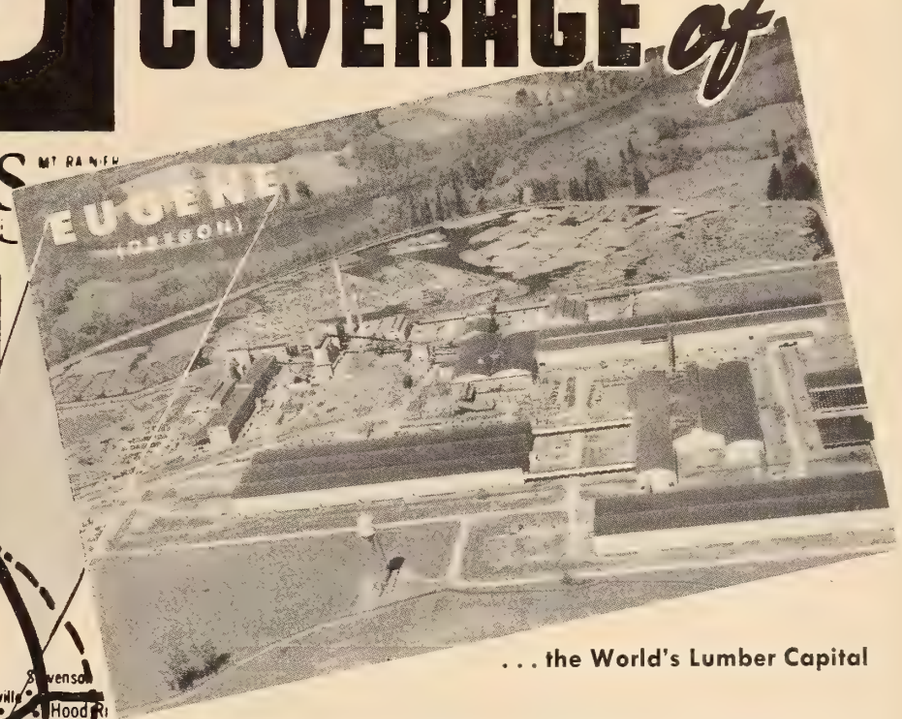
WSBT

WSBT SOUTH BEND

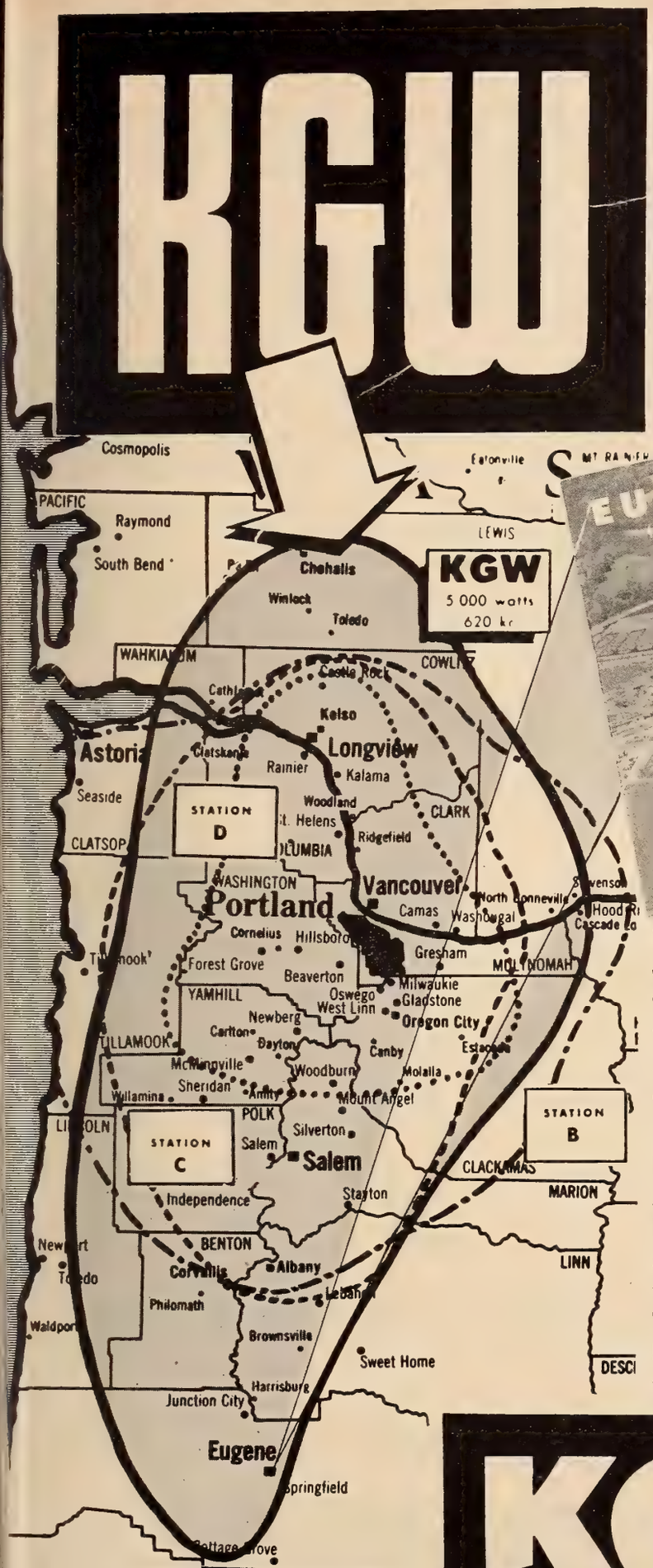
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KGW Delivers... COMPREHENSIVE COVERAGE of



. . . the World's Lumber Capital



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

When a city has 300 sawmills harvesting in an adjacent timber supply of 2½ million acres (larger than the State of Delaware) then it can call itself the World's Lumber Capital . . . as Eugene does. And in a capital there's a market . . . in this case a rich expanding market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Lumber isn't the only prop to Eugene's economy. Agriculture alone yields 16 million dollars annually. Eugene's population has increased 35 per cent since 1940, helping Oregon during his period attain the greatest population growth in the nation. THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS EUGENE . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

THE LATEST WCKY STORY

HIGH RATINGS and LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI.

Look at some typical ratings* produced by WCKY programs of news and music throughout the day:

11.30-11.45 AM SEGMENT OF MAKEBELIEVE BALLROOM:

	NET STA A	NET STA B	NET STA C	NET STA D
WCKY 6.9	4.3	6.3	5.1	4.0

1.15-1.30 PM SEGMENT OF WALTZ TIME:

	NET STA A	NET STA B	NET STA C	NET STA D
WCKY 5.6	3.9	5.4	6.9	4.4

4.15-4.30 PM SEGMENT OF MAKEBELIEVE BALLROOM:

	NET STA A	NET STA B	NET STA C	NET STA D
WCKY 6.3	4.3	4.0	8.3	4.5

5.30-5.45 PM SEGMENT OF SUPPER SURPRISE:

	NET STA A	NET STA B	NET STA C	NET STA D
WCKY 7.5	6.1	4.3	6.8	4.7

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

** - Nov.-Dec. Pulse 8AM-8PM Mon.-Fri.*
*** - Standard Rate & Data Jan. 1950*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI
YOUR BEST BUY
IS WCKY

6.00-6.15 PM WCKY NEWS:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
7.7	6.0	6.7	5.6	5.1

6.30-6.45 PM SEGMENT OF DAILY HIT PARADE:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
5.8	4.3	4.3	4.6	5.8

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

	WCKY	NET STA A	NET STA B	NET STA C	NET STA D
Open ¼ Hr. Daytime Cost**	60.00	70.00	68.00	239.50	60.00

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
50,000 W	250 W	5,000/1,000 W	50,000 W	5,000 W

AND WCKY, WITH 50,000 WATTS, GIVES YOU A PLUS AUDIENCE OUTSIDE CINCINNATI EVEN GREATER THAN CINCINNATI.

MAKE WCKY YOUR FIRST CHOICE IN THE CINCINNATI MARKET

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

NAB's Future

WHAT SHOULD a broadcaster expect of his trade association?

There is no pat answer. It depends upon the class of broadcaster. Or maybe he is a telecaster. Or in FM as distinguished from AM. He may be network-affiliated or independent. He may be clear, or regional or local. His desires will vary with his walk in radio life.

There are fundamentals, however, on which there can be little disagreement. A trade association there must be, to serve as the advocate of Radio by the American Plan. To be effective, it must represent a majority of those in radio. It should embody every segment of radio and TV.

The NAB is and has been that trade association since 1923. Periodically, there have been rump movements to set up competitive groups. The NAB, although several times reorganized in tempo with the prevailing times, has survived.

There's controversy about the efficacy of the present NAB. As always, it depends upon whose ox is gored. There are those who feel their dues should not be spent for services to newcomers or to stations which might become competitors. There are those who feel the NAB should be stripped down to a Washington watch-dog operation. There are as many views as there are station classes.

Radio is controversial. That is because radio is potent—the most potent medium extant. Almost every citizen regards himself as a radio expert. Nearly every type of program, from mystery to quiz show, has been lauded or lambasted by people in every walk of life. Radio is so universal in its appeal that it is one of the principal subjects of conversation in the United States. Everyone listens. And that very popularity makes the media a constant subject for debate.

There's lots of intramural NAB talk. There must be fire behind that talk. In recent years, however, not a single piece of legislation adverse to radio has passed Congress. Radio really hasn't been hurt to any greater extent than any other art or pursuit in our more extreme New Deal and now Fair Deal economy. Whether the NAB is responsible for this isn't necessarily the point. The NAB was on the firing line.

The NAB board has found it expedient to order significant changes and to raise membership dues. This has been done to meet criticisms and the budgetary requirements demanded by the membership as reflected by their elected board members. To drop out of the NAB now or to remain out of it could seriously threaten its survival. There is no substitute or successor organization even in the talking stage.

An NAB convention is coming up next April. There will be an opportunity then to debate and appraise. If the NAB order should be changed, the membership can so decree.

Broadcasters are articulate. They can and should speak their minds. While radio operates in a gold-fish bowl to a greater degree than most lines of endeavor, there nevertheless are important and delicate aspects of trade activity that cannot be covered by press release.

Before passing judgment, it behooves those who are responsible for America's radio—by all yardsticks the most effective and successful extant—to listen to the evidence at the NAB convention in Chicago next April.

Democracy's Spokesmen

FOUR young Americans with very definite views on the operation of radio in a democracy are winding up a week's visit in Washington and Colonial Williamsburg as guests of broadcasters, set makers and the U. S. Junior Chamber of Commerce. They go back to their home towns with a new knowledge of government and of broadcasting.

In the third annual Voice of Democracy contest these four young people competed with a million other high school students in the industry's annual radio script contest. They won the four national awards by clear thinking and clear speaking on a subject close to the core of American freedom. Throughout the nation, young folk studied the basic elements of freedom and stated the facts in 28,000 high schools as they competed for the contest scholarships.

High praise goes to all who have taken part in this important force for freedom. To the million alert students who competed. To the associations that worked together in a cause close to their very existence. To the U. S. Office of Education for its participation. And to the joint contest committee headed by Robert K. Richards, NAB public affairs director.

Who Said That?

IT IS HARD to beat the FCC, even when you win.

Thinking back, we can recall no occasion when, in a competitive proceeding, an applicant appealed to the courts and won, and still got a grant when the case was remanded to the Commission. Applicants who are able to have an FCC decision set aside in court just haven't seemed to prove as well qualified as their rivals, in FCC's eyes.

Comr. Jones must have had something of this sort in mind in writing his dissent in the current Easton-Allentown case (story page 43). FCC's decision to grant an Allentown applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a *de novo* proceeding in this case."

So now, three years and nine months after the hearing, the applicants find themselves back where they started—facing a hearing. That is a long time to wait for nothing. The undecisiveness of the Commission's action is the more difficult to justify because it came a full nine months after the court's decision in the case.

Comr. Jones' dissent suggests the delay may be attributed at least partially to the law bureau. He speaks of the "grave responsibility" of "the Commission or its general counsel" in such matters. We quite agree.

This journal has long opposed the power which the law bureau seems to exert over the Commission and the dispatch of its business. Whether it is exerted consciously or unconsciously does not affect the fact that such power exists. And so long as it does exist, it will be impossible to say whether the Commission speaks with its own voice or that of ventriloquists in its law bureau.

Our Respects To—



ELIAS ISIDOR GODOFSKY

"THE VOICE OF LONG ISLAND" is not only WHLI Hempstead, N. Y., it is the voice of Elias Isidor Godofsky. Mr. Godofsky at 38 is president, general manager and major stockholder of his second radio station, WHLI and its companion FM outlet. He was formerly president and general manager of WLIB New York.

When Elias Godofsky threw the switch that put WHLI on the air less than three years ago, veteran radiomen were convinced that he was faced with almost insurmountable barriers. Only 20 miles from New York, Hempstead was well covered by the big city's major networks and independent outlets. A local station could never hope to compete against such odds, and would never secure more than a nominal audience and very few commercial accounts, they thought. The past few years have proved them wrong.

In his early radio years at WLIB, Mr. Godofsky developed a theory that an independent station competing in a great metropolitan market can only be successful if it gives its listeners something they want and are unable to get from the networks. Adhering to this theory, WHLI concentrates on the "local angle," not only in news broadcasts, but in all of its program format.

Mr. Godofsky's policies have paid off. WHLI has attained an enviable position in the strongly competitive Long Island market. It presents stirring documentaries with editorial point of view, but never deals with political matters on any level except in straight newscasts, or when political parties on their own allocated time discuss issues. Ever attuned to the undercurrent of public opinion, Mr. Godofsky insists that his newsmen devote 60% of all news broadcasts to Long Island stories.

Elias Godofsky is no stranger to what the public wants. He had his first taste in New York's "Newspaper Row." Between the years of 1930 and 1933 he worked as a reporter for the *New York Evening Graphic*, the *New York Journal* and the Standard News Assn. He worked up from a reporter's beat to owner of several weekly newspapers in Brooklyn.

It was the spoken word rather than the printed that eventually captured the imagination of Mr. Godofsky. In 1939 he sold the Brooklyn newspapers and began his radio career.

In association with Arthur Faske, a pioneer in commercial broadcasting, Mr. Godofsky devoted fulltime to WCNW (now WLIB). Until 1944 he acted as president and general manager of the station, at which time he and his

(Continued on page 42)

NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs



A RAMBLE IN ERIN WITH Pat Stanton

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager
John E. Pearson Co., Nat'l Rep.

MONDAY thru FRIDAY . . . .

11:00 P.M. TO MIDNIGHT

WOV

NEW YORK

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Many Inquiries

EDITOR, BROADCASTING:

I thought you might be interested to know that already we have received many inquiries on the nature of our teaser ad in BROADCASTING.

Mary Moran
Wellam Advertising Co.
Lansing, Mich.

* * *

Cites Readership

EDITOR, BROADCASTING:

This is a belated note of appreciation for BROADCASTING'S flattering article about yours truly which Bill Thompson . . . wrote for the Jan. 23 issue. . . .

. . . Much fine reaction to the article emanated from my friends in the various agencies. This reaction immediately followed the issue and . . . denotes . . . BROADCASTING'S readership list is well represented among high-ranking agency personnel. . . .

George R. Guyan
Western Sales Manager
WGN Chicago

* * *

Urges Excise Repeal

EDITOR, BROADCASTING:

Regarding . . . your editorial in the Feb. 13 issue. . . .

. . . Is it not true that there is at present a 10% excise tax on radio sets and that until now television had been excluded simply because nobody had thought of television when the tax was first inaugurated?

This 10% radio excise tax has been somewhat of a handicap to FM . . . inasmuch as sets incorporating only television and FM . . . subject to the 10% tax while television only sets were not.

I think everybody would be much better off if we would all exert a little effort toward eliminating the 10% excise on any radio or television equipment. . . .

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

[EDITOR'S NOTE: BROADCASTING certainly favors the elimination of excise on all radio or television equipment.]

* * *

Teletype 'Thing'

EDITOR, BROADCASTING:

. . . In . . . BROADCASTING . . . (page 50, Feb. 13) you had a picture of . . . Bob Daniels (KDAL Duluth, Minn.) and his great invention of a "thing" . . . to counter teletype . . . static electricity. . . .

Believe it or not, that little item . . . saved one of our men's reason. His name is Bill Bohack and we had all been eyeing him rather suspiciously ever since he blurted out one day: "Look, the paper is climbing the wall."

Actually it was . . . when Mr. Bohack came up with HIS invention . . . he . . . placed a "thing" around the roller-bar of the paper . . . and . . . the paper got down off the wall and marched neatly along in the usual bulletin fashion. . . .

. . . Mr. Bohack's "secret" is . . . nothing more or less than a nice piece of Christmas TINSEL—just long enough to wind around the bar and stick its spiny ends against the paper. . . .

Joe Cummiskey
WPAT Paterson, N. J.

* * *

Mathematician

EDITOR, BROADCASTING:

Please check me on Mitch's Pitch formula.

$$\frac{\text{Time cost}}{\text{Program Audience}} = \text{cost per 1,000 impressions}$$

Wouldn't this be cost per listen-

(Continued on page 39)

CANADA'S ASCAP

Board Sets Copyright Fees

CANADIAN COPYRIGHT fees payable for 1950 by Canadian broadcasters to Composers, Authors and Publishers Assn. of Canada (CAPAC), Canada's ASCAP, were set at Ottawa by the Canadian Copyright Appeal Board at $292,618. Instead of paying less as requested by the Canadian Broadcasting Corp., the CBC will pay more fees this year—a total of $147,747, which includes fee for sets in Newfoundland, now part of Canada. The privately owned stations, represented by the Canadian Assn. of Broadcasters, will pay $144,971.

Fee is based on rate of 14¢ per licensed receiver at March 31, 1949, with each paying 7¢ per receiver. There is only one commercial broadcasting station in Newfoundland, two non-commercial privately-owned stations, and the remainder are CBC stations. There are 33,000 licensed receivers in Newfoundland. Last year CBC and CAB stations evenly split $272,164 in fees to CAPAC.

NBC ADDITIONS

8 Alaska Outlets Affiliate

AFFILIATION agreement between NBC and eight additional Alaska stations went into effect Feb. 15. The new affiliates are KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka, all owned by William J. Wagner, trading as the Alaska Broadcasting Co.

Effective the same date, KFAR Fairbanks and KENI Anchorage, owned and operated by the Midnight Sun Broadcasting Co., also joined the network [BROADCASTING, Feb. 20].

Facilities of the two groups have been made available to network advertisers on either a recorded basis or by shortwave broadcast transmission. All NBC programs will be broadcast by Magnarecorded tape made in Seattle and air-expressed to Alaska and via shortwave through the Alaskan Communication System.

The proposed rate schedule for affiliation with the Alaska Broadcasting Co. covers six stations which are available only as a group at a total package rate of $375 per evening hour, subject to network discounts and agency commission. Also available only as a group are the two Midnight Sun Broadcasting Co. stations with a rate set at $175 per evening hour. Both rates include all costs of delivering the programs and there are no cuts in announcement charges in either case, it was stated.

WPAT at 93

Servicing America's #1 Market!

NOW 24 HOURS A DAY

(5000 WATTS)

Stars galore

★ EMERY DEUTSCH
★ DAVE MILLER
★ MILO BOULTON
★ DON KERR
★ JOE COMMISKEY
★ JOHN H. FAULK

dials are swinging to 93

WPAT

PATERSON, N. J.
Owned and operated by the
Herald-News, Passaic-Clifton, N. J.

FOR THE FACTS ON THE CINCINNATI MARKET

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

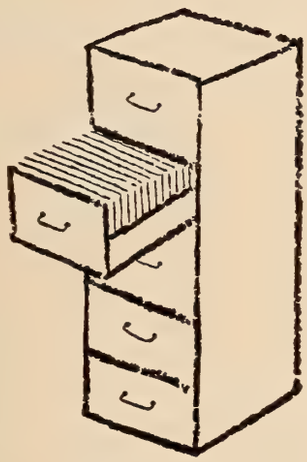
L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

how are your station coverage figures being filed?



...this way?



...or that?

The way your station coverage information arrives on a time buyer's desk makes a big difference in the way it is used... and if it is used at all. No matter how impressive your story might be, a poor presentation of these important facts can often mean a lost sale.

The correct interpretation and presentation of station coverage figures is just one of the reasons more and more stations of all sizes are turning to O'Brien & Dorrance. With a staff of experienced radio and TV promotion experts, O'Brien & Dorrance, Inc. is equipped to handle all phases of station promotion and advertising... from the design and production of direct mail folders, rate cards and trade magazine ads... to the dramatic, salesmanlike presentation of BMB, half-millivolt or mail-count coverage figures.

When you're ready for *searchlight* promotion at *candlelight* costs, think of... write to...

O'BRIEN & DORRANCE, inc.

ADVERTISING – SALES PROMOTION

160 East 56th Street, New York 22, N.Y.,
Plaza 9-5120

BRITISH RADIO

Liberals Urge Competition

GREAT BRITAIN's Liberal Party would like to see British radio engage in more competition—but not on the lines of American commercial broadcasting.

In a six-page document prepared by a special committee, the Liberals said their idea favors the systems of Canada and Australia. "We would be prepared to support a system similar to that in Canada and Australia, where chartered organizations are in competition with private enterprise stations or networks."

The document, submitted to the Beveridge Committee which is holding an inquiry into the state-owned monopoly, BBC, said safeguards would be needed against excessive broadcast advertising on private networks. British radio now has no commercials.

EARLE PEARSON

AFA Unit Director Dies

FUNERAL services were held last Tuesday (Feb. 21) at Pound Ridge, N. Y., for Earle Pearson, 64, director of special services for the Advertising Federation of America. Mr. Pearson died Feb. 18 at Northern Westchester Hospital, Mt. Kisco, N. Y.

Mr. Pearson, who joined the Advertising Federation in 1921, is survived by his wife, a son, Richard, and a sister, Miss Harriet Pearson.

Programs



ARRIVAL of survivors of crashed B-36 at McChord Field, Seattle, Wash., covered by KOMO that city. Interviews, lasting 30 seconds with each survivor, were tape recorded by station's news editor, Millard Ireland. Recordings were fed via NBC closed circuit to its *World News Roundup* next morning.

Spillway Opening

OPENING of Bonnet Carre Spillway, 35 miles from New Orleans, covered by WWL that city. Local celebrities, including Army engineer officers and deLesseps S. Morrison, mayor of New Orleans, were interviewed on remote broadcast by WWL. Spillway was opened to divert excess flood waters of Mississippi. It had been opened only twice before.

Series With Troopers

STATE Police of Maryland send representative trooper every Wednesday to *WAAM Sportsroom*, aired daily over WAAM (TV) Baltimore, 3-5 p.m. Trooper is interviewed concerning accident case histories drawn from police files. Hints concerning traffic safety, theme of show, are demonstrated by policeman. Station is donating time-signal daily to State Police's "Slogan of the Month" campaign. Announcer emphasizes safety theme while screen shows special slide made up by station's art staff.

Trial Coverage

TRIAL of Dr. Herman Sander, mercy-killing physican in Manchester, N. H., given on-the-scene coverage by WCOP Boston. Fulltime telephone line between courthouse and WCOP provides station with three reports daily from News Director Ron Cochran, who is in Manchester for trial. Three shows daily used to air material, with station interrupting any shows for important bulletins.

Canham Speaks

SPEECH titled "The Right of the People to Know," delivered by Erwin D. Canham, editor of *Christian Science Monitor*, aired by WSRS Cleveland. Speech was given at Cleveland Advertising Club luncheon. Among those attending were Nat Howard, editor of *Cleveland News;* Paul Bellamy, editor of Cleveland *Plain Dealer*, and Louis Seltzer, editor of the *Cleveland Press.*

Long-Range Telecast

FIRST six daily races at Hialeah Park, Miami, Fla., including feature event, are telecast nightly by WABD (TV) New York. Films are developed in truck which carries them to International Airport, Miami, and flown in four hour non-stop flight to New York where they are met and sped to station's studios. Races are described by Clem McCarthy, who does the voice live from studio. Features, human interest coverage and interviews with prominent track personalities are provided in films by Bill Corum, sports columnist for Hearst Publications.

TV Tests

AUDIENCE reactions to its current weekly telecasts on CBS-TV, Tuesday, 8 to 9 p.m., solicited by the Dept. of Defense in connection with its eight-week series designed to instruct its Organized Reserve Corps personnel. CBS is donating time for series, launched Feb. 14, which Army is using to test television as training medium for reserve components looking toward its use on regular basis. Series is supervised by Gen. Mark W. Clark, chief, Army Field Forces. Contr groups of ORC personnel are estal lished within 40-mile radius of eac city to which programs are beame and each group is given set of que tions relating to value of television a training vehicle.

Cancer Series

THIRTEEN-week series of program titled *For the Living*, made available t stations by American Cancer Societ which is using broadcasts as part o its nationwide education program i fight against the disease. Serie dramatizes known facts about cance its danger signals and methods use to combat it. Shows are 15-minute long and feature Edward G. Robinso as narrator, and other Hollywood an radio personalities, all of whom hav volunteered their talents.

Looking Back and Ahead

TWO forum type programs, one con cerning last 50 years, and other specu lating on possible developments durin next 50, aired by WYBC Yale U., Ne Haven, Conn. Both forums were on hour long and moderated by Cleant Brooks, English professor at unive sity. Panels for forums made up o members of Yale faculty.

Canadian Purchase

ENO's Fruit Salts Co. has pur chased the half-hour transcribe mystery feature, *The Sealed Book* for a 21 station coast-to-coas schedule across Canada, Charle Michelson Inc., New York, pro ducer of the show, announced las week. Agency is Atherton & Cur rier. Canadian stations are:

VOCM St. John's, Nfld.; CKWX Van couver, B. C.; CFAC Calgary, Alb CJCA Edmonton, Alb.; CFQC Saska toon, Sask.; CKCK Regina, Sask CJOB Winnipeg, Man.; CFRB Toronto Ont.; CHML Hamilton, Ont.; CFRA Ottawa, Ont.; CHOK Sarnia, Ont. CFCO Chatham, Ont.; CKNX Wing ham, Ont.; CHLO St. Thomas, Ont. CKWS Kingston, Ont.; CKSO Sudbury Ont.; CJKL Kirkland Lake, Ont. CJAD Montreal; CHSJ St. John, N. B. CHNS Halifax, N. S.; CJCB Sidney N. S.

WEEKLY schedule of *Cisco Kid* Frederic W. Ziv package, will be ex panded to Mon., Tues., Thurs., 8-8:3 p.m. on WOR New York.

Smith Davis



ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, h made money. $265 million to be exact fo Jan.-Sept. 1948. Farming is just one of 4 majo industries which together toted up retail sale of over $100 million in 1948.

A good portion of Montana's rich areas sit i the KGVO-CBS signal. And the best portio of sales in the area are KGVO-made sales Yours?



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ANACONDA BUTTE 250 KW

Know MONTANA ★

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Amplifiers
Power Supplies
Studio Lighting
TV Accessories

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AM Transmitters
AM Phasing
FM Transmitters
AM, FM Tubes
TV Transmitters
TV Tubes
Crystals

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BAR ASSN. MEET

Jameson To Represent FCBA

GUILFORD JAMESON, past president of the Federal Communications Bar Assn., is to attend the mid-year meeting of the house of delegates of the American Bar Assn. beginning today (Monday) in Chicago. He will be the first delegate to represent FCBA, now an affiliated national legal organization of the ABA.



Mr. Jameson

Among matters to come before the house of delegates of interest to radio will be reports by the ABA Section on Taxation and the Committee on Patent, Trademark and Copyright law. The tax section will consider a revision of Sec. 102 of the Internal Revenue Code which imposes additional taxes upon corporations declared to be unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders.

Mr. Jameson, member of the Sec. 102 committee, explained that in the December 1949 decision of the U. S. Tax Court in the KOMA Oklahoma City-KTUL Tulsa case, where the stations had withheld distribution of earnings on the ground that additional funds would be needed for FM and TV expansion, the court upheld the additional assessment levied by the tax commissioner. The latter had ruled that the stations failed to sustain the burden of proof imposed upon them to establish an immediate need for the use of additional funds.

The Sec. 102 committee, Mr. Jameson said, is to recommend that the statute be amended so as to shift the burden of proof to the tax commissioner, except in the most flagrant cases, and that additional taxes shall not apply if the corporation can show the funds are needed in connection with long-term planning, as distinguished from immediate needs.

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Management



PAT FLANAGAN, formerly with WJLK (FM) and WCAP Asbury Park, N. J., WWBZ Vineland, N. J., and WINX Washington, appointed manager of WOXF Oxford, N. C.

VERL BRATTON, vice president and general manager of WKTY La Crosse, Wis., received into Radio Pioneers organization. He will complete his 24th consecutive year in radio this spring.



Mr. Bratton

KENNETH B. CARNEY, former executive for NBC on West Coast, elected vice president of KHON Honolulu.

J. W. KIRKPATRICK appointed general manager of WORD and WDXY (FM) Spartanburg, S. C., effective March 1. He entered radio in late '30s and was manager of WGTC Greenville, N. C., until 1941 when he joined Spartanburg Adv. Co., which then owned both WSPA and WORD. He was named station manager of WORD in 1947 when it was purchased by Spartan Radiocasting Co., headed by **WALTER J. BROWN**. Mr. Kirkpatrick resigned as manager of WORD and WDXY a year ago to become manager of WCOV Montgomery, Ala. **JOHN CARRINGTON** continues as WORD-WDXY station manager.

RICHARD L. PYLES, formerly manager of WWNI Wabash, Ind., and before that commercial manager of WCMI Ashland, Ky., appointed manager of WCSI (FM) Columbus, Ind., succeeding **GRAEME ZIMMER**, resigned [BROADCASTING, Feb. 13].

AL MAFFIE, program director for WLNH Laconia, N. H., appointed assistant manager of station. He will continue as program manager.

MAURICE E. PURNELL, member of Locke, Locke & Purnell, Dallas law firm, elected a director and general counsel of A. H. Belo Corp., publisher of Dallas *Morning News* and owner of WFAA Dallas.

JACK RATHBUN, general manager of WBSR Pensacola, Fla., resigns to join Le Blanc Corp., Lafayette, La., as advertising manager, effective March 6.

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recuperating from a gall bladder operation he underwent Feb. 16.

JAMES D. SHOUSE, chairman of Crosley Broadcasting Corp. and executive committee member of Avco Mfg. Corp., is subject of article in next issue of *Look* magazine.

FIELD ENTERPRISES Inc., Chicago, moves its general offices to Rm. 1400, 211 W. Wacker Dr. Telephone: RAndolph 6-8554. **C. Howard Lane** is director of broadcasting, and **Carl J. Weitzel** vice president and treasurer.

DAVID ADAMS, manager of KCSB San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at NBC-TV Chicago, is the father of a girl, Hilary.

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tribute to the International Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled *Eleven Memory Street*, the documentary is based on 18 hours of tape-recorded interviews in Europe with 30 people of 17 nationalities. Program will describe functions of the IRO's child-search bureau.

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be cost per reader impression—not 1,000 impressions?

Gerry Boyd
WPAY Portsmouth, Ohio.

* * *

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P.I. deals. Your latest editorial "P.I. Plunder" [BROADCASTING, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT. . . .

Morris H. Blum
Pres. & Gen. Mgr.
WANN Annapolis, Md.



Dominant radio coverage in central Ohio is WBNS plus WELD-FM. This rich market has retail sales of $785,533,000 . . . And most of that is spent by WBNS families. That is why WBNS does the most profitable selling job in central Ohio. The tremendous selling power of this station has been proven again and again by local and national advertisers.

ASK JOHN BLAIR

WBNS
POWER 5000 D · 1000 N · CBS COLUMBUS, OHIO

ARROWHEAD MEET

On Sales, Merchandising

RADIO merchandising headlined the first annual Arrowhead Network Clinic held in Duluth, Minn., with sales and management personnel from all six of the group's stations taking part. Discussions on sales and merchandising were led by D. A. Baker, regional sales manager, and Jack Cosgrove, WEBC Duluth sales manager.

Entertainment was provided on the evening of the first day at the home of Morgan J. Murphy, Arrowhead Network president. At the concluding session, General Manager Walter C. Bridges termed the clinic an "unqualified success" and said it would be carried on as an annual affair. In addition to the personnel present from WEBC, Arrowhead's key station, other network stations were represented by Managers Ralph O'Connor, WISC Madison, Wis.; Harry Hyett, WEAU Eau Claire, Wis.; Greg Rouleau, WJMC Rice Lake, Wis.; Oscar Peterson, WMFG Hibbing, Minn., and Art Nelson, WHLB Virginia, Minn. Also present were Vivian Bulmer, Ella May Johnson and Norma Boss, who represent Arrowhead regionally. The two day sessions were held in late January.

MORE THAN 70 broadcasts from England were carried by CBS preceding and during national elections there.

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ACTIONS OF THE FCC

FEBRUARY 17 to FEBRUARY 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 17 Decisions . . .

BY COMMISSION EN BANC

Request Granted

WJER Dover, Ohio—Granted request to delete cond. (attached to CP) which now reads "that applicant will not commence operation until WFMJ Youngstown, Ohio, ceases operation on 1450 kc and is licensed to operate on 1390 kc," and substitute in lieu thereof: That permittee will not commence operation until WFMJ Youngstown, Ohio ceases operation on 1450 kc, nor be licensed to operate on its authorized frequency until WFMJ is licensed to operate on 1390 kc.

February 17 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

Nebraska Rural Radio Assn., Lexington, Neb.—CP new AM station 1010 kc 1 kw D AMENDED to request 1010 kc 25 kw D DA.

AM—1450 kc

Midwest Bcstg. Corp., Montevideo, Minn.—CP new AM station 1240 kc 250 w unl. AMENDED to request 1450 kc and omit contingency of KWAT relinquishing 1240 kc.

Modification of CP

Mod. CP new FM station for extension of completion date: WNOI Oak Park, Ill.; WBAB-FM Atlantic City, N. J.; WKBN-FM Youngstown, Ohio; WRVC Norfolk.

License for CP

License for CP new FM station: WOR-FM New York; KISW Seattle, Wash.; WHHS Havertown, Pa.

February 20 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WBSC Bennettsville, S. C. — CP change from 1400 kc 250 w unl. to 1550 kc 10 kw-D 5 kw-N DA-N.

Modification of CP

Mod. CP new AM station for extension of completion date: WTIM Taylorville, Ill.; WGSV Guntersville, Ala.

Mod. CP new AM station to increase power, change frequency etc. for extension of completion date: KYUM Yuma, Ariz.; KGEM Boise, Ida.

WALA Mobile, Ala. USES Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.

Write - Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-JA

A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

Mod. CP new FM station for extension of completion date: WBIB New Haven, Conn.; WPAR-FM Parkersburg, W. Va.

WNJR-FM Newark, N. J.—Mod. CP new FM station to change ERP to 4.5 kw, ant. to 57 ft.

TENDERED FOR FILING

Modification of License

WABB Mobile, Ala.—Mod. license to change from DA-2 to DA-N.

AM—1240 kc

WNOW York, Pa.—CP change from 1250 kc 1 kw D to 1250 kc 1 kw-D, 1240 kc 250 w-N.

APPLICATION DISMISSED

KAST Astoria, Ore.—Astoria Bcstg. Co. DISMISSED application for mod. CP to change frequency, increase power etc. for extension of completion date.

APPLICATION REMOVED

WCNC Elizabeth City, N. C.—Albemarle Bcstg. Co. REMOVED application for SSA on 1240 kc 250 w unl. for period not to exceed six mos. File closed.

February 21 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

WRXO Roxboro, N. C.—Granted extension to operate with reduced power for period of 10 days from Feb. 18, pending receipt and installation of replacement coil in final amplifier.

BY THE SECRETARY

KWHN Fort Smith, Ark.—Granted license new AM station; 1320 kc 5 kw unl. DA-N.

WJIM-TV Lansing, Mich.—Granted mod. CP to change trans.

WAVE-TV Louisville, Ky.—Granted mod. CP to extend completion date to 10-12-50.

WJIM-TV Lansing, Mich.—Granted mod. CP to extend completion date to 8-21-50.

WIRY Plattsburg, N. Y.—Granted license new AM station; 1340 kc 250 w unl.

KLFY Lafayette, La.—Granted license new AM station; 1390 kc 500 w D.

WEAR Pensacola, Fla.—Granted license change freq. to 1230 kc 250 w unl.

WHLD Niagara Falls, N. Y.—Granted license change freq. and power to 1270 kc 5 kw D, install DA and new trans. and change trans. location.

KCOL Nr. Fort Collins, Col. — Granted license change freq. to 1410 kc increase in power to 1 kw, install new trans. and DA-N and change trans. location.

WNBF Binghamton, N. Y.—Granted license change ant. and mount FM and TV ant. on No. 1 center AM tower.

KDWT Stamford, Tex.—Granted license install new trans.

WJBC Bloomington, Ill.—Granted license install new vertical ant. mou FM ant. on AM tower, install new trar and change trans. location.

WNBF-FM Binghamton, N. Y. Granted license change existing F station; freq. Chan. 263 (100.5 mc) EF 12 kw; 800 ft. ant.

KCLF Clifton, Ariz.—Granted mo CP for approval of ant. and trans. l cation, specify studio location.

WEBK Tampa, Fla.—Granted mo CP for approval of ant. and tran location and change studio locati

WISE Asheville, N. C.—Granted C install alternate main trans. at prese site of main trans. to be operated 1230 kc 250 w unl.

KONO San Antonio—Granted mo CP to change type of trans.

WMUS Muskegon, Mich.—Grante mod. license to change studio locatio

WFVG Fuquay Springs, N. C. Granted CP install new trans.

WGBI Scranton, Pa.—Granted CP change type trans. change trans. loc tion and make changes in ground sy tem.

KFEQ-FM St. Joseph, Mo.—Grante extension of completion date to 8-25-5

WMFD-FM Wilmington, N. C.—San to 9-1-50.

KTED Laguna Beach, Calif.—Grante license new AM station; 1520 kc 1 kw D 250 w-N DA-2.

WCOD Richmond, Va.—Granted l cense new FM station; Chan. 251 (98 mc) 34 kw, 430 ft. ant.

Leonard A. Versluis, Nr. Steven ville, Mich.—Granted mod. CP mak ant. changes in exp. TV station, KQE 30-32.

The Elm City Bcstg. Corp., Ne Haven, Conn.—Granted CP for rei statement of CP for freq. 6975-7000 0.1 w for KCA-60.

WKAQ San Juan, P. R.—Granted C install new trans.

Voice of Alabama Inc., Area of Bi mingham, Ala.—Granted CP and licens for new exp. TV relay KA-5816.

Following granted extension of com pletion dates as shown: KHSL Chic Calif. to 6-21-50; WSGN Birminghan Ala. to 8-12-50; KCBS-FM San Fra cisco to 9-1-50; KNX-FM Hollywoo Calif. to 9-28-50; WSPD-FM Toled Ohio to 9-6-50.

WHBF-FM Rock Island, Ill.—Grante license new FM station, Chan. 2 (98.9 mc), 37 kw, 380 ft. ant.

Jose Ramon Quinones, San Juan, P R.—Granted license for new remot pickup KA-2254.

KDON Palm Beach, Calif.—Grante voluntary assignment of CP and l cense from Central Coast Countie Radio Inc., to Salinas Newspapers In (parent company.)

Hays County Bcstg. Co., San Marc Tex.—Granted voluntary assignment c CP remote pickup KA-2025 from Hay County Bcstg. Co. to Central Bcstg. C Inc.

WSTA Charlotte Amalie, V. I.— Granted mod. CP to change trans location.

WFMJ Youngstown, Ohio.—Grante mod. CP for extension of completio date to 3-12-50.

NBC New York, N. Y.—Granted C for new remote pickup KA-5173.

Paramount Television Production Inc., Area, Hollywood, Calif.—Grante CPs three new remote pickups KA 5793-4-5.

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WFGM Fitchburg, Mass.—License fo CP new AM station.

TENDERED FOR FILING

AM—1310 kc

KNPT Newport, Ore.—CP AM statio to change from 1230 kc 250 w unl. t 1310 kc 1 kw unl. DA-N.

(Continued on page 75)

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Feature
Availability
Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!
National Representative—John E. Pearson Co.

Production

JEAN PAUL KING, formerly announcer, narrator and director of *American Album of Familiar Music* and *Fred Allen Show*, appointed program director of KDYL Salt Lake City.

ELSIE WRIGHT, formerly of WGR and WKBW Buffalo, WFBL Syracuse and WNMP Evanston, Ill., joins WBKB (TV) Chicago as continuity editor. JAMES HARELSON and WILLIAM HUTCHINGS promoted to assistant director and assistant film director, respectively, at WBKB (TV).

JEFF NAGLE, formerly announcer at KFVD Los Angeles, WMFR High Point, N. C., and WLEC Sandusky, Ohio, joins announcing staff of WNAX Yankton, S. D.

VICTOR F. CAMPBELL, production head for WBAL-TV Baltimore, appointed program manager for station.

MARK SHEELER, formerly with WSSV Petersburg, Va., and later with WJEJ Hagerstown, Md., joins WPIK Alexandria, Va., as disc jockey.

BETTY SCHMIDT, formerly with KYA San Francisco, and KXLK Great Falls, Mont., joins copy department of KXLJ Helena, Mont.

HAROLD AZINE, formerly producer-director of KLAC-TV Hollywood, has shifted to KTTV (TV) that city, in similar capacity. Before going to Hollywood he was with CBS Washington.

HAL LEWIS, formerly of KPOA Honolulu, joins KHON same city, bringing his three and one-half hour show to station. Program is carried by Aloha Network KHON, KIPA Hilo, KMVI Wailuku and KTOH Lihue.

SHERM FELLER, formerly with WEEI Boston, joins WCOP same city, as disc jockey.

CHUCK COOK, formerly of WEBR Buffalo, joins production staff of CHUM Toronto.

TOM PICKERING, formerly of WIMA Lima, Ohio, joins announcing staff at WIND Chicago.

RAY WASHABAUGH, program director of WOKZ Alton, Ill., and m.c. of *Club 1570* and *Whirligig*, resigns. Future plans have not been announced.

BERNIE BARRON, formerly of WVKO Columbus, Ohio, joins announcing staff of WLWC (TV) Columbus, Ohio.

BILL THOMPSON, of NBC's *Fibber McGee & Molly* show, and Mary McBride have announced their marriage.

AL CARVER, music librarian at NBC Chicago, is the father of a boy, Dennis Lee.

HARRY A. WAPSHARE, office manager of WNJR Newark, N. J., is the father of a girl, Hazel Ann.

Edgar H. Calder

FUNERAL services were held last Tuesday for Edgar H. Calder, 41, announcer-script writer, who died following a heart attack. Services were held from Dunaway Funeral Home in Hawthorne, Calif. Mr. Calder was found dead in a Hawthorne hotel on Feb. 17.

Respects

(Continued from page 34)

associates sold their holdings to Mrs. Dorothy Schiff of the *New York Post*. He continued for awhile as president of the station under the new ownership, but the desire to develop more of his own ideas prompted him to leave in 1945. Shortly thereafter he began the preliminary studies which led to the founding of WHLI in 1947.

Ever apparent at WHLI is Mr. Godofsky's early training as a newspaper man—the time honored editor's advice to "Get it first, but first get it right" is followed to the letter. WHLI is among the first to air any significant local development—both pro and con. Mr. Godofsky is keenly aware of the workings of public opinion and the public service nature of broadcasting. During the "big snow" of December 1947, the station aired information and warnings to listeners cut off from transportation and communication, while police and municipal and school authorities used the facilities to keep in touch with their communities.

In Commuters' Behalf

After the storm the station aired a three-part documentary, *Operation Snafu*, which pointed out the weaknesses of the Long Island Railroad which had become completely stalled during the storm, marooning thousands of commuters for as long as 24 hours. Constructive suggestions were made for correcting the situation—ideas later adopted by state, county and railroad officials. Mr. Godofsky took a personal part in the planning of these broadcasts and went on the air himself with the station's recommendations.

A great part of the successful operation of WHLI is family teamwork. Paul Godofsky, brother of Elias, is executive vice president of the station. Together they make top-policy decisions. Detailed supervision is administered by Paul Godofsky, who formerly was program manager of WMCA New York and station manager of WLIB.

A native of Brooklyn, Elias Godofsky was born March 1, 1912. The only part of his early life which stands out clearly, M Godofsky says, was his great relu tance to practice the piano. regret my many youthful efforts avoid practicing because now would really enjoy being able play the darn thing well, and course can't," he says.

Radio is a few steps remov from his original intent to becon a doctor or perhaps a lawyer. H attended New York U. pre-medic school in 1929, but later decid to give up the scalpel for the gav and entered St. John's U. La School in 1932. When his sideli newspaper work began to interfe with his college studies, he quit la school and started on a fulltin newspaper career which eventual led him to radio.

Photography Hobby

Elias Godofsky and Miriam Newman of Brooklyn were marrie in 1937. They have two daughte —Laura, 7 and Marylin, 4. M Godofsky's hobbies are photo raphy, with emphasis on motio pictures, and golfing and boatin All three hobbies are beautifull served by working and living o Long Island.

Looking to the future, when th FCC gives the go-ahead sign, Eli Godofsky plans to boost the pow of WHLI from its present 250 to 1,000 w and expand into telev sion and facsimile broadcastin These increased operations are pa of a plan for a large scale buildin program that will result in "Radio City" for Long Island.

KWBW HUTCHINSON

Wyse Widow To Operat

MRS. BESS MARSH WYSE widow of William Wyse, owner an operator of KWBW-AM-FM Hu chinson, Kan., will continue operate the NBC outlet with R. Rives as general manager, it wa announced last week.

Mr. Wyse, operator of KWB for the past 10 years, died la month in Hutchinson. A nativ of Austin, Tex., Mr. Wyse ha been associated with radio an newspapers for many years. H was well known in NAB circle He leaves, in addition to his wif two children.

22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Commercial

ICHARD J. SCHNEIDER Jr., formerly staff announcer at WJTC Sharon, Pa., appointed commercial manager of WXGI Richmond, Va.

VILLE SHANAHAN, previously h WJTN Jamestown, N. Y., and PA Bethlehem, Pa., joins sales ff of WKBW Buffalo, N. Y.

LLIS K. (Bud) FREIERT, formerly gram manager of WBAL-AM-TV timore, appointed sales manager station.

THUR G. SMITH, formerly Boston nager of Edward Petry Co., joins s staff of WJW Cleveland.

UGLAS M. JOHNSTON, formerly h KXA Seattle, joins KTBI Tacoma, account executive.

ANCIS SANFORD, formerly of advertising department of *Fortune* magazine, appointed account executive for BC New York.

ARLES ADELL joins MBS Chicago s staff as account executive. He been in radio sales for 12 years.

IES C. HIRSCH, freelancer in advertising and sales promotion, appointed an account executive of WNBT 7) New York, sales department.

B LEE, formerly commercial manager of CKEY Toronto, joins CHUM onto as national sales representative in Toronto area.

IN McCOY joins sales staff of OG Greensboro, N. C.

IES BEACH, former salesman at ND Chicago, joins commercial staff WBKB (TV) Chicago.

N SKOLNIK, formerly on sales s of WHOM New York and WGY-Schenectady, joins sales department of WLIB New York.

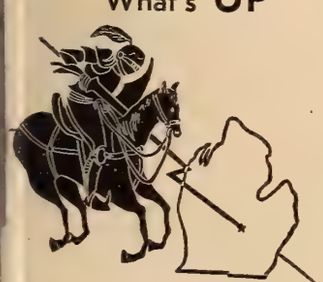
BERT HUTCHISON, formerly advertising director for Jack Kelly Adv. ncy, joins WLWC (TV) Columbus, , as salesman.

LLIAM T. BURGHART, local sales ager of WTAD-AM-FM Quincy, resigns effective March 15.

N SERACENO, of ABC Chicago's service staff, is the father of a

? ? ? ? ? ? ? ? ?

What's UP



IN LANSING ?

? ? ? ? ? ? ? ? ?

ALLENTOWN

FCC Orders Rehearing; WHOL Set Aside

THREE-YEAR-old grant which established WHOL Allentown, Pa. (1230 kc, 250 w), was technically set aside by FCC last week and further hearing was ordered in the lengthy Allentown-Easton case to meet requirements of a ruling by the U. S. Court of Appeals for the District of Columbia. The action drew sharp rebuke from Comr. Robert F. Jones in his dissenting opinion.

Effectiveness of FCC's order was stayed insofar as it related to WHOL, however. The Commission indicated the station may continue operation pending the further hearing and release of a final decision. Others involved in the proceeding are WEST Easton and Easton Publishing Co., licensee of WEEX (FM) Easton.

The Court of Appeals remanded the case to the Commission for further consideration upon complaint of Easton Publishing, losing bidder for a new outlet on 1230 kc at Easton [BROADCASTING, May 9, 1949]. The court stated it could not determine from the findings how FCC concluded the needs of Allentown for a fourth outlet (third full-timer) were greater than Easton's for a second station.

The Commission majority, in calling for further hearing, declared the existing record is insufficient to allow the extent of comparison required by the court between the two communities as to relative service needs, existing programs, proposals of the applicants and their ability to carry out the proposals. Major changes in ownership and officers of Easton Publishing and WHOL also were cited by FCC as requiring further hearing to establish their qualifications.

Denied Motions

The Commission denied motions of the parties to stipulate to the accuracy of the various changes from the time of the 1947 decision to date and that no changes in original policies and proposals have or would occur. FCC said the facts were too substantial to allow mere stipulation, even though it recognized the proceeding has been long and it's "desirable to bring it to an end."

FCC allowed 20 days for the applicants to amend their applications to bring them up to date. The Commission indicated it must reconsider the situation as it exists today through further hearing in view of the policy set by the 1940 Pottsville Broadcasting Co. decision.

In his dissent, Comr. Jones charged the Commission is unnecessarily calling for a further *de novo* hearing. He particularly attacked the majority's call for extreme detail of the program proposals of the applicants and the program services now available.

"For the first time in its history," Comr. Jones said, "the Commission, in a 307(b) case, calls upon the parties to furnish evidence not only of their own programs (which is in the record) but also evidence of the programs of others. . . . I have found no case where such minutiae of program detail has been required.

"On the contrary," he pointed out, "the Commission refused an express request by the losing parties for findings based on evidence of this nature" in the Texas Star Broadcasting Co. decision issued in early February [BROADCASTING, Feb. 6]. Texas Star received final grant for a new station at Dallas on 740 kc with 10 kw day, 5 kw night, directional, while KTRH Houston was denied bid to modify its daytime directional, operating on 740 kc with 50 kw.

Jones Viewpoint

Comr. Jones said the court's ruling only asked for more findings on the record heretofore taken. He said it didn't "even suggest that more evidence need be taken" and "did not even hint at a deficiency in the evidence regarding programs."

Comr. Jones further noted that the stipulation made by the various parties were in direct response to the Commission's desire to follow the *Pottsville* policy and bring the facts up-to-date, even though the court in remanding "treated the facts in this case as static."

The Commission reported that Chester Snyder, formerly president and 46.65% owner of Easton Publishing, is now deceased and that Anna M. Snyder and Daniel W. Snyder, "strangers to this proceeding, in their individual capacities and as trustees under the will of Chester Snyder, now own the stock formerly owned by him."

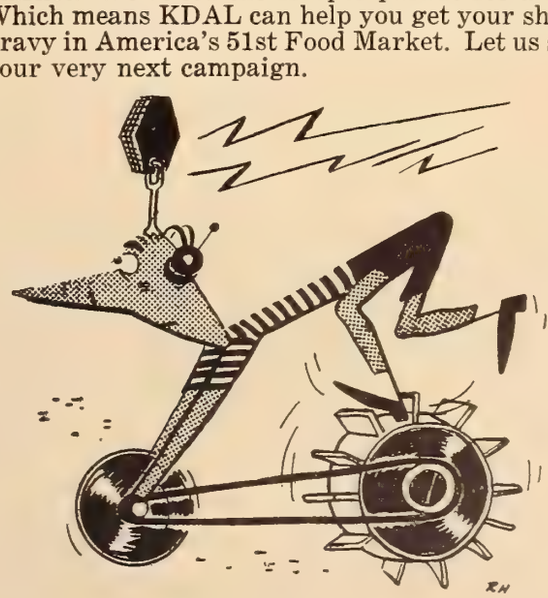
Concerning ownership of Allentown Broadcasting Corp., WHOL licensee, FCC noted that Lewis and Cora G. Windmuller, who formerly held 74% interest, have transferred part of their shares and other stockholder changes have occurred with the result that 51.21% of the station "is now owned by strangers to this proceeding."

Dameron Honored

INSTALLATION of a new chapter of Alpha Delta Sigma, professional advertising fraternity, named for Dr. Kenneth Dameron of Ohio State U., took place last Wednesday in Columbus. James W. Egan Jr., former vice president and advertising director of the *Toledo Blade*, was in charge of the ceremonies. The chapter, with more than 100 charter members, is claimed to be the largest in Alpha Delta Sigma's 37-year history. Dr. Dameron, Ohio State faculty member for 18 years, served as sponsor of Gamma Alpha Chi, which preceded Alpha Delta Sigma at Ohio State.

FOOD PEDDLER . . .

DULUTH, MINN.—"Like their food in the Duluth-Superior Market? Why, they'd die without it," quips Otto Mattick as he glides along on his pedalmowheeler. But he's not funning when he says they like their food hereabouts. Matter of fact, this is America's 51st Food Market. And KDAL is the dominant advertising medium in this market. We've led the Hooper parade for a long time. Which means KDAL can help you get your share of the gravy in America's 51st Food Market. Let us start with your very next campaign.



Avery-Knodel have the details of the retail food story in KDAL's market. And of KDAL's outstanding selling job. Ask for it.

Allied Arts

WILLIAM BURNHAM named vice president in charge of sales of Transfilm Inc. He has been with Transfilm since last year, and formerly was with RKO Pathe and Cascade Pictures of California.

GILFORD-SCHLICHTER PROD. Inc., new Hollywood firm, at 5746 Sunset Blvd., re-formed under name of **Pegasus Inc.** to produce TV programs and motion pictures. **CARL SCHLICHTER** is president, with **LOU HOLZER** vice president. **MAX GILFORD** is secretary and general counsel. Initial production is *Marshal of Gunsight Pass,* sponsored by Kern Foods Products on KECA-TV Los Angeles.

HARRY BLUESTONE, production manager of Standard Radio Transcription Services Inc., Hollywood, transfers his headquarters to 665 Fifth Ave., New York. Facilities will also be maintained in Chicago and Hollywood.

Equipment

NORMAN SKIER, for three years assistant sales manager of Pilot Radio Co., named administrative assistant to **Ernest A. Marx,** general manager of receiver sales, Allen B. DuMont Labs. He will be charged with duties concerning administration of expanding receiver sales division, having extensive background in television sales, merchandising, retailing and business administration.

RALPH T. REED, president of American Express Co., and **WILLIAM D. GAILLARD Jr.,** member of Milbank, Tweed, Hope & Hadley law firm, elected to board of directors of Western Union Telegraph Co.

Cole To Erwin, Wasey

APPOINTMENT of M. John Cole as radio director of the Minneapolis offices of Erwin, Wasey & Co., was announced last week by Ray C. Jenkins, executive vice president in Minneapolis. Mr. Cole's duties will include supervision of radio and television planning for clients of that office, Mr. Jenkins said. A native of Connecticut, Mr. Cole was formerly with WBRY Waterbury, Conn., and KWDM Des Moines.

EDUCATION

Keynote for Seattle Radio-TV Meet

AUTHORITIES in the fields of public service and educational radio will participate in the third annual Western Radio-Television Conference, scheduled for this weekend (March 3-4) in Seattle. Program details were released last week by the 1950 conference chairman, Prof. Edwin H. Adams, director of radio for the U. of Washington [BROADCASTING, Feb. 13].

The opening general session Friday morning, to be chaired by James M. Morris, program manager of KOAC Corvallis and executive secretary of the Oregon State Broadcasters Assn., will start with a welcoming address by John C. Crabbe, chairman of the executive committee of the Western Radio-Television Conference.

Morning Session

The morning panel, entitled "Let the Public Know About Your Programs," will include Robert S. Nichols, head of his own agency in Seattle; Donald K. Anderson, director of public information for the U. of Washington, and Milo Ryan, associate professor of radio journalism at the university.

George Jennings, director of the Chicago Radio Council and president of the Assn. for Education by Radio, will address the afternoon general session. Chairman will be Marjorie J. McGilvrey of Mountain View High School, Mountain View, Calif. Following Mr. Jennings' address there will be a panel discussion on "Helping Teachers Utilize Radio and Television." Participants will include Don S. Somerville, school specialist in radio at Oregon State College, and Frances Gilbert, program director of KRVM Eugene, Ore.

Group meetings of the Intercollegiate Broadcasting System and AER will follow.

The evening program, to be presided over by William Sener, head of the radio department at the U of Southern California, will start with a film, "Four Ways to Drama," with comment by Walter K. Kingson, head of the radio division at UCLA. This will be followed by a panel on "The Art of Listening," with the following participants: Patricia L. Green, assistant supervisor of radio for KBPS Portland Ore.; Carroll Foster, public affairs director of KIRO Seattle; M. Kingson, and Mrs. Raymond E. Allen, radio chairman for Seattle Junior Programs.

Hansen Chairman

On Saturday the program will start with a general session under the chairmanship of Dr. John E. Hansen, consultant on instructional materials service of the Washington State Dept. of Public Instruction. Panel participants on the subject of "Creating the Successful Public Service Program" will be William H. Ewing of the U. of Oregon; Allen Miller, manager of KWSC Pullman, Wash., and Tom Herbert, public relations manager for the Seattle Chamber of Commerce.

"What Gives a Program Interest" will be the topic of a Saturday afternoon general session, with Archie Morton, manager of KJR Seattle, serving as chairman. Panel participants will include Lee Schuman, program director of KING TV Seattle; Gloria Chandler, of Gloria Chandler Productions, New York, and Luke Roberts, director of education for KOIN Portland Ore.

At 4 p.m. Saturday a business meeting is scheduled for the Intercollegiate Broadcasting System.

Feature of the Week



L to r: Mr. Lovan, winners Miss Bredlow and Miss Willard, Mr. Roberts.

POINTED up by radio and television, Dallas' first Advertising Week, Feb. 10-17, proved an unqualified success, according to reports from the Texas metropolis.

Theme of the campaign was centered on selling the public on the thought: "If it weren't for advertising, you'd pay more for most things. Advertising creates mass markets."

WFAA, KRLD-AM-FM-TV and WRR cooperated with the Dallas Advertising League for a series of special programs tying in with the drive. Highlighting the radio-TV effort was a show on KRLD-TV on which winners in a high school editorial contest on "How Advertising Serves," were interviewed by W. A. Roberts, KRLD commercial manager and Ernest S. Lovan, vice president of Tracy-Locke Co., Dallas agency, general chairman of the week. Contest winners were Jo Ann Bredlow and Ann Willard.

Simultaneously, broadcasting's big role in advertising was emphasized by a *Dallas Morning News* (WFAA) article on the "$50,000,000 Dallas advertising industry" which estimated Dallas radio business as $2,000,000 yearly, seven-eighths for time and one-eighth for talent.

At the Ad League's windup luncheon, Feb. 17, George Wever, *Life* magazine promotion director, proclaimed that "now, in 1950, advertising is on the threshold of its greatest potential."

STEWART-WARNER Corp., Chicago directors declare 25¢ per share cash dividend on $5 par value common stock, payable April 8 to stockholders of record March 17. Similar dividend was paid Jan. 7.

Only actual service rendered brings

Letters like these

to WLS CHICAGO 7

(See 2nd Cover)

Clear Channel Home of the National Barn Dance

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

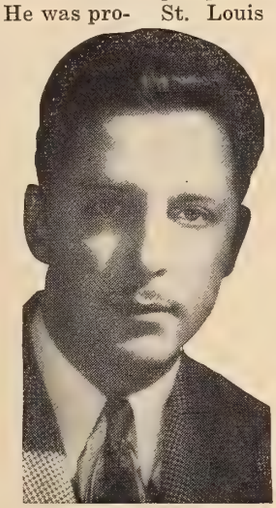
JOS. WEED & CO.

350 Madison Ave., New York

On All Accounts

WHEN Ruthrauff & Ryan's St. Louis office notices a client acting curious about radio, a few hours' exposure to Dave Mars usually wins him over. Dave, who formerly headed up the promotion departments at both KXOK and KMOX St. Louis, is one of broadcasting's best salesmen in the Missouri metropolis.

The R&R account executive had radio forced on him — but that didn't make him mad. He was promotion manager of the *St. Louis Star-Times* when that newspaper put KXOK on the air. The management told him that henceforth he would be in charge of promotion for both paper and station. Soon Merle Jones, then general manager of KMOX, lured him to the Columbia station, and from there Dave branched out into business for himself. The Mars Advertising Agency, which he headed for four years, at one time had 38 strong radio accounts in the food, automobile, and industrial field.



DAVE

A native of Kirkwood, Mo., David Richardson Mars is one of two sons of a local banker. His brother pursued a banking career, but Dave took up commercial art at Washington U. His first contact with advertising people came shortly after he left school to open his own art studio. Within a few months he had landed contracts to handle the advertising campaigns for two chains of ice cream stores (285 shops in all), and he eventually wound up as advertising manager for both concerns.

Equally as good a salesman as he is an advertising man, Dave prospered as sales manager of a St. Louis photostat concern just prior to joining the *Star-Times*. One of his present clients at R&R thinks so much of his sales ability that he often imposes on Dave's good nature by asking him to coach new members of his sales staff.

Dave's accounts include the St. Louis Dodge Dealers Assn. (AM and TV); Sidney Weber Inc. (also Dodge); Krey Packing Co.; Dempsey-Tegler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for WIL St. Louis and KHMO Hannibal, Mo.

Dave married Elenore Seifert of Webster Grove, Mo., in 1933. They have two sons—David Jr., 12, who is showing promise as an ice skater, and Jon, 8. The family lives in Richmond Heights, a St. Louis suburb.

A collector and refinisher of old firearms, Dave also likes walking as a hobby. He *must* like it, because several years ago—on a dare—he walked from St. Louis to Los Angeles. (Research discloses, however, that Dave didn't walk all the way. He holds something of a record for hitch-hiking between the two cities, negotiating the distance in five days.)

Dave is a Mason and is active in the Advertising Club of St. Louis.

NAB SPOT FORM

Bratton Urges Change

CHANGE in NAB's standard spot contract form to give a better break to long-term advertisers is advocated by Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis.

Mr. Bratton points out that "radio's most coveted advertisers are those who buy on a full-year basis" but the standard contract gives him no additional advantage. He suggests that renewal discounts to advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that Paragraph C. under time rates be amended by dropping the phrase "and then such lower time rate shall apply to the whole contract."

"I want advertisers to sign long-term contracts and I think they should be given some rate consideration for so doing," Mr. Bratton said.

TWO special broadcasts were dedicated to National Future Farmers of America Week, Feb. 20-27, by KDKA Pittsburgh.

The Pudding's Proof

COPY WRITERS often take pride in their product, but Nell Masarin, copy chief at KURV Edinburg, Tex., knows hers is good because she has visible proof. One of KURV's advertisers, a taxicab company, thought so much of Nell's copy that the cab company owner requested a piece of copy for each of his cabs to pin to the dashboard as required reading for each driver. With the copy was this message from the owner to each driver: "Now lookie here, Miss Nell has written all this fine stuff about us and we can't let her down."

INTERNSHIP

CRJ-NAB Continue Program

RADIO internship program sponsored by the Council on Radio Journalism and the NAB will be continued in 1950, according to Arthur C. Stringer, NAB special services director and secretary-treasurer of the council.

The summer's program will be the sixth of the internship series, started by the two organizations in 1945. Under the plan, selected teachers of journalism serve in radio station newsrooms during the summer. Financial aid is provided by participating stations. Taking part in the 1949 internships were KCMO Kansas City; WMAZ Macon, Ga.; WLW Cincinnati; WDUZ Green Bay, Wis., and WJOB Hammond, Ind. NAB has just published a report covering the fifth series.

Chris Lykke

CHRIS LYKKE, 48, San Francisco public relations and advertising man, died of a heart attack Feb. 16. Since 1946 Mr. Lykke had his own agency, Chris Lykke & Assoc. The agency will be continued by his widow, Fawn Lykke, who was a partner in the business.

WEBSTER ELECTRIC Co., Racine, Wis., announces price reduction of $25.50 on its standard Ekotape, model 101-4.

News

BOB EDELL, formerly with WKBZ Muskegon, Mich., WDLP Panama City, Fla., and WJBC Bloomington, Ill., joins WSDR Sterling, Ill., as director of news.

FRED RAWLINSON, formerly sportscaster at WKLV Blackstone, Va., joins news staff of WJEJ Hagerstown, Md.

CHET HUNTLEY, Columbia Pacific Network news analyst, honored for "outstanding reporting and interpretation of the news" during 1949 by Southern California Assn. for Better Radio & Television.

CONNIE O'DEA, news and special events chief at ABC's Central Div., is the father of a boy.

BOB OTTO, WCPO Cincinnati news director, listed in current American Catholic *Who's Who*.

JACK CHASE, morning news editor for WCOP Boston, is the father of a boy, Marc Alan.

ROBERT WHITAKER, newsman and announcer for WPAY-AM-FM Portsmouth, Ohio, is the father of a girl, Lindsey.

LISTING of all Canadian stations and networks carrying programs of British Broadcasting Corp., now given monthly in British government's *Monthly News Letter* sent to Canadian publications.



WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

FIRST

In latest Conlan survey WARD LEADS in audience and low cost coverage. BIGGEST audience . . . . . LOWEST cost.

Represented by Weed & Company

BRITISH ELECTIONS

Coverage Costs $50,000

IN EXCESS of $50,000 in time, talent and facilities costs were borne by the major radio and television networks last week in comprehensive reports on the British elections held Thursday.

While the British Conservative, Labor and Liberal parties last week abstained, by mutual agreement, from using the airwaves to reach the people, U. S. radio and television went all out to apprise the American people of pertinent issues, airing actual campaign addresses, and informing John Q. Public of the election returns—all as a public service and, for the most part, without direct sponsorship.

The $50,000 figure is not all-embracing since the networks actually began their election coverage, in some cases, as early as late January. Television's role necessarily was limited to film and live commentary pending that international dream—the transoceanic cable. Even so, the costs of film editing, commentators, etc., presumably made the venture a relatively expensive one.

Following is a summary of network coverage, before and after the election, but not necessarily in the order of time allotted or expenses sustained:

Churchill Talk

NBC's coverage, which actually got underway last Jan. 21 with portions of a Winston Churchill speech, dealt with a variety of subject. On three successive Saturdays, beginning Feb. 4, from 5:30 to 5:45 p.m., the network quoted additional speech excerpts, reported on British political attitudes and on press reactions. NBC also aired half a dozen interviews with England's "Man-in-the-Pub."

In addition, its weekly *Voice of Events* included election material. With election fervor reaching its peak last Wednesday and Thursday, NBC blanketed its various news shows (Morgan Beatty's *News of the World, World News Roundup,* H. V. Kaltenborn's program) with reports. On Thursday Morgan Beatty and Bob Trout gave Washington and New York reactions, respectively, with primary pickups from London, Manchester and Edinburgh. Final pickups were aired Friday after results became conclusive.

NBC overseas coverage was handled by Merrill Mueller, Ed Haaker and Henry Cassidy. Network radio costs reportedly approximated between $15,000 and $20,000, according to an NBC spokesman. Expenses for NBC television activities were between $1,000 and $1,500, covering purchase of extra film, editing, use of shortwave circuits, etc.

NBC-TV Thursday telecast a special program, 10:30-11 p.m., featuring Mr. Cassidy and Mr. Mueller overseas and Ben Grauer and John Cameron Swayze from New York. Program comprised live commentaries, films and background charts.

ABC stressed radio coverage almost to the exclusion of television, with costs running between $7,500 and $10,000. Total of 30 air spots (each less than 10 minutes) from England accounted for roughly $4,000 alone, according to Thomas Velotta, ABC vice president. Event was handled by ABC's London Chief Frederick Opper, Paris Chief Robert Sturdevant, Commentators Paul Harvey and William Hetherington.

ABC carried election data on its Feb. 19 *Foreign Reporter,* 11-11:15 a.m., and also on *News of Tomorrow, This Week Around the World* and *Headline Edition.* Excerpts from speeches by Clement Attlee and Mr. Churchill also were included.

Last Wednesday, Robert Montgomery, ABC commentator, coordinated a special show, 9:30-10 p.m., calling in ABC political experts. On Thursday, the network's top news analysts—Martin Agronsky, Baukhage, Edwin C. Hill—reviewed the British election on the various news programs. Again, that night, Mr. Montgomery touched on the subject. Friday special bulletins were aired.

No CBS Figure

CBS gave no figure for its radio-TV outlay but it was believed to be appreciable—as much as for any of the other networks—in view of its extensive coverage.

With Wells Church, CBS news editor-in-chief, supervising network overseas activities, the network called on its crack staff comprising Commentators Howard K. Smith, Bill Downs, Edward R. Murrow and Winston Burdette. CBS gave early returns and special interviews Thursday on all news shows. It commenced election coverage Feb. 1 with pickups from London. Mr. Murrow spoke directly from London last week. Network also aired two tape shows Feb. 19.

Television-wise, CBS-TV conducted a special show Thursday, 10-10:30 p.m., with the English Speaking Union taking part. Program featured interviews with British-Americans in the U. S., election returns, and utilized visual background.

Highlight of MBS' radio coverage was Thursday's two-circuit roundtable program featuring Cedric Foster, William Stringer and David Wills from London; Cecil Brown and John Bosman from New York; and William Hillman, Fulton Jewis jr, Frank Edwards and Bill Henry from Washington. Mr Bosman was coordinator.

Other coverage was included on the *Mutual Newsreel,* Mr. Foster's commentary from London (Monday through Friday) and on Mutual's Wednesday three-hour preview prior to the elections.

MBS declined to give any figures as a matter of policy covering special events, but the cost figure was said to be "as much as is practicable with such coverage," according to a network spokesman.

While British politicians took to the air in the week preceding the election in increasing numbers, compared to previous campaigns, it was believed that American listeners generally were accorded greater coverage of the political event than Britons themselves.

Absent last week from the British airwaves were any political reports during newscasts—the result of a ban by the BBC. Only 17 broadcasts involving statements by any supporters of the political parties were scheduled by BBC.

Technical



JOHN E. DUNN, member of engineering staff of WNJR Newark, N. J., resigns to become chief engineer of Armed Forces Radio Service in Germany, France and England. Before joining WNJR, he was chief engineer of KOME Tulsa, Okla.

WILLIAM E. NEILL, former sales engineer of television and microwave engineering department of Raytheon Mfg. Co., Waltham, Mass., joins WFMY-TV Greensboro, N. C., as chief engineer. Prior to joining Raytheon, he was assistant chief engineer at WFIL-TV Philadelphia.

BILL FENDER joins WCSC Charleston, S. C., as control operator.

HOWARD CALLAHAN, former assistant to chief engineer at U. S. Recording Co., joins WASH (FM) Washington as chief engineer.

SYLVANIA ELECTRIC Prod., New York, announces development of TV metal viewing tube, type 16GP4, five inches shorter than type 16AP4. Two additional sub-miniature tube types, medium-mu triode (type 5645) and high-mu triode (type 5646), now available from Sylvania.

TWO new probes, Types WG-289 and WG-290, designed by **RCA VICTOR** for use with popular low-current voltmeters for measuring high-voltages in high-impedance circuits.

GENERAL ELECTRIC Co., Syracuse, N. Y., designs three new receiving tubes, 6AS5, 6BQ6-GT and 25BQ6-GT, mainly for use in television receivers. Also being produced are scanning tubes, 6AV5-GT and 25AV5-GT, for magnetically deflected television sets.

PORT AUTHORITY

Aids Fisherman With Spots

OPERATING on a limited advertising budget, the tax-supported Port of Seattle is concentrating virtually all its radio efforts on *The Old Boat-Puller,* a participating sponsorship of KOMO Seattle (6-6:30 a.m. daily).

Instead of airing out-and-out commercials on the show, however, the Port, through the Wallace Mackay Co., Seattle, is using its year-long series of spots to pass on news of importance to fishermen.

During the recent Seattle blizzard and cold spell, the Port used its air time to warn the fishermen to take certain safety precautions with their boats in winter moorage to prevent damage, sinkings and fire. Beaming the message twice weekly over "Doc" Heil's early morning program, the Port Commission alerted owners of boats tied up at the publicly-operated Salmon Bay Terminal to the emergency conditions.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

RICHARDS CASE

New Petitions Filed with FCC

COUNSEL for G. A. (Dick) Richards told FCC last week that law requires it to provide him "detailed notice" of the laws or rules he has allegedly violated and to give him an opportunity "to demonstrate and achieve compliance with all lawful requirements."

Their petition asked FCC to provide such notice and opportunity as required by the Administrative Procedure Act before proceeding with its investigation of his news policies, which currently are slated for hearing starting March 13 in Los Angeles.

Mr. Richards, accused of instructing KMPC Los Angeles staff members to slant news against members of the late President Roosevelt's family and against certain minority groups, owns KMPC, WJR Detroit and WGAR Cleveland.

The scheduled hearing is on the three stations' license renewal applications and on Mr. Richards' proposal to transfer control of the outlets to a voting trust [BROADCASTING, Aug. 1, 1949]. FCC Examiner J. Fred Johnson Jr. has been named to preside.

The petition was accompanied by a series of alternative requests which would be withdrawn if the basic petition is granted. These ask FCC to issue a bill of particulars including dates, names, places and other details involved in the charges against Mr. Richards; to specify that the Commission will present its case first at the hearing, and to call a pre-hearing conference to discuss procedures.

One of the subjects suggested for discussion at a pre-hearing conference is "the possibility of stipulating with respect to facts."

The petitions were filed by the Washington law firm of Fulton, Walter & Halley, which has been retained by Mr. Richards in addition to his regular counsel [CLOSED CIRCUIT, Feb. 20]. Hugh Fulton of that firm is slated to handle the Richards presentation at the hearing. He was chief counsel of the former Senate War Investigating Committee headed by then-Sen. Harry S. Truman.

Other counsel include Louis G. Caldwell for WJR and WGAR, Horace L. Lohnes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel.

Expresses Confidence

Announcing his appointment of Fulton, Walter & Halley as trial counsel, Mr. Richards said:

I am confident that a review of the facts will demonstrate beyond question that these stations have operated consistently in the public interest in the three cities which they have served for many years.

Their record of constructive performance and community service in all broadcasts will speak for itself. I also expect to show that I have zealously advocated the principles of Americanism and of the Constitution, including the basic principle of tolerance.

The petition for an opportunity to show that the stations do or will comply "with all lawful requirements" said that FCC has not provided any statement or details of the charges other than a copy of the accusations filed by the Radio News Club of Hollywood, which launched the inquiry.

Although FCC made an investigation of its own, the petition continued, the stations have not been apprised of the "facts obtained from such examinations and documents upon which the Commission is relying. . . .

"It is clear from Sec. 9(b) of the Administrative Procedure Act, however, that the applicants are entitled to have such facts or conduct called to their attention *prior* to any hearing," the petition asserted. It continued:

Applicants are aware that the Commission has in the past held Sec. 9(b) of the Administrative Procedure Act to be inapplicable to a proceeding involving renewal of license. Applicants respectfully except to such a ruling and maintain that in a case of this type where the procedure is tantamount to a proceeding for revocation, Sec. 9(b) of the Administrative Procedure Act is clearly applicable. . . .

The licensees . . . allege that they have at all times complied with all lawful requirements of the Communications Act of 1934, other applicable statutes, and the rules and regulations of the FCC.

BUNYAN AWARDS

Seattle C. of C. Cites 'Broadcasting' Market Study

BROADCASTING Publications Inc. received first place Award of Merit in the sixth annual Paul Bunyan Trophy awards competition "for a constructive contribution toward focusing favorable national attention upon the city of Seattle during the year 1949" [BROADCASTING, Feb. 20]. The presentation, in recognition of the Seattle-Tacoma radio market survey [BROADCASTING, July 11, 1949], was made by the Seattle Chamber of Commerce at its members' council luncheon, Feb. 17.

In addition to the citation received by the publication, an award of "Special Recognition" was presented to Leopold Lippman, BROADCASTING correspondent in the Pacific Northwest and author of the special survey, which was fourteenth in the series entitled "Continuing Study of Major Radio Markets."

The award was the highest presented in its classification—"Books, Articles, Stories, Radio Promotion."

In the category of "Commercial Advertising Campaigns," the top award went to the Standard Oil Co. of California, particularly for its origination of two *Standard Hour* network broadcasts from Seattle during 1949. The programs featured the Seattle Symphony Orchestra.



Mr. Lippman (r), BROADCASTING *correspondent, accepts the awards on behalf of the magazine and himself from Mr. Albi.*

* * *

The Paul Bunyan Trophy, highest recognition in all categories, went to the Port of Seattle, which also captured first place in the classification for its entry: "Major Promotion Campaigns."

Joe Albi, president of the Spokane Athletic Roundtable, was chairman of the committee of judges for the Bunyan Awards this year. Serving with him were Gordon Quarnstrom, city editor of the *Longview Daily News,* and C. W. Thornberry, manager of the Everett Chamber of Commerce.

The annual Paul Bunyan Trophy awards competition is a project of the Seattle Chamber's publicity division, of which Harry S. Pearson is chairman. The Bunyan awards committee includes the following men, all Seattle advertising executives: Ray W. Felton, chairman; John E. Keene, Gene Holce and Arthur G. Neitz.

'Herald-Tribune' Spots

DONAHUE & COE, New York, is planning a spot campaign on eight or nine New York stations for its client the *New York Herald Tribune* to introduce the newspaper's "Early Bird Edition." Schedule will start about March 1.

1950 **February 27** 1950

Call Frazier & Peter re: Supervising Our New Plant Construction

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from
FREE & PETERS

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

FELMAN CASE

Court Upholds FCC

VALIDITY of FCC's rules banning the reservation of broadcast time as part of the sales price of a station was upheld by a three-judge district court in Chicago Tuesday.

The ruling came in the denial of an appeal taken by A. J. Felman, former owner of WJOL Joliet, Ill., who has a contract for 45 minutes a day to advertise his department store. Under the contract, which was part of the sales price when he sold the station, he would have 45 minutes daily on WJOL.

Mr. Felman's suit sought to have the Commission's time-reservation ban set aside on the grounds that it is unreasonable. His attorney, Samuel Hirsch of Chicago, indicated he may appeal direct to the Supreme Court.

Richard A. Solomon, chief of the FCC Law Bureau's Litigation Branch, and William J. Hickey of the Justice Dept. argued in support of FCC's position. Mr. Hirsch argued on behalf of Mr. Felman.

Under the rules existing contracts providing for the reservation of time as part of a station sale price must be renegotiated with provision for termination not later than 1964 and with provision also for cancellation with compensation for the unexpired portion of the contract.

FCC meanwhile last week denied a petition of WJOL seeking regular renewal before the Felman contract is modified.

CROP CAMPAIGN

Shows, Spots Set for Release

CHRISTIAN Rural Overseas Program (CROP) plans to release between 250 and 500 sets of two 15-minute dramatic transcriptions to stations before the 1950 campaign begins this fall. In addition, CROP is preparing numerous five-minute programs and 30- and 60-second spots. For the second year, a 16mm motion picture film is being made for telecasting. Foreign footage is being shot now, and will be combined with domestic footage before May.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK (JAN. 8-14, 1950)

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre (CBS)	10,056	25.6	+2.6
2	2	Jack Benny (CBS)	9,113	23.2	+1.2
3	4	Godfrey's Talent Scouts (CBS)	8,445	21.5	+3.2
4	6	Amos 'n' Andy (CBS)	7,974	20.3	+2.6
5	5	Charlie McCarthy (CBS)	7,778	19.8	+2.0
6	13	Mr. Keen (CBS)	7,738	19.7	+3.7
7	8	My Friend Irma (CBS)	7,463	19.0	+1.5
8	11	Crime Photographer (CBS)	7,463	19.0	+2.2
9	30	F.B.I. in Peace and War (CBS)	7,306	18.6	+4.0
10	15	Suspense (CBS)	7,267	18.5	+2.6
11	3	Mystery Theatre (CBS)	7,071	18.0	—0.9
12	7	Fibber McGee & Molly (NBC)	6,913	17.6	0.0
13	27	Red Skelton (CBS)	6,599	16.8	+1.9
14	14	Hallmark Playhouse (CBS)	6,521	16.6	+0.6
15	9	Bing Crosby (CBS)	6,403	16.3	—0.8
16	31	Day in the Life of Dennis Day (NBC)	6,364	16.2	+1.6
17	17	Mr. District Attorney (NBC)	6,324	16.1	+0.3
18	25	You Bet Your Life (CBS)	6,246	15.9	+0.8
19	21	Big Town (NBC)	6,206	15.8	+0.2
20	10	Mr. Chameleon (CBS)	6,128	15.6	—1.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HEADLEY-REED

Staff Additions Set

ADDITIONS to the New York and Chicago sales staffs of Headley-Reed Co., New York, were announced last Tuesday by Sterling Beeson, vice president in charge of AM sales for the radio-television station representative firm.

New appointments to Headley-Reed Co.'s AM staff include William Kost, formerly with NBC; Jack Hardingham, formerly of WOV New York, and Dan Ferris, formerly with Joseph Hershey McGillvra Inc. In addition, Don Severin, previously with Young & Rubicam and Kenyon & Eckhardt, has joined the Headley-Reed television division.

The company also announced the appointment of Ira Morton and Frank Rice, who have a wide background in Chicago spot sales, to work under John Wrath, Chicago office manager.

Headley-Reed Co. now has eight New York AM salesmen and four in its Chicago office. Frank W. Miller Sr. is president of the firm following formation earlier of H-R Inc., new station representative, comprising Frank M. Headley as president and treasurer and Dwight S. Reed, executive vice president [BROADCASTING, Feb. 20].

KMED TRANSFER

Alfred Carpenter Buys

KMED Medford, Ore., center of one of the most bitterly contested and drawn out transfer cases before FCC under the now defunct Avco policy, has been sold by Mrs. W. J. Virgin for $290,000 to Alfred Carpenter, retired local orchardist, and associates.

The deal was to be consummated over the weekend, subject to Commission approval. KMED, an NBC affiliate, is assigned 5 kw day, 1 kw night on 1440 kc.

Buyers in addition to Mr. Carpenter are his son, Harlow Carpenter, a Harvard student, and Garland Jones, his son-in-law and local lumberman. It was further announced that Pete Watts, general-manager of KYJC Medford, has resigned that post to head KMED in similar capacity.

Mrs. Virgin originally had sold KMED to Luther Gibson, licensee of KHUB Watsonville, Calif., and KSIL (FM) Salinas, Calif., for $250,000-plus. Under the Commission's Avco policy the transfer was thrown open to public bidding and FCC subsequently approved assignment not to Gibson Broadcasting Co. but to Medford Radio Corp., a local firm which had filed a competitive bid [BROADCASTING, Nov. 3, 1947]. Mrs. Virgin and Medford Radio were unable to agree on terms and the latter withdrew.

Gibson Broadcasting and Mrs. Virgin then asked FCC to reinstate and grant their original application. FCC reinstated it but ruled it was a new bid and would be subject to Avco again. KMED was then taken off the "for sale" market [BROADCASTING, Jan. 31, 1949].

GENERAL ELECTRIC Co.'s *Ham News*, bi-monthly publication for amateur and experimental radio operators, distributed free of charge by G.E. tube distributors, now available at yearly subscription rate of $1.

THOS. LEE WILL

Validity Fight Begin

AUTHENTICITY and meaning o the purported will of the lat Thomas S. Lee, owner of Don Le Broadcasting System and othe West Coast properties, were chal lenged in Los Angeles Superio Court last Thursday by his ma ternal aunt, Mrs. Nora S. Patee San Marino, Calif.

With a long court battle threat ened, Superior Judge Newcom Condee refused to admit the dis puted will to probate after attor neys Alfred Wright and Ernest J Zack announced that Mrs. Patee would contest her nephew's signature as well as the meaning of the will. Hearing on a question of the will's validity was designated fo March 30. Mr. Lee died in a fal or plunge from a Los Angeles office building Jan. 13 [BROADCASTING Jan. 16, 23].

The charge was also made that alterations had been made in the will of the initials of R. D. Merrill Seattle lumberman and Mr. Lee's uncle by marriage, to whom he left his entire estate "to be divided as he sees fit." It was contended that the alleged alteration indicated that Thomas Lee did not know Mr. Merrill well and intended only to name him as executor.

Counsel Argument

The attorneys claimed that Mr. Lee actually planned to leave his $9,500,000 fortune to Mrs. Patee, Curler Lee, an uncle, and Mr. Merrill's wife, sister of the late Don Lee, father of Thomas. Of the three, only Mrs. Patee is living. L. G. Patee, husband of Mrs. Patee, was the only witness to sign the will, it was said.

Mr. Merrill had filed a petition, through public administrator Ben H. Brown, seeking special letters of administration pending appointment of an executor for the estate. Mr. Brown, as special administrator, has been placed on the Don Lee Broadcasting board of directors [BROADCASTING, Feb. 20].

Although they have not yet filed a contest of the will, two adopted daughters of the late Don Lee have petitioned the court to be informed of all matters pertaining to settlement of the estate. The adopted daughters, Mrs. Elizabeth Boyd Lee Fry and Mrs. Christine Boyd Lee Witherspoon, were each left $1 in the will of Don Lee.

DISCUSSION forum concerning proposed Mississippi Valley International Exposition in 1953 was heard over WWL New Orleans recently.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Burger Beer . . . . . .
DOUBLES SALES in 3 weeks
with *"directed"* advertising on . . .
WGRD
Grand Rapids, Michigan

..A. CITATIONS
Radio, TV Shows Selected

BC Theatre was named "outanding radio program of 1949" mong Hollywood-originating proams by the Southern California ssn. for Better Radio and Televion, Los Angeles last week. Named utstanding television show was ECA-TV's *The Ruggles.*

Total of 18 programs, both ra- io and television, were named or "outstanding" awards in vari- us categories by the group. Inuded are:

For outstanding entertainment in rama—radio, *NBC Theatre;* television, *he Ruggles;* for comedy and variety rogram, radio, CBS *Jack Benny Show;* elevision, CBS *Ed Wynn Show;* educaonal and informational program, raio—KNX *University Explorer;* televion, KFI-TV *Meet Your World;* music rogram, radio—KHJ *Symphonies for outh* (live), KFAC *Evening Concert* recorded); television, KFI-TV *Music heatre;* children's program, radio— FI *Jump Jump;* television, KTLA *ime for Beany;* sports program, radio nd television, KFI and KFI-TV *Tom larmon.* Radio awards only will go to FI Frost Warnings as outstanding gricultural program; KFI Herbert J. lann, home and garden program; and NX Chet Huntley, outstanding reorting and interpretation of the news.

SALES DEVICE
Outlets Mull BMB Report Use

METHODS of using the No. 2 roadcast Measurement Bureau reorts as a station sales promotion evice are being worked out by ubscribing stations following reeipt of the new coverage figures.

At WOW Omaha, Bill Wiseman, romotion manager, is preparing a our-page folder for use in selling. he first page will include a large ap of total weekly daytime audince, showing coverage percentages y counties. Page 2 will include hree small outline maps. These ill show percentage of radio famlies listening in the daytime to OW six to seven days per week, hree to seven days and three to ve days. The three-to-seven figre is a WOW deduction from the fficial BMB figures.

Third and fourth pages will give he same information for nighttime. age 4 also will include a summary f WOW coverage by states, both ay and night, along with farm vs. rban coverage for the whole area. ages 1 and 2 and pages 3 and 4 re laid out so they can be torn part and used separately. The ircular can be punched on the left ide and included in a presentation, r used separately. Mr. Wiseman elieves the circular "will give the imebuyer all of the information e can possibly want."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

KPAB CASE
FCC Court Injunction Denied; Outlet Seeks Stay Order

WHAT is believed to be FCC's first attempt to put a station off the air by court injunction pending completion of revocation proceedings was denied last week. KPAB Laredo, Tex., the station involved, meanwhile has filed an injunction to halt the revocation hearing itself on grounds it is premature and violates the Administrative Procedure Act.

The Commission's unique and unannounced move came to light through full-page advertisements run in the Washington (D. C.) *News* by William Prescott Allen, publisher of the Laredo *Times* and a defendant in the proceeding, who charged FCC with seeking "to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats." The ad stated certain Congressmen had been asked "to look into this rotten situation."

FCC ordered the revocation of KPAB in early January on grounds that Mark Perkins, sole owner of Laredo Broadcasting Co., licensee, "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license" [BROADCASTING, Jan. 9]. KPAB is assigned 250 w on 1490 kc.

The Commission's request for interlocutory injunction to suspend KPAB was denied on Monday in the U. S. District Court for the Southern District of Texas, Laredo Division, by Judge James V. Allred, former Governor of Texas. Judge Allred stated that since KPAB alleged that Mr. Perkins had resumed operating control of the station the Commission's request was in effect moot. FCC held KPAB had not been operating under the control of the party authorized in the license.

FCC told the court that Messrs. Allen and Tish, K. H. Smith, James Kazan, J. G. Hornberger and William Prescott Allen Jr., whom it cited as defendants along with Mr. Perkins and Laredo Broadcasting Co., were "financially interested in or actually engaged in the control and operation" of KPAB "contrary to the provisions of the Communications Act."

Affidavit Filed

An affidavit dated Jan. 14 was filed with the Commission last month which affirmed that Mr. Perkins "has an interest in Laredo Broadcasting Co. and is connected therewith at this time, but that the affairs of such company require reorganization."

KPAB's request for injunction to stay the revocation hearing, designated to commence March 6, in Laredo before Comr. Paul A. Walker, was filed Thursday with the U. S. District Court in Washington and argument is scheduled Tuesday. KPAB contended that the Administrative Procedure Act as the law of Congress has precedence over FCC's rules and regulations and this act prescribes that the accused be fully apprised of alleged error and given opportunity to correct the error before such drastic action as revocation be taken.

Publisher Allen's advertisement in the Washington *News* indicated that complaint about the proceeding had been directed to Sen. Tom Connally (D-Tex.), Rep. Lloyd M. Bentsen Jr. (D-Tex.), Sen. Eugene Millikin (R-Col.), Sen. Edwin C. Johnson (D-Col.), Rep. Wayne N. Aspinall (D-Col.) and Sen. Robert A. Taft (R-Ohio). Spokesmen for most of this group stated they had received correspondence or telegrams but no action was taken other than routine acknowledgement or securing factual details.

Mr. Allen's advertisement in the *News* last Monday follows:

The Federal Communications Commission is heading towards turning this U. S. into a country ruled by a bureaucracy dictatorship.

This agency seeks to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.

The only radio station in Laredo, Webb County, Texas, with a population of 75,000 today has seven FCC Washington bureaucracy lawyers asking the Federal courts to close this only station. This case is being heard today in Laredo, Tex.

Early in January 1950, we asked Sen. Tom Connally, Congressman Lloyd Benson (sic), Sen. Eugene Milliken (sic), Sen. Ed Johnson, Congressman Aspinwall (sic) and Sen. Taft to look into this rotten situation for the sake of saving the U. S. from the same fate which was brought about in Argentina by Perron (sic), in Russia by Stalin, in Germany by Hitler.

We are asking the Congress of these United States to investigate this bureaucracy which threatens the freedom of our U. S.

Yes, if we would bow or get on our knees we could get along with the FCC. But we choose to lose the $80,000 which is invested in this only radio station, and continue to see America live as a free democracy.

Now who makes these charges against the FCC asking you to watch this attempt to destroy the only radio station which serves 75,000 people? One of President Harry S. Truman's electors of 1948.

Wake up, America! When Ambassador Patrick Hurley was trying to save China from the Communists, the bureaucrats in Washington were helping Joe Stalin take China and some of the same bureaucrats are yet serving the U. S. in Washington unfaithfully.

It is time to act. The FCC, if it can destroy what was intended to be a free radio, can next destroy the free press.

WILLIAM PRESCOTT ALLEN,
Publisher, *Laredo Times,*
Laredo, Tex.

duPONT AWARDS
N. Y. Dinner is March 11

PRESENTATION dinner for the 1949 awards of the Alfred I. duPont Radio Awards Foundation will be held March 11 at the Hotel St. Regis, New York City. Competition for this, the eighth series of annual awards, closed Dec. 31, 1949 [BROADCASTING, Oct. 31, 1949].

The annual honors will be conferred on two radio stations "within the continental United States, for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and loyal and devoted service to the nation and to the communities served by these stations respectively." $1,000 each will be given a station of more than 5 kw power and to a station of 5 kw or less power.

Another prize of $1,000 will go to an individual radio commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

W. H. Goodman is secretary of the awards committee of the awards foundation, with address at Box 720, Jacksonville, Fla.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Sales Crops Grow

(Continued from page 19)

mas show, and only about five a year can be classed as actual commercials, in the opinion of Mr. Seaman. Even then, he explains, it is not a direct sales pitch, but announcement of new equipment. The Tractor Division has never used a hard sell, "and probably never will." Mr. Seaman writes all commercials. Firm also drops one or both mentions during the 4-H Club Congress, an annual feature, or during long pickups.

Copy must be clear and simple. Remotes are lined up from one to four months in advance, depending on dates set for important farm events. Eight to 10 meetings in 1950 had been scheduled as early as last November.

The first commercial often is devoted to public service projects, including campaigns sanctioned by the Advertising Council. The second is frequently localized for the repeats with a western angle.

An example of a first commercial:

For those whose legs are too weak to run—whose arms may be handicapped—we wish to make this March of Dimes plea. Polio still remains one of the nation's most vicious scourges. The need for funds to fight this disease grows as increasing numbers of boys and girls—as well as men and women—become victims of this dreaded affliction. By contributing to the March of Dimes Jan. 16 through 31, you are not only aiding those already stricken, but you are also helping the efforts to stamp out future epidemics. The dimes you give today will help build a brighter, safer future for our children. Allis-Chalmers urges you to give generously to help make some little child well and happy and to help find a way to stamp out one of our worst enemies—infantile paralysis.

A sample second, or product, commercial:

Have you visited the service shop of your Allis-Chalmers dealer recently? If you have, you probably noticed many specialized tools—valve refacers, rod aligners, compression testers and other hand and power tools for every work requirement. You may have been interested in the way the mechanics used compressed air and special fluids to clean intricate machinery. You may have seen the engine block holders and heavy-duty cranes which hoist and place even the heaviest equipment in safe, working positions.

Day after day, mechanics in the shop of your Allis-Chalmers dealer use these tools to check and overhaul tractors, All-Crop harvesters, Roto-Balers—every conceivable type of farm equipment in the community. The experience of these men, their knowledge of tools, their ability to ferret out trouble you might have with your equipment during the 1950 crop season can be of great value to you. We urge you to take advantage of the specialized service your dealer offers.



LED by WBAP Fort Worth's Farm Editor Layne Beaty (third from left, front), this group of 21 Texas cattlemen and their wives are about to take off for a three-week stock-raising study tour arranged by the *Star-Telegram's* WBAP. [BROADCASTING, **Feb. 20**].

Although it is impossible to determine the exact number of listeners because there are no national ratings taken among farm families, it is believed that most farm families with radios (estimated 80% of six million farm homes) listen frequently to the *National Farm and Home Hour*. In addition, there is a growing city audience.

Shows Popularity

Various independent surveys show the program is popular in both urban and rural areas. In an Oklahoma study, farm people always ranked the show first or second. A survey of programs broadcast by WNBC New York showed the program was favored by half the farm people surveyed.

Audience response is always good on special offers. In June 1946, for example, A-C received 1,300 requests for a bulletin on fence posts; 5,600 for a pamphlet on how to build with logs, and 3,900 for instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last fall when 8,600 wrote in for a baking bulletin mentioned once.

Client, agency and network promotion staffs work closely together. NBC sends out a weekly farm radio news bulletin to between 150 and 200 stations.

Aids Dealers

Allis-Chalmers dealers show an increasing interest in radio. The Tractor Division pays for the *National Farm and Home Hour*, but individual dealers throughout the country are advised to allocate 1½% of their gross to local advertising. In 1949, a radio kit issued by the A-C sales promotion department included 45 commercials. In 1950, the kit contains 105, "suitable for every selling job, all types of equipment."

On-show promotion is devised by Mr. Seaman, who, like Messrs. Roberts, Visser and Gittins, was born and reared on a farm. Mr. Seaman and Mr. Visser handle A-C public relations and visit A-C dealers and their friends when on the road. This is more often than not.

Hires Seaman

Jerry Seaman was hired especially for the job after working as press radio chief in the regional office of the U. S. Soil Conservation Service in Milwaukee. For seven years he was journalism instructor, publicity director and radio editor at North Dakota Agricultural College in Fargo. A graduate of Iowa State College, with bachelor and master degrees in agricultural journalism, he worked as a newspaperman in New Jersey, Minnesota, Iowa and Illinois.

Mr. Visser is also a graduate of Iowa State, with a degree in animal husbandry and journalism. He substitutes for Everett Mitchell on occasion, and handles commentary on many pickups.

The Tractor Division, with the help of these men and Bert S. Gittins, has prospered since it first appointed the Gittins agency. Speaking of his relationship with Allis-Chalmers, which originated with a 90-day trial period, Mr. Gittins claims "I'm still on trial. Sometimes agencies make a point of how clients have grown during their tenure. Roughly, the Tractor Division has increased its volume some 30 times from its low point, but I am forced to admit the business would have grown even though they had never heard of me.

"As in so many things, Allis-Chalmers did most of the pioneering in radio for the farm equipment industry. Through our experience, I feel we have done as much in agricultural radio as anybody in the business. I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Allis-Chalmers, which manufactured millstones in 1847, now makes thousands of different agricultural, industrial and electrical items. For the Tractor Division, the *National Farm and Home Hour* has implemented the efforts of Mr. Roberts' "early recognition of the existing need for mechanization on family-operated farms, and those of A-C engineers who originated new designs that placed the tractor within the reach of all farmers."

Telecasting Insert

Pull Out for Filing

DON LEE CASE

Firm Won't File Exceptions

DON LEE Broadcasting System notified FCC last week that it will not file exceptions to the Commission's proposed decision which, while anticipating renewal of the licenses of Don Lee's owned stations, concluded the network had violated FCC's network rules [BROADCASTING, Jan. 2].

William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, Don Lee counsel, wrote FCC that an "exhaustive investigation into the relevant facts" has shown that a further hearing will be necessary if the decision is to be based on complete evidence on many points.

Cites Delay

"Reopening the record for complete evidence on such points," the letter noted, "would inevitably involve many months of delay. It is clear, moreover, that the question of whether these subordinate findings [that violations had occurred] should be revised in a manner more favorable to Don Lee is essentially moot in these proceedings." The letter continued:

For these reasons, and particularly since further deferment of the issuance of the license renewals would multiply the hardships already experienced by Don Lee because of the time consumed in these proceedings, it has been concluded that the filing of exceptions and a request for the reopening of the record are not justified at the expense of a prolonged delay in the issuance of the license renewals. It is, therefore, requested that the Commission forthwith issue these license renewals.

Don Lee is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by American

CRY OF THE WILD GOOSE

On Records: **Frankie Laine—Mer. 5363; Tennessee Ernie—Cap. 40280; Joe Marine—Dec. 24895; Mervin Shiner—Dec. 46220; Terry Gilkyson—4 Star 1430; Bill Darnel—Coral 60163.**

On Transcription: **Jubilaires—Standard.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

SEVENTY-second anniversary of patent of phonograph by Thomas A. Edison reviewed on *Sunrise Serenade* show on WOR New York, Sunday, Feb. 19.

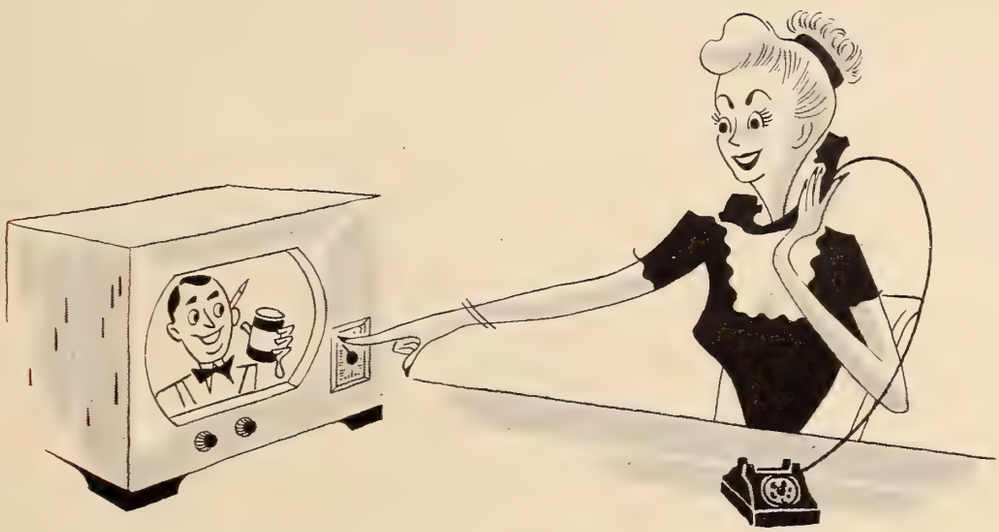
TWO new Megohm meters announced by Industrial Instruments Inc., Jersey City, N. J. Models, L-4A and L-2A, feature internal circuits.

FEBRUARY 27, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

DU MONT DAYTIME TELEVISION *sells!*



Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

TELEVISION DUMONT NETWORK

America's Window on the World
515 Madison Avenue, New York 22, N. Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.



Whirligig...

a bright new TV program for the young in spirit!

ORIGINALLY a feature on WPTZ's Wednesday Matinee, "The Whirligig Show" now is a bright spot in the Philadelphia television spectrum every afternoon, Monday through Friday at 4:30. George Skinner is still the easy-going emcee; Bob Courtleigh is still vice president in charge of nonsense, and the special effect that translates music into visual patterns still plays the title role.

At first, we thought "Whirligig" was a teen-age show, probably because it featured guest appearances and informal chats with the up-and-coming as well as the great in pop music . . . a gallery of teen-age cheer leaders . . . and music with a beat.

Looking over the mail, however, turns up such fans as a Greek Orthodox priest, fireman, housewives by the thousands—and teen-agers! Here in the office, for instance, secretarial work seems to come to a grinding halt every day at 4:30 while the girls find reason to "check up" on the Skinner show.

All in all, we have come to the conclusion that "The Whirligig Show" is strictly for the young in spirit, regardless of age. And, contrary to some opinion, that includes most everybody in the Philadelphia area.

"The Whirligig Show" is now available for sponsorship by days or time segments. For details on the program and how you can use it to reach the second largest television audience in the country, drop us a line or call your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

FEBRUARY 27, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

THE COLOR TRIANGLE

RCA, CBS, CTI Comparative Showings

By J. FRANK BEATTY

THREE tri-color television systems met in a battle royal Thursday morning, with government and top industry executives serving as judges and observers.

The long-awaited showing of all three color systems in one room was staged at the FCC's laboratory, located 25 miles northeast of Washington near Laurel, Md. In the bare confines of a barn-like building RCA, CBS and Color Television Inc. submitted the fruit of their costly experiments to the probing gaze of a hundred critical observers.

And who won?

● RCA emerged smiling, satisfied it had successfully demonstrated a superior all-electronic system having complete color stability, with one-tube system in the offing.

● CBS contended the tests clearly demonstrated superiority of its system and removed any doubts that it is better than the others.

● CTI suffered equipment breakdowns ascribed to line-voltage changes and asked for another demonstration.

The interested viewers who watched this history-making battle included some members of the Condon Committee, formed under Bureau of Standards auspices to report to Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee, on color's progress.

Sen. Johnson attended, accompanied by Sen. Ernest W. McFarland (D-Ariz.) of the committee and Edward Cooper, committee communications adviser. Kurt Borchard, of the House Interstate & Foreign Commerce Committee staff, represented that group.

Banks of receivers were placed in the laboratory so viewers could observe all three systems in operation simultaneously. The room was crowded, and most viewers who remained seated found it difficult to see three sets at a time because they were too close. Soon they started milling around from one set to another as the tests progressed.

Simultaneous Operation

All receivers were operated simultaneously from antenna systems provided by the three exhibitors. RCA received signals from the NBC Washington TV outlet, WNBW, operating on Channel 4. CBS picked up from its Washington TV affiliate, WOIC, on Channel 9. CTI was fed on Channel 7 by WMAL-TV Washington.

Programs originated in separate studios, with sample materials available for purposes of comparison. Monochrome receivers permitted comparison with the color pictures.

FCC engineers made readings of picture definition. These figures are to be inserted in the television hearing record this morning.

The demonstration opened with wedge test patterns moving horizontally and vertically, simulating usual camera movements. In comparison with the sample pattern in the room, CBS appeared to show more faithful color reproduction, though a bluish hue was noted in the wedges of some receivers.

On some of the RCA sets a blackish hue was apparent to observers in portions of the green and yellow segments, with the yellow veering toward orange. RCA showed uniformity across the pictures, and colors appeared to remain constant. The lack of uniformity as between receivers, and across individual pictures, that marred RCA's pictures last autumn appeared to have been corrected as a result of recent progress.

CTI Results

Several CTI sets were in operation, with best results apparent on a set in the balcony. The pictures lacked the brightness of CBS and RCA receivers, and were difficult to watch even in the half-darkened surroundings. Registration of the three separate images on the CTI projection screens was lacking much of the time when test patterns were shown.

Technical observers were keenly interested in a moving test pattern with rotating paddles of various colors, operating at varying speeds. As the speed increased there were stroboscopic effects. Some observers declared they saw color breakup in the CBS black-and-white as well as color pictures.

Keyboard color and black-and-white test patterns were shown, followed by a pattern in which fairly fine lines of different hue but uniform thickness were shown. Here many viewers felt CBS was superior with some of the RCA colors appearing to differ from the sample chart.

Both systems were impressive in depicting canned goods, cigarettes, cereal boxes, toweling and other familiar articles of a type that would be used by color TV sponsors.

A quarter-hour of live programming included Jeanne Warner, of WNBW, and Gloria Muddell, of the Fred Waring organization, in simultaneous songs. The color effects were pleasing but the jumbled sounds from adjoining sets were disconcerting. Dancers and models appeared before the cameras in bright costumes.

Ends With Monochrome

First half of the program concluded with reception of standard monochrome on color receivers, operated from a Channel 4 signal supplied by the laboratory and originating at WNBW.

Frieda Hennock, FCC Commissioner, provided coffee at intermission.

Second series of tests dealt with fringing, interference and ghost problems. Desired signals originated from the same stations with the laboratory supplying interference. Live talent and colored articles were used for programming. Co-channel and in-channel interference of varying degrees was introduced until pictures became unusable.

To demonstrate fringe area reception, signals were reduced. Ghost problems were studied by means of ghosts of varying phase supplied by the laboratory. Final tests found receivers back on their

(Continued on Telecasting 16)

COLOR HEARINGS

Three-Day Week Set For Resumption

FCC's color television hearings which resume today (Feb. 27) after a recess since Nov. 22, will be held on a three-day-week basis through March, according to a schedule released by the Commission last Thursday.

The schedule:

Feb. 27, 28, March 1; March 15, 16, 17; March 22, 23, 24; March 29, 30 31.

Sessions scheduled for March 8-10 were cancelled to avoid conflict with the Institute of Radio Engineers' 1950 convention and radio engineering show in New York March 6-9.

FCC meanwhile notified Theodore A. Wetzel of Milwaukee, who had petitioned for consideration of a color system which he said he had developed [TELECASTING, Jan. 9], that he could not be permitted to participate in the hearings on the basis of the information he had submitted.

The Commission said it felt that "a prima facie showing has not been made that your proposed system can be used as a basis for the promulgation of color television standards." FCC left the way open for Mr. Wetzel to submit additional support of his peititon or to offer a demonstration of his system, but held:

. . . it appears from your petition that your proposed system has not progressed beyond the theoretical stage; that the amount of research and development which your system has undergone does not appear to be sufficient to permit you to determine fundamentals and to explore basic problems; and that no transmitting or receiving apparatus has been constructed by you which would be suitable for either laboratory or field testing.

Mr. Wetzel claimed to have developed a color TV system which is completely compatible with existing black-and-white standards and which would permit conversion of existing receivers and camera equipment at "very low cost."

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WABD New York Lives Up to DuMont Tradition of Pioneering

SOME DAY when industrial historians sit down to trace the development of television, chances are that they will salute WABD (TV) New York, flagship for the DuMont Television Network, for its earnest endeavor to destroy the shibboleth that "big city television is strictly for the million-dollar advertiser." WABD's goal has not been to produce the most lavish video entertainment but rather to develop the most effective TV advertising at a cost within reach of low as well as high-budget accounts.

"And that," says Commdr. Mortimer W. Loewi, its chief and director of the DuMont Television Network, "is just what we intend that WABD shall continue doing.

"Here, during the last year or two, with a small, hardworking, knowledgeable staff, we have pioneered daytime and Saturday night programming as well as low-cost program production and techniques which we believe are, in part, responsible for the encouraging turn that experts are noting in the industry's affairs and prospects.

"WABD's direction is in the hands of the DuMont Television Network executives, but its well-being stems to a large degree from the fact that each and every one is as zealous for the station's welfare as for any responsibility that he carries. Chris J. Witting, our new network general manager, for example, while leading the organization in consolidating and solidifying our position nationally during the year, likewise has so operated WABD that, if it were disassociated from network origination and such service, the station itself would be in the black.

"So, too, James J. Caddigan, network program production director, created several shows for WABD which proved so attractive that, at affiliate request, we moved them on the network. At the same time his production crews achieved such efficiency that from Studio D alone we telecast 16 or 18 programs back-to-back every day. Several station operators have told us that they utilized WABD as an object lesson for their production staffs who are faced with the necessity of doing a good job economically. At the same time the sales staff under Tom Gallery and his assistant, Trevor Adams, in tripling network billing for the year, has placed WABD in the forefront among stations utilized by TV sponsors."

* * *

IF it's true that the proof of the program is in the selling, WABD has ample evidence that its ideas are right. Premier Food Products Co., after five weeks of advertising its Sauce Arturo on *Johnny Olson's Rumpus Room,* WABD daytimer, was so gratified with the results that it renewed its 13-week contract eight weeks in advance. Each week's sales exceeded those of the week before and the company reported mail requests for its proffered recipes were the greatest in its 80-year history.



A premium offer made by Kolynos on the children's program, *Small Fry,* produced 25,000 box tops from 12 announcements. Each reply was accompanied by a 25-cent piece. A survey made by Advertest showed this dentifrice holding first preference in 25% of the homes regularly viewing *Small Fry*—compared to 3.2% firsts in homes where other programs were watched during that time.

Participation plugs on WABD's morning *Your Television Shopper With Kathi Norris* reportedly increased the sale of A & P's Jane Parker bread by 5,000 to 6,000 loaves a week in the New York area. One announcement on this program by another firm drew 156 orders for a $2.95 handstitching machine and in two days the program sold more than 300 of these Jiffystitchers, worth over $885. The agency said that this response was the greatest result per dollar from any radio or TV campaign used by the sponsor anywhere in the country.

Ludwig-Baumann, retailer, in cooperation with Selbra China Co., made a special offer of a $19.95 dinner set on WABD—exclusively for mail and phone orders. Within five minutes after the announcement the store received six orders and the overall volume made the campaign completely self-liquidating.

A New York furniture retailer, who insists on anonymity, used a one-minute Sunday night spot on WABD with such success that he found it necessary to increase his staff from three to seven people and to take over the building next door. After stepping up his WABD schedule to five spots a week he attributed 70% of his sales directly to this campaign.

IT was away back in 1939 that Dr. DuMont filed an application for an experimental television station in New York City. At the same time, he authorized Commdr. Loewi, then executive vice president of Allen B. DuMont Labs, to rent a Manhattan office and the Commander found a $50-a-month room at 515 Madison Ave., the present home of WABD.

Outside his office window Commdr. Loewi erected a simple dipole antenna—one of the first in New York. Inside he installed two TV receivers for the benefit of far-sighted, imaginative viewers. Meanwhile, scouting for a suitable transmitter and equipment site, Commdr. Loewi found that the 42nd floor of the Madison Ave. skyscraper was soon to be available. To this location Dr. DuMont moved a 50 w transmitter with which DuMont engineers had been experimenting at the Passaic, N. J., plant.

Shortly thereafter Dr. DuMont named Will Baltin, now secretary-treasurer of Television Broadcasters Assn., as program manager of the station, and Charles Hoffman of Montclair, N. J., as chief engineer.

In April 1940 an experimental license was granted to the station with the call letters W2XWV. Early field tests were started. The first telecast from the new station was a test pattern, aired from midnight to 9 a.m.

Although there were fewer than 6,000 receivers in the country, Mr. Baltin busily started setting up a broadcast schedule. In August



Dr. DuMONT

1940, under special authority granted by the FCC, a DuMont crew set up a field TV transmitter at Canton, N. Y., and put a remote camera chain and a group of receivers into the field. This provided the first video coverage of the First Army war games in northern New York, largest peacetime military maneuvers ever undertaken in the U. S. to that time.

Another ambitious W2XWV program attempt during its experimental first year was to reconstruct a professional football game between the Chicago Bears and the Washington Redskins. By moving figures on a magnetic board set up in front of a camera, Mr. Baltin and his staff followed the progress of the game from play-by-play reports received by wire from Chicago. A valiant attempt to reproduce 1940 election night teletype bulletins via Trans-Lux projectors fell short of success due to lack of sensitivity of the camera tubes of that era.

Installation of permanent equipment was started early in 1941, and by the fall of that year extensive testing of the transmitter and field strength measurements were underway. By the spring of 1942 the young DuMont organization was deep in plans for instituting a regular series of planned programs. Robert Jamieson, new traffic manager for the network, had joined the station staff as stage manager; Dorothy Wootten as program announcer, and Walter Swenson as chief engineer, with Salvatore Patremio, now network maintenance engineer, as his assistant.

About that time Dr. DuMont decided to launch a full-fledged weekly series of variety programs and shows supporting the war effort. A formal production schedule was inaugurated on Sunday, June 23, 1942. Within six months the station went on a twice-a-week schedule, and early in 1943 added a third day to its operating week. Late in 1943, having been granted a full commercial license, W2XWV became, officially, WABD.

* * *

WHEN this country went to war all of the DuMont manufacturing facilities were turned over to the production of radar, loran and other electronic equipment for the armed forces. But WABD remained on the air thanks to a rule that Dr. DuMont had laid down. Anyone wishing to be associated with telecasting experiments must first work eight hours a day producing war equipment in the Passaic plant. Then, on their own time, those who wished to do so might go over to Manhattan and put the station on the air during the evening—so long as they were back at the factory in time for their next eight-hour shift on the production line. (Frank Bunetta, the director whose work is doing so much to free TV of the inhibitions imposed by movie approaches, was one of those who took advantage of the opportunity to get into TV early.)

WABD in this manner supported the war effort—bond drives, the Red Cross, air raid warden service, and recruiting campaigns. It made time available to all branches of the civilian and military effort.

During this period, Samuel Cuff, WABD's general manager, introduced top advertising agencies to television, making air time and studio facilities available at no charge to far-sighted and imaginative executives who wanted to experiment with the new medium. Among those early pioneers courageous enough to get their feet in the new door were Benton & Bowles, who conceived a series of 10-minute dramatic sketches for Post Tens, a variety of General Foods breakfast cereals packaged in a multiple container. Canada Dry came up with one-minute spot films on behalf of Spur Cola, and Chesterfield sent over Fred Waring with his vocal group (instrumentalists not yet being allowed to play in the new medium).

Durez Plastics regularly and recurrently placed Jessica Dragonette before the WABD cameras; Pres-On Mending Tape offered *The Hobby Hall of Fame*, on which enthusiastic hobbyists arrived at the studio to talk about and demonstrate their hobbies on television. Also among the early uncharged-commercial users were Lever Bros. Co. with a show called *Wednesday at Nine is Lever Time* for Rinso, and later Spry. The program featured a pretty blonde who sang and played the piano and was known as Roberta Hollywood, more famous now as Roberta Quinlan.



A TOP LEVEL consultation on WABD problems brings together (l to r) Commdr. Loewi, Mr. Caddigan and Mr. Witting.

About that time Commdr. Loewi, who had been keeping his eye on telecasting operations in his capacity as executive vice president of the parent organization, donned a naval uniform and went off to war. Leonard F. Cramer, now vice president of the corporation, moved over from Passaic and started to lay the groundwork for network operations.

Mr. Cramer immediately set about expanding WABD's facilities, opening in Wanamaker's New York Department Store what was then the world's largest and finest television studios. Utilizing more than half a million cubic feet of space, the new facilities included three studios, a balcony which could seat an audience of 500 persons, and many other features. Thither Mr. Cuff moved all of WABD's production and all of DuMont's telecasting was done from those studios until daytime programming was launched in the fall of 1948, utilizing Studio D at 515 Madison Ave. for most originations.

WITH the step-up in national interest in television that marked 1947, Mr. Cramer was called back to Passaic to take executive direction of the entire corporation and Lawrence Phillips joined DuMont to develop the Cramer-initiated network. With Leonard Hole, now with NBC-TV, in charge of operations at WABD, Mr. Phillips served as network director until the spring of 1949 when Commdr. Loewi assumed that position.

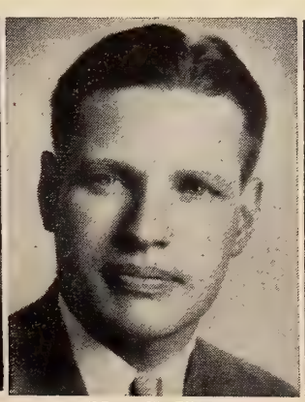
Mr. Witting joined DuMont in June 1947 and, working closely with Commdr. Loewi, built up a "team" that has pioneered in the development of low-cost TV programs for low-budget advertisers. The same era also saw the arrival at Du Mont of Mr. Caddigan. Under his direction DuMont can boast more "house" programs, created and produced by its own staff, than any other network. The record shows that the DuMont production staff has come up with better than one new program a month since he has headed the operation. The DuMont programming department operates what amounts to a continuous production research laboratory in devising and seeking new technical advances, cameras and exposition effects, lighting and other improvements in technique.

Sensing a need for a new type of adventure serial for modern-minded youngsters, Mr. Caddigan created *Captain Video*, which integrates into a live studio program of futuristic and scientific developments film sequences of cowboy adventure, providing a story within a story. This combination has paid off in audience, *Captain Video* outranking with New York moppets the

(Continued on Telecasting 13)



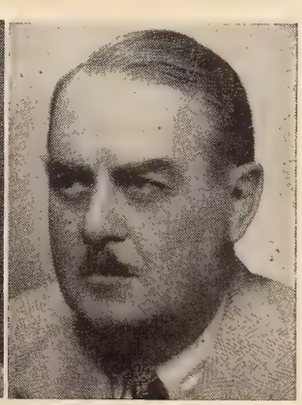
Mr. GALLERY



Mr. CHIPP



Mr. PASSMAN



Mr. ARMSTRONG

Telestatus



Advertest Surveys Program Desires

(Report 100)

THE DESIRE of television set owners to see the top comedy stars of radio on TV is revealed in a report released last week by Advertest Research.

When respondents were asked to name the radio programs they were looking forward to seeing on television, six of the 10 programs named most often were either comedy or situation comedy. *Lux Radio Theatre* is the only dramatic show which appears on the list. In the field of musical offerings Bing Crosby and *The Hit Parade* were named most often.

Only one daytime show, *Breakfast Club*, appears in the top 10. Although no single soap opera is listed, Advertest points out that the total for all the various programs named in this classification was 4.6%, "showing a desire by set owners for this type of daytime entertainment."

The survey covered over 500 television homes in the New York-New Jersey video area.

The Advertest list of the first 10 programs, and the percentage of set owners listing each, follows:

1. Jack Benny	15.9%
2. Bing Crosby	13.7%
3. Bob Hope	11.5%
4. Lux Radio Theatre	9.2%
5. Fred Allen	6.6%
6. Amos 'n' Andy	4.9%
7. Groucho Marx	3.7%
8. Breakfast Club	3.1%
9. Hit Parade	2.4%
10. Burns & Allen	2.0%

* * *

WGN-TV Chicago Issues Rate Card No. 5

WGN-TV Chicago rates will jump $100 per hour for live and film shows in Class A time starting March 1, Sales Manager George Harvey announced last week. Station's basic hourly rate for live shows was $700, $600 for film. This is the fifth rate card WGN-TV has issued since it took the air in April 1948.

Saturday and Sunday time, previously all Class A, has been reclassified. Mornings until 1 p.m. each day is now Class C; Saturday afternoon from 1 to 6 p.m. Class B, and Sunday afternoon from 1 to 6 Class A.

* * *

American Research February TV Ratings

LATEST American Research Bureau report on televiewing in New York and Philadelphia, released last week, shows Milton Berle's *Texaco Star Theatre* in first place for both cities.

Toast of the Town continued its hold on second place and the Arthur Godfrey *Talent Scouts* show remained third. In New York *The Children's Hour*, an hour-long program telecast at 10:30 a.m. Sunday, barely missed the top 10 with a rating of 35.1, according to ARB.

The survey covers the week of Feb. 1-7. Information is secured from "viewer diaries" placed in a cross-section of 500 homes in each city.

American Research Bureau February ratings for New York and Philadelphia, with January ratings shown in (parentheses) for comparison, are as follows:

NEW YORK

	Feb.	Jan.
1. S'ar Theatre	68.2	(64.9)
2. Toast of Town	54.7	(53.6)
3. Talent Scouts	52.1	(52.3)
4. Godfrey & Friends	44.4	(44.9)
5. The Goldbergs	42.0	(41.7)
6. Philco Playhouse	41.7	(35.4)
7. Suspense	37.5	(32.8)
8. Lights Out	37.5	(32.6)
9. Amateur Hour	36.5	(27.2)
10. Studio One	35.5	(35.0)

PHILADELPHIA

	Feb.	Jan.
1. Star Theatre	73.7	(72.7)
2. Toast of Town	60.0	(65.8)
3. Talent Scouts	59.2	(65.4)
4. TV Teen Club	58.9	(45.7)
5. Cavalcade of Stars	58.0	(49.2)
6. Godfrey & Friends	56.9	(57.2)
7. Stop the Music	51.4	(52.9)
8. Kraft TV Theatre	49.6	(31.7)
9. Boxing (Fri., Wash.)	48.6	(53.3)
10. Children's Hour	46.0	(53.3)

* * *

Survey Source Changed For S. F. Count

THERE WERE 38,517 television sets in the San Francisco coverage area as of Feb. 1, according to the city's Television Stations Committee. The increase of approximately 5,000 sets from the figure previously reported in TELECASTING'S Weekly Television Summary is said to reflect ownership in areas not covered before.

Northern California Electrical Bureau information which had been reported covers only areas served by Pacific Gas & Electric Co., and excludes such towns as Palo Alto and Alameda plus rural areas not served by PG&E.

The San Francisco TV Stations Committee, comprising general managers of the city's three stations, surveys not only retail dealers in the entire video coverage area but also distributors for an estimate for the sets released by them at wholesale to viewers.

* * *

Weekly Television Summary

Feb. 27, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	38,450	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	15,156	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	9,717	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Stns. Comm.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 59; Stations on Air 100; Sets in Use 4,347,497

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

January Teleratings Released by Hooper

MILTON BERLE'S *Texaco Star Theatre* led the top 10 TV-Network Teleratings for January according to a report released last week by C. E. Hooper Inc.

The other top ranking programs were listed by Hooper as:

2. Talent Scouts (9 CBS TV cities)	54.3
3. Godrey & Friends (40 CBS TV cities)	44.9
4. Toast of Town (19 CBS TV cities)	43.2
5. Stop the Music (18 ABC TV cities)	41.3
6. Lone Ranger (25 ABC TV cities)	37.2
7. Cavalcade of Sports (14 NBC TV cities)	37.2
8. Cavalcade of Stars (18 DuMont cities)	36.9
9. Fireside Theatre (15 NBC TV cities)	36.6
10. Lights Out (28 NBC TV cities)	34.2

* * *

U. of Miami Surveys Local TV Preferences

ED SULLIVAN'S weekly variety show, *Toast of the Town*, is the most popular TV program broadcast by WTVJ (TV) Miami, according to a survey conducted last month by the radio and television department of the U. of Miami.

A thousand pairs of postcards, one listing local programs, the other kinescope or motion picture film shows, were included in WTVJ's weekly program log mailing for the week of Jan. 9. Respondents were asked to rate programs as very good, good, fair, poor or very poor, with replies rated according to a scale that assigned the index of 100 to very good, 75 to good, 50 to fair, 25 to poor and 0 to very poor.

Results showed the kinescopes of network TV shows and the motion picture films far more popular than the station's local live programs. Only one local telecast, a U. of Miami basketball game, got into the 10 most popular programs, only one non-local program, *Kukla*

(Continued on Telecasting 15)

WSB-TV
is not broadcasting color television

BUT WE CAN!

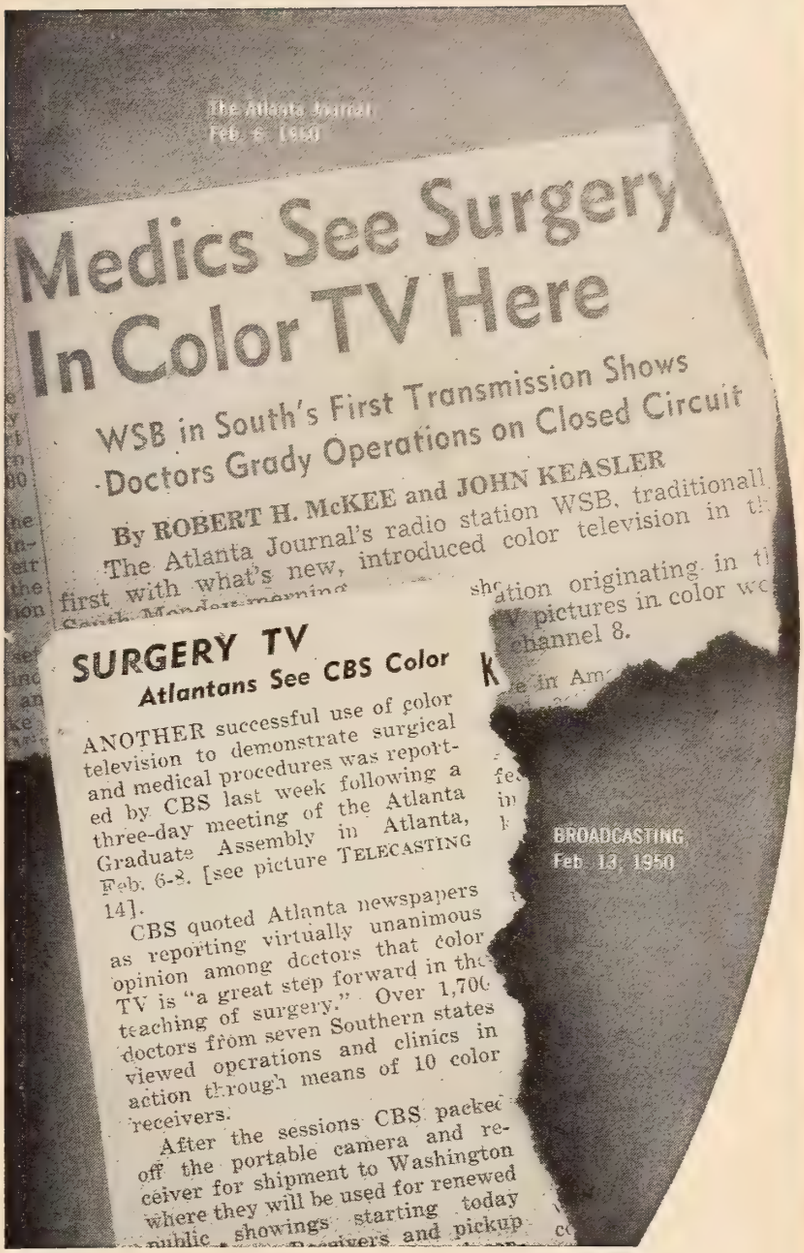
as a matter of record— we have!

We are interested and concerned with promoting the art of television in all its aspects — both present and eventual.

Within a few short months this station has become known as an accurate testing ground for new ideas, and for a reliable reflection of audience attitudes.

The production and technical personnel of WSB-TV is capable of handling any program idea. These capacities, the television public recognizes — and rewards.

And that is another reason why WSB-TV can and does sell MORE merchandise for sponsors in the great Atlanta market.


The Atlanta Journal
Feb. 6, 1950

Medics See Surgery In Color TV Here

WSB in South's First Transmission Shows Doctors Grady Operations on Closed Circuit

By ROBERT H. McKEE and JOHN KEASLER

The Atlanta Journal's radio station WSB, traditionally first with what's new, introduced color television in th

SURGERY TV
Atlantans See CBS Color

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture TELECASTING 14].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is "a great step forward in the teaching of surgery." Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

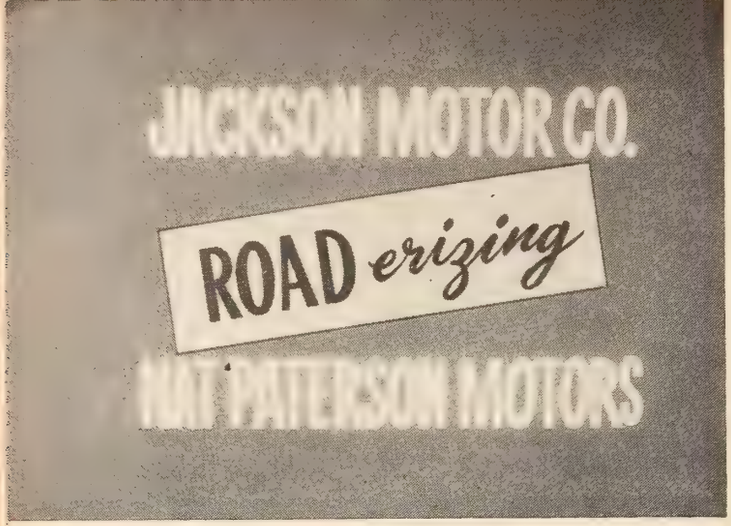
After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today

BROADCASTING, Feb. 13, 1950

WSB-TV is the first station in the South to broadcast color television.

wsb-tv
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented by Edward Petry & Company, Inc.



Competitors Unite In A New Form Of Video Advertising

By FLORENCE SMALL

"WE SIMPLY took a problem and turned it into a profit."

With that deceptive simplicity, Ely Landau, director of television for Moss Assoc., New York, defined what is one of the most interesting and successful local television ventures in the New York area.

The problem was actually duofold. Two separate automobile firms, the Jackson Motor Co., Jackson Heights, L. I., and Nat Paterson Motors Inc., Ozone Park, L. I., both DeSoto-Plymouth dealers, sought individual service from the agency on their respective accounts. Both were considering television.

The medium, however, proved too expensive for each of the firms to tackle at great length individually. Moreover, even if the agency had been able to accede to its clients' desires, it would have placed Moss Assoc. in the untenable position of selling competitive services at the same time in a somewhat similar area.

Mr. Landau answered the first part of the problem by joining the two in a common campaign, splitting the costs between them. But that left yet a greater problem to solve. How could the agency direct sales exclusively to Jackson and Paterson without diffusing the benefits of their advertising among DeSoto-Plymouth dealers who were not participating in the campaign? And what about the business of competitive services?

Moss Assoc. answered both problems in one stroke. The firm struck on the idea of creating a "theme" to be used by both clients, but by them alone. To do this the agency coined and copyrighted a word, "Road-erizing," and built the campaign around that word. Aware that automobile sales grow out of automobile servicing, they defined "Road-erizing" in the commercials as a complete servicing job by highly skilled, factory-trained mechanics, including complete lubrication, check of battery, steering post and lights, etc.; front-end check, adjustment of brakes, setting and adjusting ignition timing and carburetor, tightening of body bolts and a road test on which the car is critically tested for noises, handling ease, smooth riding, performance and response.

Price of the service was set at $7.95.

On the Monday following the first Saturday evening on which the "Road-erizing" commercial broke, one of the dealers got 19 calls for this service. The other received 26 such calls during the week. Inasmuch as "Road-erizing" was not advertised elsewhere, all of these calls could be attributed directly and solely to the TV advertising.

Growing Response

Since the inception of the theme and TV campaign, both dealers report a steadily mounting number of "Road-erizing" jobs sold and a sharp upturn in their servicing business in relation to the corresponding period of the previous year. The number of cars sold has increased proportionally. The Nat Paterson Co.—as a result of this and a previous brief solo invasion of TV with Moss Assoc.—has risen from one of the smallest DeSoto distributors to the second largest dealer in Long Island, Nassau and Suffolk Counties.

The show which the two firms sponsor—at a joint annual cost of $50,000—is an hour long presentation of the wrestling matches on WABD (TV) New York, 10 p.m., Saturday. The matches originate in Chicago. The program has the second highest rating of any Saturday night TV program in the New York Metropolitan area.

The time cost is extremely low in relation to the size of audience reached, Mr. Landau told TELECASTING. He estimates it about 20 cents per 1,000 messages delivered.

The commercials consist of four one-minute silent animated cartoons that cost less than $1,500 and promote both clients. Commercial costs were kept down by using only eight basic pieces of art work with moving panoramic backgrounds for all four commercials, intermixing them and reversing the direction of the action for variety.

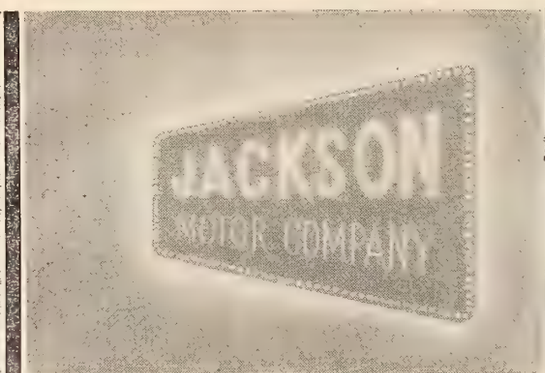
The program is introduced by a one-minute jingle with cartoon picturization utilizing stop motion, animation and other visual effects.

A portion of the jingle goes as follows:

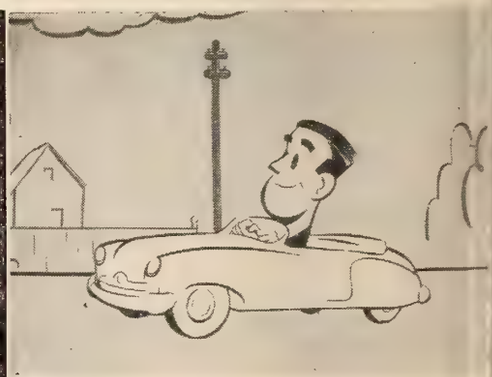
When your car is limping badly
When your motor's on the blink
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.
If it's new with hydra-matic
Or if it's old and has a klaxon
And it needs expert attention
Call on Paterson or on Jackson
Jackson's town is Jackson Heights
He gives you service there
Paterson is in Ozone Park
And he treats you just as square
They're De Soto-Plymouth Dealers
And for service you should think



When your car is limping badly
When your motor's on the blink



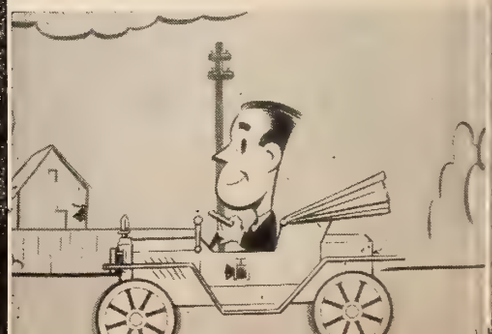
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.



If it's new with fluid drive
Or it's old and has a klaxon, etc.







Of the Jackson Motor Company And Nat Paterson Motors Inc.

To support the television campaign, Mr. Landau and Moss Assoc., prepared a coordinated program of direct-mail and point-of-sale material tying in with the "Road-erizing" theme of the TV commercials. Bulletins were issued to employes of both dealers defining "Road-erizing" and explaining its significance as a business builder. Large signs identify both dealers as "Headquarters for Road-erizing." Rubber stamps were made of a specially designed seal bearing the words "Have your Car Road-erized" and are used to relay the message on all out-going bills of the two companies.

"No opportunity is overlooked to reinforce the impact of the television program in making the public 'Road-erizing' conscious," Mr. Landau said.

In discussing the agency's approach to automotive advertising generally, Mr. Landau observed, "We here at Moss, as exponents of the theory that low-cost television can and does pay off, feel we can justifiably say that this use of the medium of television by individual automotive dealers has and is proving very conclusively that TV can pay off as handsomely at the local level as it has done for some of the big national advertisers in the automotive field."

'TALENT SHARKS' *Federal Officers Join Hollywood Probe*

WAR against Hollywood "talent sharks" assumed greater proportions last week as Federal authorities joined state, county and city officials in the investigation. The racketeers, posing as legitimate television or movie producers, have been extracting up to $20,000 weekly from ambitious victims by holding out the lure of a television or screen career for them or their children [TELECASTING, Feb. 20].

The Federal Grand Jury opened its investigation last Tuesday, seeking to indict offenders on charges of mail fraud. Called in as a witness by Assistant U. S. Attorney Ray Kinnison was James Cagney, actor and former president of the Screen Actors' Guild, who told jurors of the workings of legitimate talent agencies as opposed to recently formed "phoney" guilds.

Other Witnesses

Other witnesses were Buck Harris, public relations director of SAG, and Ken Thomson, assistant executive secretary of the guild, who turned over hundreds of letters received by SAG from people complaining against unfulfilled promises made by so-called guilds.

Meanwhile, the state was continuing action against the groups on grounds of accused violation of the Corporate Securities Act. To date, seven of the alleged "talent schools" have been ordered closed and officials of another "school" are scheduled for a March 15 hearing by the State Division of Corporations. The charge is that "schools" promised clients a share of the profits in contracts with them, thus placing the contract under the heading of security, permission for which must be obtained from the state. No such permission had been acquired by the groups.

Ordered to suspend operations ★ were Joe Brown Jr. Productions, Rossmore Productions, Ruth Gould Studio of Theatre Arts, Academy of Dramatic Development, Troy Productions and Saga Productions. Officials of Tell-Tale Productions are scheduled for March 15 hearing in Los Angeles.

EMERSON DENIED

Color Hearing Appearance

EMERSON Radio and Phonograph Corp., New York, was denied permission by FCC last week to intervene in the Commission's color television proceeding. FCC indicated Emerson had conducted no color tests and had no evidence relative to a specific TV system.

Emerson had requested the opportunity to present its executive vice president, Dorman D. Israel, who is in charge of its engineering and manufacturing operations "and who has followed the development of color television in its various aspects." The firm said it has been making and selling TV sets since before the war with some one-quarter million sets now in use.

In denying the Emerson petition, FCC wrote that "unless interested persons are prepared to add substantial scientific data to the record . . . the Commission is not disposed to entertain favorably late requests to participate in the above hearing." The letter stated further:

From your petition it appears that the proposed testimony of Mr. Israel will not relate to a specific color television system which the Commission can use as the basis for the promulgation of rules, regulations and standards, nor will any testimony by Mr. Israel covering other systems be based upon any tests conducted by your company. In substance, that testimony will deal with your individual views concerning policy matters to be determined by the Commission, and with a review of your experience in the production and servicing of monochrome television sets. In view of the facts set forth above and the Commission's desire to reach a determination at the earliest possible date with respect to the issues relating to color television, intervention by you at this late date would not be warranted. Accordingly, your petition is denied.

CBS Signs Lahr

CBS last week signed Bert Lahr, comedian, to an exclusive three-year television contract. A half-hour weekly comedy program built around him is planned but starting date has not been selected. Mr. Lahr has appeared frequently as guest on TV programs. His CBS series will be produced by Irving Mansfield, CBS executive producer. Closed circuit tryout is planned within a month.



On the dotted line . . . . .

WJBK-TV Detroit's new quiz, *So You Know Sports*, is set by (l to r): Seated—Louis DeHayes Jr., Sterling Coal; Jack Rose, Louis Rose Co. DeSoto-Plymouth, co-sponsors; standing—Dick Jones, WJBK-TV; Bob Murphy, Detroit *Times*; Van Patrick, moderator; Edgard Hayes, Detroit *Times*; Bob Powell, Powell-Grant Inc.

N. SNELLENBURG & Co. department store's hour-long, daily remote variety show on WCAU-TV Philadelphia is set by (l to r): Seated—Donald W. Thornburgh, pres., WCAU-AM-FM-TV; Arthur Bloch, pres., Snellenburg Co.; standing—Nathan Snellenburg, Snellenberg's; Howard J. Enders, Robert J. Enders Adv.



CONTRACT to air 35 Tiger home games on WWJ-TV Detroit is completed by (seated, l to r): Edwin J. Anderson, pres., Goebel Brewing Co., sponsor, and Billy Evans, gen. mgr., Detroit Baseball Club. Looking on are Willard E. Walbridge (l), gen. sales mgr., WWJ; Harry Heilmann, sportscaster.



ARRANGING for the *Blind Date* TV show on ABC, starting March 16, are (l to r) Slocum Chapin, ABC's eastern TV sales mgr.; Charles L. Rothschild, v. p., Emil Mogul Co., agency; Sam and Albert Abrams, pres. and sec.-tres., respectively, Knomark Mfg. Co., sponsor; Arlene Francis, star of show.



SILENT film star Buster Keaton (l) produces "heavy artillery" to make sure Dana Jones (seated), pres., Dana Jones Co., completes contract that will make Los Angeles Studebaker dealers sponsors of Mr. Keaton's show on KTTV (TV) Los Angeles. Watching transaction is Frank King, KTTV sales mgr.

PLANS for the Flagstaff Foods sponsored *John Reed King Show* on WCBS-TV New York, which began Feb 11, are completed by (l to r): George Dunham, CBS Radio Sales-Television; John Reed King, star of show; Isadore Greenspan, treasurer, Flagstaff Foods, and Max Geller, Weiss & Geller Agency.






This
David Stone Martin

man is dangerous



He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*... with 6 of the 10 most popular shows – all CBS-created – winning for advertisers television's largest average audiences.

Turn first to CBS...
because CBS has most of the programs most of your customers want.

CBS·TV

*January 1950, 7-City Pulse Ratings
New York, Philadelphia, Chicago, Boston, Cincinnati, Washington, Los Angeles

– first in programs

'SAT. REVUE' STARTS

NARSR Hits NBC-TV

NBC-TV LAST WEEK launched its *Saturday Night Revue* after altering the program's original concept to overcome objections of the FCC [TELECASTING, Feb. 20].

The first presentation of the program was scheduled for last Saturday, Feb. 25, and as of the time TELECASTING went to press there seemed little doubt that the schedule would be kept.

Meanwhile, however, the National Assn. of Radio Station Representatives Inc. sent a letter to all television stations not owned by networks, charging that networks were encroaching on spot business and pointedly advising stations that their best revenue could be derived from spots.

The NARSR letter was the first direct action taken by the association with regard to the NBC Saturday night plan, but individual members were known to have urged their stations to shun the program since the plan was first announced.

As modified last week, the NBC plan was believed by network executives to be within FCC regulations.

Originally the network placed an order with stations for the two-and-a-half hour time, with the qualifying suggestion that stations could take only parts of it if they chose. The network did not identify advertisers in its order to the stations, for the good reason that at the time the order was placed, no sponsors had been acquired.

Under the original plan, the program would be sold to 15 different products, whose one-minute commercials would be rotated in the 13-week cycle throughout the full two-and-a-half hour show.

In revising its plan last week, NBC withdrew its order for commercial time from stations and announced it would sell the program in a different way. Although 15 different products will be sought, the program will be sold in half-hour segments, in each of which can be put three one-minute commercials. As soon as a half hour (or three commercials) is sold, the network will then place a commercial order for that with its stations.

Stations were asked to carry unsponsored portions of the program as sustaining network time.

The first presentation last Saturday was entirely sustaining. Three advertisers were reported to have signed for sponsorship of the show, but it could not be learned when their schedules would begin. The advertisers reportedly were United Fruit Co., which had been announced as a sponsor before the FCC threw a monkey wrench into the original plan, Swift & Co. and RCA.

The premiere telecast of the *Saturday Night Revue* last Saturday was to feature Jack Carter as star in a Chicago origination 8-9 p.m. and Sid Caesar as star of a New York origination 9-10:30 p.m. Appearing also in the Chicago portion of the program were to be George Raft and Cass Daley. And in the New York portion, Burgess Meredith, Imogene Coca and Gertrude Lawrence were to perform.

In an official statement, Joseph H. McConnell, NBC president, said:

While we are making this show available to NBC affiliates on a sustaining basis, it is our plan to make it so good that it will be quickly sold to sponsors. This two-and-one-half-hour show is available for the advertising of 15 different products.

Advertisers will be offered the opportunity to purchase one-minute announcements. A maximum of three announcements will be placed in a half-hour portion of the program. As three announcements are sold, the stations will be informed of the identity of the advertisers and will be offered a half hour of commercial time. The announcements will be rotated within that half-hour period. As additional announcements are sold, offers will be made to the stations for the time required for the additional announcements adjacent to time already sold, and all the announcements will then be rotated within the time sold. Thus, when 15 announcements have been sold, the announcements will be rotated throughout the two-and-one-half-hour period.

NBC is gratified by the considerable interest which advertisers have already shown in this new approach which makes big-time network television available at a price which can be afforded by a greater number of advertisers.

Flanagan's Letter

The letter sent to independently owned television stations by T. F. Flanagan, managing director of NARSR, read in part:

The DuMont complaint against monopolistic practices by networks in television broadcasting brings to a focus the whole question of national spot advertising in television.

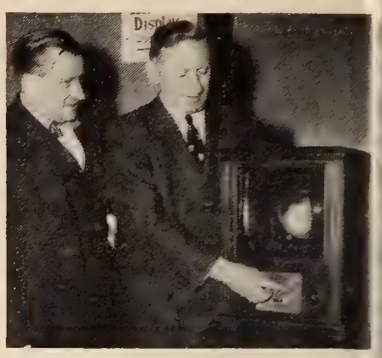
The networks were founded and have remained in business on the basis of their ability to provide programs which would attract audiences and be salable to advertisers.

The FCC has repeatedly stated its determination to see to it that the independently owned station must keep in position to compete with the network for the business of the national advertiser.

The only way in which the independently owned station can compete for national business is through the sale of time on station breaks, on minute announcements, and other short time units, on the sale of time to national advertisers in participation shows, on the sale of local news program time and service, and the sale of station produced programs to national advertisers, and the sales of otherwise produced programs to national advertisers in station time.

The above conditions are part of the history of AM broadcasting. We have in television some conditions that are parallel to AM, and some that intensify the need for direct sale of station time

(Continued on Telecasting 14)



IT brought back memories for Eugene S. Thomas (r), general manager of WOIC (TV) Washington, when he glanced in the window of the Star Radio Co. in downtown Washington and saw on display a 1929 TV set, manufactured by the Jenkins Television Co. Mr. Thomas' thoughts went back to 1926 when, on a similar set, he saw his first TV demonstration at the Jenkins Laboratories in Washington. He points out some of the features of the 21-year-old receiver to Max Montague, owner of Star Radio Co.

COLOR TV - NOW OR LATER?

Here is your only comprehensive analysis of color television—The first complete comparative study of all the proposed systems and their impact on the industry.

Partial contents:

WHAT IS COLOR TV? • THE SYSTEMS — HOW EACH WORKS — WHAT AILS THE SYSTEMS? • FILMS AND KINE TRANSCRIPTIONS — WHO GETS WHAT? • FOR AND AGAINST • A WORD ABOUT MONEY—THE FEDERAL POSITION

Just send coupon below with $2.00 to get the full background of the current hearings.

Television Research Institute
207 East 43rd Street
New York 17, N. Y.

Please send_____copies of "COLOR TV —NOW OR LATER?" at $2.00 each.

Name _____

Company _____

City_____ Zone_____ State_____

My check or money order for $_____ is enclosed.

EXCISE TAX

Industry Delivers Strong Protest

STRONG case for the TV manufacturer, distributor, retailer and the telecaster was presented Tuesday to the House Ways and Means Committee. The Congressional group is considering the administration's proposed 10% excise tax on television receivers at the manufacturing level [TELECASTING, Feb. 20, 13].

At the hearing's close, it was indicated that at least a number of the committee members had been made cognizant of the industry's problems. Some committee members said the protest was effective.

A decision as to the committee's recommendation on the administration's proposal is not expected until, at least, the Congressional group has heard detailed phases on the entire question of tax revision. Hearings may continue into April. [BROADCASTING, Feb. 13]. An executive session then will be held to prepare a committee bill that will embody all excise tax proposals, a committee spokesman said.

Testimony against the proposed tax followed these lines:

● Excise levy on TV sets would hamper seriously the growth of the television industry and expansion of television broadcasting by increasing the price of sets sold to the public.

● Although the administration proposes the repeal or revision of most "luxury taxes," it has discriminated against "an infant industry" by singling it out for taxation.

● This "discriminatory" tax would endanger the industry's high employment record.

● Since the TV manufacturing industry is a potential supplier o electronic equipment for weapon to be used in time of war, it mus be kept healthy.

Under coordination of Radi Mfrs. Assn., a file of industry wit nesses appeared before Chairma Robert L. Doughton (D-N. C.) an his committee. They included:

David B. Smith, Philco vice presi dent in charge of engineering an research, and Richard A. Graver, vic president in charge of electronics Admiral Corp., for the large manu facturer; R. W. Durst, Hallicrafter executive vice president, for the sma manufacturer; P. T. Hines, genera manager, Greensboro News Co., own er and operator of WFMY-FM-T Greensboro, N. C., for the small broad caster; Lee B. Wailes, vice presiden in charge of operations, Fort Indus try Co. Stations, representing Fo

(Continued on Telecasting 18)

Telefile

(Continued from Telecasting 5)

competing *Kukla, Fran and Ollie.* High ratings for a TV news show have also been achieved by a news-and-quiz combination devised by Mr. Caddigan for *Headline Clues.*

Meanwhile, in the Wanamaker studios, DuMont production crews were developing techniques which permitted the station to telecast from a single studio a complete evening of programs seven nights a week—a technique that was adapted to meet Commdr. Loewi's call for a full daytime schedule of 18 programs, telecast back-to-back from Studio D at 515 Madison Ave.

* * *

ON the air approximately 76 hours a week, of which about 65 are taken with local originations, including 12 hours of test patterns, WABD airs 20 hours of women's programs, 8 of children's shows, 8 of sports, 7 of variety, 6 of film, 4 of news, 3½ of drama and 3 of discussion in the major programming classifications.

Approximately 41 hours per week of the station's air time are given to network transmission and 6 hours to network receiving (from Chicago). Approximately 16 hours a week are commercial and 48 sustaining.

High on the WABD public service program roster is *Court of Current Issues,* holder of five awards and the oldest program in the number of consecutive telecasts in television. The station's sports coverage again this year will include telecasting all home games of the New York Yankees under the sponsorship of P. Ballantine & Sons (beer and ale). Last fall WABD moved from its coverage of baseball's world champions to their gridiron equivalent by covering (via the DuMont TV Network) the major games of Notre Dame, with Chevrolet dealers as sponsors. Mr. Gallery, former business manager of the Yankees, left that organizatoin to join DuMont in January 1949.

Steady development of WABD's facilities has been under the direction of Scott Helt, Rodney D. Chipp and Julian Armstrong. Mr. Helt supervised the expansion from mid-1946 to September 1948, when Mr. Chipp, now director of network engineering, succeeded him as chief engineer at WABD.

* * *

MR. CHIPP supervised work involved in the re-activation of Studio D to provide daytime programming, as well as a conversion of the Adelphi Theatre into a television studio to accommodate *Cavalcade of Stars, Cavalcade of Bands, The Morey Amsterdam Show* and a number of other productions. He also supervised the complete construction of a new ramp and control booth which have made the Adelphi a thoroughly modern theatre-type studio. At the same time, Mr. Armstrong, director of promotion, planning and development, has supervised development of headquarters offices, notably the research divisions on the 20th floor of 515 Madison Ave.

Currently the organization that started in one $50 a month room, with 200 sq. feet of space, occupies 21,000 sq. feet on nine floors. Concurrently, from its original 50 w experimental days, WABD's equipment has expanded to include three studio locations equipped with 20 DuMont cameras, 14 mounted on pedestal dollies, one on a crane dolly, and five on tripod mountings; 19 microphone channels, 8 turntable channels, 7 microphone booms, 2 Dynabeam spotlights, 5 video circuits, 6 audio circuits, 3 iconoscope film chains, 2 35mm and 1 16mm channels, 2 35mm and 2 16mm film projectors, 3 slide projectors, a Baloptican, a sound truck equipped with dual turntables and 4 microphone channels, a jeep monitor, 2 off-the-air receivers, 2 microwave transmitters and receivers, and one video and one audio channel line out, among its mobile equipment. Of course, facilities of the full DuMont manufacturing organization are at WABD's disposal at all time, enabling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc) with 9.4 kw aural, 14.5 kw visual.

Details of operations at WABD's three studio locations at 515 Madison Ave. the Adelphi Theatre and the Wanamaker studios are supervised by Roy Passman, New York operations manager.

Base rate of WABD for an hour of Class A time (6:30 p.m. to sign-off, Monday through Friday, noon to sign-off Saturday and Sunday) is $1,500. For Class B time (2:00-6:30 p.m. Monday through Friday) the base rate is $750 per hour, dropping to $500 per hour for all other time. A one-minute or less announcement is $200 in Class A time, $100 in Class B time, and $75 in Class C time. Frequency discounts run from 2½% for 13 times a year to 25% for 260 or more times a year.

Studio facilities for camera rehearsals of live programs are available at $200 per hour. Charges for film studio usage are $125 per hour, with a $75 minimum, and charges for film, when combined with live studio or mobile unit, are $75 per hour or any portion thereof.

CANADIAN TV

CBC Building First Unit

CONSTRUCTION of the first Canadian television studios and transmitter has started at the Canadian Broadcasting Corp.'s national program and commercial center in Toronto, according to Donald Manson, acting general manager of CBC.

It was also announced that S. W. Griffiths, from CBC international service, Montreal, will be program director at Toronto; Reg Horton, technical director, and Charles Harris, assistant supervisor.

FOR SALE
Four of Chicago's Most Popular Television Originations

● In the recent **TV Forecast** survey on the most popular shows from Chicago, WGN-TV ran off with 31% of 49 possible winners. The remaining places were divided between the other three stations.

Amazingly enough, four of WGN-TV's winning Chicago originations are available to sponsors.

They are:

They Stand Accused .... Best Chicago Drama

Spell with Isbell ..... Best Chicago Quiz
2nd Best Education Show

Barbara Barkley ..... Best Chicago Woman's Show
(Tied with WGN-TV's "Woman's Magazine of the Air")

Chicagoland Newsreel ... 3rd Best News Show

Why speculate? Here's an opportunity to sponsor programs of proven popularity—thousands of viewers' votes are evidence. Contact your WGN-TV representative for facts and figures on any or all of these Chicago favorites.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

Free

to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time, this 550-page, $5-volume comes FREE with a subscription to BROADCASTING • TELECASTING

- Analysis 1949 radio-tv adv.
- Media costs
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- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
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MAIL COUPON TODAY!

950

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

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ADDRESS

CITY ZONE STATE

YEARBOOK Special

'Howdy Doody' Does It

NEARLY a quarter million responses have been received from two premium offers on the *Howdy Doody* show on NBC-TV, the network has announced. Youthful viewers were asked in announcements telecast on Jan. 23 and 30, to send 10c and a wrapper from a bar of Three Musketeers candy to receive a cardboard model of Howdy Doody. As of Feb. 6, Grant Advertising, which has the account of Mars Inc., maker of the candy bar, reported it had received 240,000 requests.

Sat. Revue

(Continued from Telecasting 12)

to advertisers through the station representatives.

In the first place, no television station can live on the few pennies out of the advertisers' dollar that it nets from a network sale of time. It must have station time for local advertisers and national spot advertisers. It must have the station break time for its own sale. It must, to exist, get a considerable revenue after all expenses on local business, and it will depend in great measure upon national spot business with its high net return.

When the networks begin to encroach on spot business through any of the many current devices that they are trying, they are starting a practice which knows no end. It is a short step from sales of national spot advertising, through network origination, with low income to the station, to the time when the networks will begin to solicit and offer all spot advertising. It is not a long step from national advertising in network participation shows to network chain breaks instead of the logical and proper station break.

The network can claim a much larger proportion of your broadcasting time for television than it could for AM. Yet it is well recognized by the leading authorities in the advertising business that for many reasons national spot advertising is likely to be a much larger proportion of television time sales than it is in AM. This is fortunate for the station because the larger its proportion of national spot income, the better its financial health.

NARSR members represent 63 television stations now operating. Our members are organizing their sales and promotion and service to develop spot television business in the soundest and largest way. Our members have exactly the same financial problem that you have. Currently they are uniformly losing money on their television operations, but they are expanding their efforts just as you are, with the confident knowledge that television is going to be a spectacular new medium, most serviceable to the advertiser in selling his goods in large volume at low cost.

The danger to what is obviously a healthy future for spot television is in these attempts of the network to encroach upon spot business. The services of a network are understood by all and need no defense. It is this moving in on national spot business to which we object.

We are writing to you on behalf of our members to state these facts in the clearest possible way, and to suggest that the economics of this business call for a clear understanding and definition of what is network and what is national spot.

QUIZ SHOW

ABC-TV Takes 20 Questions

ABC-TV and 12 affiliated stations will carry *Twenty Questions*, radio quiz, as a regular TV feature beginning March 31 as the result of a 26-week contract signed last week by the network and Ronson Art Metal Works Inc., through Grey Advertising Agency Inc., New York.

The program, to be telecast from 8 to 8:30 p.m., EST, on behalf of Ronson lighters, will be carried by four of ABC-TV's owned and operated outlets—WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—and eight affiliated stations.

In New York, *Twenty Questions*, which features Bill Slater as m.c. and a regular panel, as well as guest stars, will continue over WOR-TV, but will move to the Friday evening spot. Show currently is heard and seen as a simulcast on WOR, WOR-TV on Saturday.

Coincident with Ronson's sponsorship on ABC-TV next month, the MBS radio version will be aired from the sound track of the ABC-TV network telecast the preceding night, ABC reported.

WOI-TV BEGINS

Is Nation's 100th TV Outlet

THE 100TH television station in the nation, and the first licensed college television station, WOI-TV Iowa State College, Ames, took the air Feb. 21. Stores in cities of central Iowa held open house last week, with line-ups of television sets demonstrating the station's programs to many persons who had never before witnessed the new media.

WOI-TV is the outgrowth of a decision by officials at Iowa State to modernize the equipment of WOI and include provision for both FM and TV while doing so. The transmitter building and antenna, completed last spring, are located three and one-half miles southwest of Ames. The building is of brick and constructed in ranch house style, containing a transmitter room, workshop, power plant, garage and emergency studio.

The FM and TV transmitters are located at the new site, and eventually the AM transmitter also will be moved there.

WOI-TV, on Channel 4, is affiliated with ABC-TV, CBS-TV DuMont and NBC-TV. It has a library of 3,000 films and operates Monday through Friday with effective radiated power of 13,000 w. Transmitter was built by General Electric Co.

ATS Discussions

AMERICAN Television Society will begin a series of luncheon discussion meetings March 3, Robert Montgomery, NBC producer, will be first speaker at the Hotel Roosevelt, New York.

Te-Ve



Drawn for TELECASTING by John Zeigler

TV RENEWALS

Previous Order Set Aside

WTMJ-TV Milwaukee was given a regular license by FCC last week after Walter Damm, vice president and general manager, reported the station did not accept NBC's order which FCC found objectionable, for the NBC-TV 2½-hour Saturday night series [See TELECASTING 12]

WTMJ-TV and WPTZ Philadelphia had their recently issued regular license renewals set aside and had been given temporary licenses instead, as result of FCC's belief that they accepted the time order.

Rescinding this action with respect to WTMJ-TV and issuing a regular renewal for the period extending to next Feb. 1, FCC said it has received from Mr. Damm an affidavit "which contains a full statement with respect to the order for broadcast time and advises the Commission that the Journal Co. [WTMJ-TV licensee] did not accept the offer made by NBC."

Ernest B. Loveman, vice president and general manager of Philco Corp.'s WPTZ, meanwhile issued a statement saying FCC's action putting WPTZ on temporary license was unrelated to "anything that has happened on WPTZ." His statement:

> This change in our license results solely from a programming policy established by the National Broadcasting Co., with which our station is affiliated and has nothing whatever to do with anything that has happened on WPTZ. So far as we know it will not change or affect in any way the right of the station to broadcast its full schedule as it has been doing since June 28, 1932, when it was one of the first television stations on the air in the U. S.

'Shopper' To Move

DAYTIME FEATURE, *Your Television Shopper With Kathi Norris* on WABD (TV) New York for more than a year, will move to WNBT (TV) New York in early May, the latter station announced last week. The program will be telecast on WNBT Mon.-Fri., a hour a day, as it has been on WABD. It will be offered to sponsors on a participating basis.

CHICAGO TV

McConnell To Keynote Annual Conference

NBC PRESIDENT Joseph H. McConnell and John McLaughlin, advertising manager of Kraft Foods Corp., will deliver keynote addresses at the opening luncheon of the Chicago Television Council's second annual National Television Conference, Monday, March 6.

The three-day conclave, March 6-8, at Chicago's Palmer House, is expected to attract 500 TV leaders from all parts of the country to hear speeches and panels on all phases of the industry. George Harvey, council president and sales manager of WGN-TV Chicago, will introduce the speakers.

The one session Monday afternoon will concern three TV viewpoints—those of the seller, agency and client. Robert D. Swezey, general manager of WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit, and Alexander Stronach, eastern TV program manager of ABC, will represent the seller. Seymour Mintz, advertising manager, Admiral Corp., will speak from the client angle.

Meetings on creating, writing and directing and the "1950 Approach in Station Sales and Management" will be conducted concurrently Tuesday morning. The first panel will be headed by Fred Killian, director of TV programming at ABC's Central Division.

John Mitchell, manager of WBKB (TV) Chicago, will direct a management discussion of E. Y. Flanigan, general manager, WSPD-TV Toledo; Eugene S. Thomas, general manager, WOIC (TV) Washington; P. A. Sugg, manager, WKY-TV Oklahoma City, and F. Van Konynenburg, general manager, WTCN-TV Minneapolis.

Color Discussion Set

Color will headline discussion at the Tuesday luncheon when Clifton Utley, NBC AM and TV commentator, will conduct a panel.

The single Tuesday afternoon panel on sponsors will find Holman Faust, account executive, Schwimmer & Scott Agency, Chicago, directing comments of Bud Gore, advertising manager, Marshall Field & Co., and Phil Creedon, advertising manager, Edward Hines Lumber Co., both Chicago; Read H. Wight, radio-television director of J. M. Mathes, New York, representing Canada Dry ginger ale, and William Fisher, Young & Rubicam, Chicago, for O'Cedar mops. International Shoe Co. and Kelvinator will send speakers also.

A research report will be submitted at an early Wednesday panel, with Robert Salk of the Katz representative firm, Council A. research director, presenting preliminary findings of a special council survey.

Hugh M. Beville Jr., director of research for NBC, will keynote answers from a panel to the question "What Can Research Contribute to Television in 1950?"

Ralph Liddle, assistant advertising manager, Commonwealth Edison Co., Chicago, will introduce H. C. Bonfig, advertising manager, Zenith Radio Corp., and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. Future trends of films in video will be described by a representative from Jerry Fairbanks studio.

Comdr. Mortimer Loewi, director of the DuMont TV Network, will be featured speaker at the Wednesday luncheon.

Wednesday afternoon, Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will moderate a panel on "Stations, Agencies and Production Companies Solve Programming Problems."

Among the 10 persons appearing on the panel will be Monte Fassnacht, production supervisor at WENR-TV Chicago; Norman Heyne, Ruthrauff & Ryan; Joseph Betzer, director of film planning, Sarra Inc.; Norman Lindquist, TV director, Atlas Film Corp.; Jerry Campbell, president, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Don Cook, remote director, WGN-TV, all Chicago, and an executive from Campbell-Ewald Agency, Detroit. Others will be Carl Haverlin of Broadcast Music Inc. and Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

Telestatus

(Continued from Telecasting 6)

Fran & Ollie, was included in the 10 least popular shows.

Table of the top 10 WTVJ programs follows:

Program	Total Resp.	Index
1. Toast of Town	395	94.11
2. Arthur Godfrey	403	88.58
3. Big Story	380	86.57
4. Lone Ranger	397	86.02
5. Philco Playhouse	390	83.52
6. This is Show Business	393	81.48
7. UM Basketball *	363	81.26
8. Telenews	385	80.45
9. Hopalong Cassidy	382	80.36
10. Fred Waring	401	79.55

* Indicates local live program.

KRAFT NAMED

Heads Raymer Co. TV

REYNOLD R. KRAFT, former sales manager of the NBC-TV network for the past five years and pioneer in formulating NBC-TV engineering production and sales techniques, has been appointed vice president of Paul H. Raymer Co., station representative. He will be in charge of the firm's TV department.



Mr. Kraft

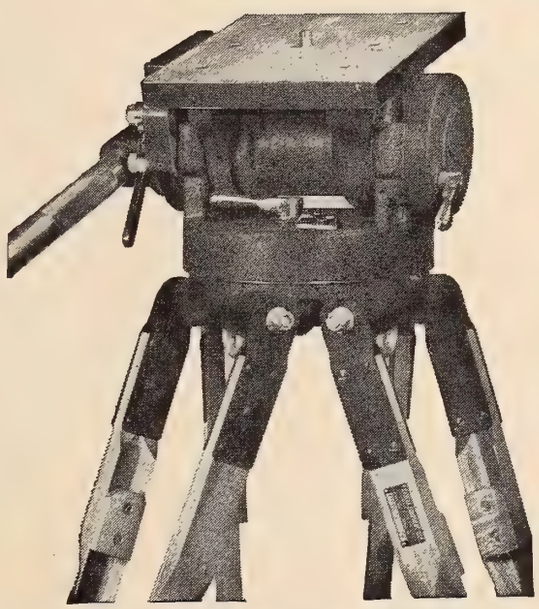
Mr. Kraft, who started with NBC in 1937, is credited with selling the first commercial TV show in 1941 and the first network video program in 1946.

Mr. Kraft also has conducted surveys at various television stations for development, modernization and efficiency of operations.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

CML COLOR SYSTEM

Multiple Services Seen

COMMUNICATION MEASUREMENT Lab., New York engineering and development firm, informed FCC last week it has pending patent applications relating to a high-quality color television system which it proposes for operation in the ultra-high frequency band on 8-mc channels.

Although admitting the system has not yet been produced, CML indicated its proposal is technically practical and would:

- **Operate on continuous dot sequential basis, incorporating certain features of existing standards, but with aural portion included with picture portion of signal by use of time multiplex transmission for the sound—eliminating need for separate aural transmitter.**
- **Permit simultaneous broadcasting with TV program on single channel, and reception on single receiver, of literally hundreds of auxiliary aural signals—such as multiple AM, FM, facsimile, news printer, police, taxi, fire, point-to-point services etc.—because of high sampling rate permitted by 8 mc.**
- **Provide fully competitive national color TV system in UHF.**
- **Drastically cut inter-city TV facility costs and problems.**

CML revealed its proposal in a petition for consent to participate in FCC's color TV hearing. Through D. A. Griffin, its president, CML rceommended RCA's compatible dot-sequential color system for use on VHF channels "in order to provide an un-interrupted service to the millions of VHF set owners." CML specifically asked FCC to:

- **Select the best compatible system for use on VHF channels.**
- **Abandon the compatibility requirement for color TV on UHF.**
- **Withdraw the proposed FCC allocation plan released July 11, 1949.**
- **Proceed at once with examination of basic UHF allocation questions to determine maximum channel width that can be provided in UHF band, which depends on total width of band and number of channels needed to establish national system.**
- **Request all interested parties in color hearing to build equipment for test UHF operation in that maximum bandwidth to show best possible performance of various systems practical in lieu of "artificial limits of monochrome standard."**

CML told the Commission that about March 1 it would file an abstract of pertinent information on its patent applications together with an authorization to inspect its patent bids on a confidential basis. The firm said the number and involved nature of its patent claims kept it from filing the patent applications as soon as expected.

"The public disclosure of the several color television systems now being examined by the Commission has provided CML and other persons and organizations with the opportunity to investigate these systems," the firm said, "making it possible to create further improvements in these systems and to develop new systems that will correct many of the faults which have been brought to light during the hearing.

"Our proposal," CML said, "envisions a new approach to the problem of compatibility. We believe this approach is in the public interest in that it will require a smaller investment by the public for color or black and white television service. It will provide a nationwide television service with better picture quality and greater freedom from interference than it is possible to obtain within the limitations of the present monochrome standards using a hybrid VHF-UHF nationwide allocation plan."

High Quality Necessary

CML emphasized that FCC and industry must insist on a high quality color system that will last for years and pointed out that none of the three principally proposed color systems can now produce a large, direct view picture from a single-gun kinescope by electronic means. CML advised delaying color until such receivers can be produced commercially.

Outlining the major defects of the three systems and pointing out RCA's difficulty in obtaining perfect registration in its dot-sequential system, CML told FCC it "wished to announce at this time that we have discovered means whereby the position of the moving dot can be accurately maintained in the millions of discrete positions per second necessary to achieve accurate color registry."

CML further explained this achievement "will lead to greater simplifications in the design of cameras and receivers using dot sequential techniques. Single gun camera tubes and single gun direct view picture tubes in conjunction with striped color filters or striped phosphors in the case of the kinescope become entirely practical with precise registry control." Overall costs of such a system would be greatly reduced, it was said.

The CML brief criticized the RCA system's use of four fields with two of them dot interlaced, a situation forced by the bandwidth limitations of the monochrome standard. This use of four fields requires reduction of the picture rate to 15 from the present standard of 30 pictures per second and causes jumpy action to result in action scenes, it was explained. This also limits the amount of intelligence that is transmitted within a given time interval which degrades the definition of the picture, CML claimed.

"By the simple process of doubling the video bandwidth and sampling rate and transmitting the picture on a continuous dot sequential basis, these faults are eliminated at one stroke," CML asserted. Claiming this to be the basis of its proposed system CML explained the present 525 line, two field line-interlaced standard is retained, producing 30 pictures per second. CML said twice as much intelligence results in this transmission and improves picture quality.

CML stressed savings in transmitter and receiver costs that would result with its system and explained that both RCA color (for VHF) and CML color (for UHF) could originate in the same studio camera.

In the CML use of the time multiplex system to transmit the sound portion of the TV program, it was explained that the sound would be transmitted during the "blacker than black intervals between the color elements" of the dot sequential visual transmission. Major advantage of this was said to be the elimination of costly sound transmitter and antenna diplexing unit at the transmitter. In addition, receiver tuning would be made easier and costs reduced as the requirement for frequency stability of the high frequency oscillator is greatly relaxed.

"Here at last is the opportunity of providing a single radio frequency receiver that will deliver an enormous program selection via a single radio frequency channel," the brief said. Only additional cost would be that for gating equipment and additional terminal equipment.



CELEBRATING its second anniversary, WLWT (TV) Cincinnati had as guest stars Puppeteer Burr Tillstrom (wearing cap) and his famed troupe of Kukla, Fran and Ollie, who starred on the station's special hour and 15-minute anniversary show early this month. Greeting them at the train are Robert Dunville (l), president of the Crosley Broadcasting Corp., and John Murphy, Crosley director of TV operations.

Color Triangle

(Continued from Telecasting 3)

own antennas with live programs.

The problems used in the comparative tests, and the programming material, had been selected at meetings of industry and FCC representatives.

Chairman Wayne Coy and Comrs. Hennock, Webster, Sterling and Jones took an active part in the tests, along with members of the FCC staff. E. W. Chapin, chief of the FCC Laboratories Division directed the technical aspects of the tests though he was unable to be present. W. K. Roberts, assistant chief, took charge of the program, aided by F. D. Craig engineer.

Difficulties Cited

Arthur S. Matthews, president of CTI, said his company had no apologies but explained his engineers had assumed line voltages would be constant and did not have voltage regulators. He requested another demonstration and pointed to the difficulty of "working out of a suitcase" with basic laboratory equipment in San Francisco.

The Washington showings of CTI color did not compare with West Coast showings, he said. The best CTI set at Laurel blew a transformer and went out of action. "Predictions that we have flicker and crawl were completely disproved," Mr. Matthews said adding that CTI had no chance to rehearse prior to the demonstration.

Frank Stanton, CBS president said the tests "clearly established superiority of the CBS system in color fidelity, definition, as well as in black-and-white." He claimed superiority, also, in resistance to interference effects.

Mr. Stanton agreed CTI should have another chance if it doesn't unduly delay arrival of color as a public service. "Our system can accommodate any improvement in apparatus," he said. "It will work better with a single tube than the

Peter Hand Signs

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has bought one-third of the Chicago White Sox baseball games on WGN-TV Chicago for the 1950 season for $118,500 through BBDO, also Chicago. Package includes precede and follow spots to games, so that each of the three sponsors will have some portion of a daily telecast and a full game every third day.

PRECISION "T" STOP LENS CALIBRATION

Lenses Coated. Special "TV" Lens Coating. Prompt Service

Transmission calibration of all types of lenses, any focal length, latest method accepted by Motion Picture Industry and Standards Committee of SMPE.

Equalize your lens stops on all focal lengths for proper exposure density by having them "T" Stop calibrated now.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

others." If the FCC approves multiple systems, he added, it will be rough on broadcasters and the public but CBS is confident it will come out on top. "On every index CBS is superior," he concluded.

CBS had sets ranging from 10 to 16 inches in picture size, including manual and automatic color phasing. One set had no magnifying lens.

Adrian Murphy, CBS vice president and general executive, said he will point out to the FCC at next week's hearing that RCA kept two engineers working on its sets and was unable to get them to phase properly or to bring up the colors correctly. He claimed RCA sets lost all color at times.

RCA Labs System

Speaking for RCA, Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division, said the company's color "stood up well throughout the tests. There was no change in color, definition was good, and the test patterns were uniform whether in color or black-and-white.

"RCA's color was shown today to be completely compatible. Under interference, the color held up until the noise was so bad it produced unusable pictures. There was no breakup, no crawl, no flicker. Our claims for the system have been borne out."

RCA showed several sets in smaller cabinets, with 30-odd fewer tubes. One 16-inch direct-view set was used, along with 10-inch direct-view screens and a 15x20-inch projection screen.

Dr. E. W. Engstrom, RCA Labs research vice president, said RCA will demonstrate single tri-color direct-view tubes in a few weeks. These tubes will provide "the ultimate in color TV reception for the home" when fully developed, he promised. Dr. Jolliffe claimed that only the RCA system "offers high-definition pictures, unlimited picture size and brightness, and flickerless pictures with no color break-up or fringing."

CTI's initial official showing to the Commission, held Monday morning at the Statler Hotel, Washington, was hampered by sync generator troubles which had developed about 12:30 a.m. As a result it had been necessary to re-install a "vertical shift" system in lieu of the horizontal shift method which CTI officials had planned to employ.

Four banks of 11x14-inch projection receivers were used, each consisting of one color and one monochrome set. The program featured Singer Lanny Ross and guests in a variety program plus films.

Observers felt the color pictures showed inadequate brightness almost throughout the demonstration, and for much of the time one of the receivers showed a greenish cast while another had a purple hue. Color fringing was particulary noticeable on a third set, which later ceased operation altogether. The pictures were sent to New York and return via coaxial cable and to Baltimore and back by radio relay with no substantial difference in quality.

Sen. Johnson said the show was "good for a first demonstration."

The CTI system was demonstrated again Monday afternoon, with improved results though it was explained on behalf of the company that the temporarily revised setup was operating well below previous standards. Detail was improved over the morning showing.

The projection screens emphasized yellow on the right much of the time, with a tendency toward blue emphasis on the left. A bright red backdrop veered into a magenta tone on the left half of the screen. Some registration difficulty was noted. Scanning lines were invisible at a distance of five or six feet. A rippling effect was observed in the horizontal wedges of the test pattern.

Among those taking part in the Laurel demonstrations, besides FCC, were the following delegations:

RCA—Brig. Gen. David Sarnoff, chairman of the board; Elmer W. Engstrom, vice president in charge of research; C. B. Jolliffe, executive vice president in charge of RCA Labs Division; John Cahill, counsel; Glen McDaniel, vice president; George Brown, RCA Labs Divisions; J. V. Heffernan, vice president; Orrin E. Dunlap, vice president in charge of advertising and publicity; D. F. Schmit, vice president and director, Engineering Dept., RCA-Victor Division.

CBS—Frank Stanton, president; Adrian Murphy, vice president and general executive; Samuel Rosenman, counsel; William B. Lodge, vice president in charge of general engineering; Dr. Peter C. Goldmark, director of engineering research and developments; John W. Christensen, chief engineer, research and development; J. W. Wright, chief radio engineer.

CTI—Arthur S. Matthews, president; George E. Sleeper Jr., vice president; Carl Wheat, general counsel; Frank McIntosh, consultant; Charles W. Parker, Ben K. O'Lerer, board members.

Canada—C. W. Browne, controller of radio, Dept. of Transport; W. A. Caton, chief inspector of radio, Dept. of Transport; W. B. Smith, engineer in charge of Broadcast Division, Dept. of Transport; Donald Manson, assistant general manager of CBC; E. Hayes, CBC engineer.

DuMont—Allen B. DuMont, president; William A. Roberts, counsel; Thomas T. Goldsmith Jr., director of research; Richard Tingley, chief of color TV research; Robert Cavanagh, assistant; S. J. Koch, chief of tube research.

Condon Committee—Donald Fink, Electronics; Kenneth Norton, Bureau of Standards.

Radio Mfrs. Assn.—Raymond C. Cosgrove, president; Edward W. Wheeler, special counsel.

Television Bcstrs. Assn.—Jack R. Poppele, WOR New York, president; Will Baltin, secretary-treasurer.

Controversy Study

A SPECIAL committee to make a factual study of the controversy between the U. of Washington athletic division and Seattle's television industry has been appointed by the Seattle Chamber of Commerce publicity division. Empowered to recommend action to the chamber's executive committee, the committee comprises Seattle agency men Harry S. Pearson, Pearson & Morgan; Bob Keene, Keene & Keene, and Gene Holce, Holce Co. Naming of the committee is the latest step in the controversy touched off when U. of Washington authorities banned telecasting of the school's basketball games [TELECASTING, Feb. 20].

PUBLIC LIKES COLOR

CBS Survey Shows 97% Favor It Over B&W

ALMOST unreserved public preference for color television over black-and-white transmission highlighted findings in CBS' survey of reactions to its Washington color TV demonstrations, which ended last Tuesday. Public reactions and other information will be submitted to FCC.

According to first overall tabulations released by CBS last Tuesday, 97% of the people who saw CBS color TV thought it "much more enjoyable" or "somewhat more enjoyable" than black-and-white; described the overall quality of pictures as "excellent," "very good," or "good," and rated clearness of detail in similar terms.

Percentages were based on 9,423 completed questionnaires turned in after the observers last month caught their first glimpse of color TV during public showings which began in Washington Jan. 12. Demonstrations were part of extensive color television operations which CBS began last Jan. 1. Test telecasts also were aired in New York and Philadelphia.

Breakdown of CBS survey tabulations: 84% thought color "much more enjoyable" and 13% "somewhat more enjoyable" than monochrome pictures. About 1% thought it "about the same." Nobody preferred black-and-white as more enjoyable, CBS said. On quality of picture, 42% thought it "very good;" 41% "excellent," and 14% "good."

On clearness of detail, 44% marked "excellent" and 40% "very good," while 2% thought it "only fair." Ninety-four percent found the picture "just about right" or a "little too bright"—accounting for 54 and 41% respectively. Only 4% considered the pictures "much too bright."

Additionally, 62% reported no "defects" to mar their enjoyment of the color pictures, while 34% answered "yes." With the latter, the interference was adjudged to be minor.

Tabulations did not go into details on defects, or age, sex or education of viewers as well as other questions. This information is now being processed, and will be included in complete data to be turned over to FCC.

EDUCATIONAL TV

Illinois U. Okays Funds

ACTION by the U. of Illinois' board of trustees has been taken to include television in its future plans. The board has approved appropriation of funds for a new 400-ft. steel tower to replace one of two towers now used by its AM facility, WILL Urbana-Champaign, Ill. It will be of sufficient strength to support a TV antenna, according to the university.

As an arm of the broadcasting field, Prof. Wilbur Schramm, director, Institute of Communications Research, said television will be a leader in extending teaching and demonstration in educational programming. Prof. Schramm added that audio-broadcasting is not to be discounted as "sound transmissions will continue to provide general program service." Toward that end, the university also authorized funds for a new 10 kw FM transmitter for its WIUC (FM) (now 100 w) in view of increasing that service from local sundown to nighttime broadcasting. The university said WIUC is to be a key for state-wide network of commercial FM stations and also link programs on the campus in Chicago with Urbana broadcasting.

P&G TV Tests

PROCTER & GAMBLE Productions has retained Television Film Research Institute to run a series of consumer jury tests on films being produced for its *Fireside Theatre* television series by Bing Crosby Enterprises, Hollywood. Purpose of the research is to study techniques currently being used in producing motion pictures for television. Consumer jury audiences will be selected from various radio shows.

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WLW-TELEVISION

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WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Excise Tax

(Continued from Telecasting 12)

Industry and Television Broadcasters Assn.

Mort Farr, of Mort Farr Inc., Philadelphia, for the TV dealer; Elmer R. Crane, of Mort Farr Inc., for the TV distributor, and David E. Kahn, chairman of the board, Thomasville Furniture Corp., Thomasville, N. C., for the TV cabinet maker. The industry's employes were represented by James B. Carey, secretary treasurer, CIO, (CWA), and Lawson Wimberly, assistant to the international president, IBEW-AFL.

The NAB was represented by G. Emerson Markham, television director. RMA's legislative coordinator was Joseph E. Casey, an attorney and former Massachusetts Congressman.

Viewing the proposed tax as an "added burden on an infant industry," Mr. Markham pointed to a loss of $14,900,000 in 1948 to television broadcasters. He told the Congressmen:

"When the first excise tax was levied on radio receivers . . . there were over 700 stations then on the air . . . 17 million sets then in use. Radio was at that time (1932)—10 years after its introduction—a going business. . . . However much it may have retarded the speedy development of the radio broadcasting of that day, at least it was not imposed at so crucial a moment in the development of this older form of air-borne communication."

As did other witnesses, Mr. Markham emphasized the war and the FCC "freeze," as well as the immense cost of broadcasting equipment to operators and TV receivers to consumers, as factors retarding "rapid development of the video art in this country." He also noted that advertising revenue for improvement and expansion of TV would be forthcoming only in proportion to the size of a potential audience. Any tax imposed, he added, would serve to slow up the sale of receivers and consequently put brakes on the industry's development.

Against Tax

Six major arguments against imposition of the tax were advanced by Mr. Smith of Philco:

(1) It is inequitable and would place a regressive burden on the industry; (2) television, a new industry, would be jeopardized; (3) it would retard TV's public service; (4) it would place serious economic effect on manufacturers, the public, the broadcasters, studio workers, suppliers, distributors and dealers, and (6) its application to radio and TV is not comparable.

Including a map with his testimony showing areas which currently are served by television and those areas "frozen out" by the FCC, Mr. Smith outlined growth of the industry in the post-war period. The industry, he said, despite increasing labor costs, has made rapid strides toward lower prices on receivers with the result that "today's prices are little less than one-half" what they were in 1947.

Mr. Carey told the committee that the CIO workers employed in the industry have considerable "stake" in the situation. The union's position has been general opposition to all wartime excess taxes and it feels a proposed tax on TV sets "would be objectionable from the point of view of sound economics." In fact, he said, "the excise tax should be removed from radio and not placed on TV."

Mr. Carey said a 4 million set production mark this year means the employment of many workers —an excise levy would lift prices and thus slow mass production hopes for the industry. He said he was surprised the administration could not find a better basis to raise revenues than to impose a tax on consumers.

Expansion Handicap

The IBEW's Wimberly also pointed out production hopes of the industry. He said an excise tax would handicap such expansion, adding to that already imposed by the "freeze" and by equipment costs. Still lower prices to the consumer were forecast by Mr. Wimberly provided "the demand for sets can continue and production is planned in mass quantities."

Any tax would fall hardest on the middle and low income groups which purchase the majority of sets, Mr. Durst declared. He said the loss of revenue to the government, "because of reduced personal and corporate income taxes and reduced payroll taxes," would be greater than the estimate of additional revenue to be derived from a levy. The small manufacturers' spokesman saw higher prices for sets and fewer sales should the tax be imposed.

Mr. Wailes, speaking for TBA, pleaded that "artificial restrictions not be placed . . . upon the growth of the American television audience" as the very life of television is dependent upon the number of receivers in the homes of American families. He pointed out that "circulation" of television (number of sets in a given coverage area) "is not large enough to justify rates at which the station can realize sufficient revenues to defray its costs of operation." The tax, he said, "as far as the television broadcaster is concerned," means "less 'circulation', fewer advertisers using TV as a sales medium and less turnover of goods and less employment in production."

Mr. Hines added to the telecasters' case by showing the small station owner's cost problems. He urged the committee not to handicap the infant's growth by wielding the 10% tax on receiver sales. ". . . (The tax) would be in the nature of a serious illness that would leave this child stunted and perhaps crippled for life," he said.

Another North Carolinian, David E. Kahn, cabinet maker, estimated the proposed tax would curtail hi industry's market from 20 to 30% TV, he said, has meant a stimu lant to the carpeting, upholsterin and furniture business.

Admiral Corp.'s spokesman Mi Graver, said "the nature of thi manufacturers' excise tax is suc that it is pyramided through re peated markups with the result tha the increase in cost to the consume is much greater than the 10% tax . . ."

National defense application b the industry was shown by Elme R. Crane, wartime chief of th components and facilities branch o the War Production Board's radi and radar division. He said "w will not have the two or more year we had prior to 1941 to get int (war) production this time. Main tenance of present research and en gineering laboratories, supporte by TV set sales, is important to na tional defense."

Dealer's Problems

Mr. Farr told the committee o the TV dealer's problems. Rapi turnover is necessary, he said, fo the dealer to maintain his busines under current discount arrange ments. "Any tax," he declared "that would slow up mass buyin would slow down my turnover, an could conceivably make it impos sible for me and many others lik me to stay in the television busi ness. . . . Television is not just fo the rich. Today the real volume i TV sales comes from the mass mar kets of workers earning unde $4,000 a year . . ." He urged th committee: . . . "Just look over th rooftops along the railroads or i the row houses . . ."

Before the hearing got under way, widespread publicity to th industry's protest was given b Greater Washington TV distribu tors and dealers. They purchase ads in local papers appealing t "the members of Congress and th public" to give heed to the propose "extra tax burden" on the industry The advertisement pointed out "This proposed new excise tax o television might well mean les revenue than the government nov is getting from the TV industry."

The entire presentation to th House committee was delivered i about an hour and a half with in troductions of the witnesses an the industry's reasons for appear ance given by Mr. Casey. In clock work precision, witnesses took th stand and presented their argu ments.

Questioning by committee mem bers was brief. Reference wa made by one Congressman to TV' effect on sports events' gate re ceipts and upon movie attendance These were answered fully by Mr Smith who pointed out these ef fects were felt "only in certain iso lated cases." Other witnesse showed the amusement excise ta differences to the proposed TV ta as twofold: The movie tax make "the markup" negligible in dollar and cents as compared to TV re ceiver prices; the theatre industr grew up many years ago.

Film Report

DUDLEY PICTURES CORP., Los Angeles, has completed first two of series of 13 quarter-hour *Classroom Quiz* television films to be released by **NBC-TV. Carl Dudley**, head of firm, will go to Hawaii in April and following that to several countries around the world to shoot additional footage for *This Land of Ours* TV series. Countries scheduled for film shooting include Greece, Italy, Switzerland, Israel, Egypt and Iran.

Film Graphics Inc., New York, has contracted with **Ruthrauff & Ryan**, Chicago, to produce six one-minute animated cartoons for **Ken-L-Ration** (dog food), division of Quaker Oats Co. Series is being done in color for use on color TV as well as on black-and-white. Spots, to be released in about two months, are being keyed by **Sam Cobean**, *New Yorker* cartoonist. . . . **Telefilm Inc.**, Hollywood, doing quarter-hour film for **Pontiac** advertising Catalina model. Agency: **Taggart & Young**, Beverly Hills, Calif.

* * *

Kling Studios, Chicago, producing five one-minute TV spots for **Reddi-Wip**, St. Louis. Live-action series, featuring singing and jingles, expected to be released to national distributors in March. . . . **Theodore Chargel**, former artist with Walt Disney Studios, Hollywood, has joined animation department of **Pictosound Productions**, St. Louis. . . . Over 20,000 feet of film have been shot during last four months by **Erskine Johnson** and **Coy Watson** for their *Hollywood Reel* on KECA-TV Hollywood.

CBS has purchased TV rights to **IMPPRO Inc.'s** (Hollywood) "Cases of Eddie Drake," half-hour film series. Network said to have originally paid firm $97,000 to produce series of 13 films, with arrangement to share TV rights with film company. Present package includes nine films as firm unable to complete remaining four because of commitments of **Pat Morrision**, feminine lead, with New York show "Kiss Me Kate." CBS will pay **IMPPRO** $4,000 additional for all TV rights with latter retaining original $97,000 outlay and relieved of responsibility of completing last four films. Film firm retains theatre and foreign distribution rights.

Alexander Film Co., Colorado Springs, has completed series of TV films for **Gruen Watch Co.**, Cincinnati, Ohio. Series consists of 32 films, and will be made available to 9,000 dealers throughout country. Firm has just completed year of full scale television film production and has made films for such national manufacturers as **Frigidaire Division** of General Motors, **Hudson Motor Car Co.**, **Mullins Manufacturing Corp.**, **Hotpoint Inc.** and others.

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Vanted—Announcer with first class license, accent on announcing. Starting alary $50.00 per week. Box 183E, ROADCASTING.

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Disc jockey, newscaster and control board operator. Young, married. Wonderful personality. Eight years in music business. Thorough knowledge of popular, western and classical music. Also sports. Limited broadcast experience. Will accept position anywhere. Salary secondary. Box 235E, BROADCASTING.

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Combination man, chief announcer, 1st class ticket, program director. Play-by-play baseball, football, basketball. Not mere words. Top grade work. Box 241E, BROADCASTING.

Sports announcer—Four years of play-by-play. Would like heavy schedule of sports year around. Also experienced staff work for three years. College graduate. Married. Box 246E, BROADCASTING.

Spanish announcer and/or continuity writer, pleasing radio personality, clear enunciation free of regionalism. Available for radio, film dubbing or advertising work in Washington, D. C. or N. Y. Disc and material on request. Box 248E, BROADCASTING.

Sports announcer. Play-by-play all sports. Best baseball announcer in the business. Excellent references. Will accept only top position. Box 251E, BROADCASTING.

Vet, 23, 2 years college, 1 year radio acting training. Good voice, speech. Personable. Want announcer-apprentice position. Box 254E, BROADCASTING.

Looking for a personality? Well, I'm a a flub! Two years announcing-copywriting. Single, 25. Think dead air is bad? Just hear my disc! Box 255E, BROADCASTING.

Sports announcer. Experience football, baseball, basketball. Looking for progressive station! Will build sports department. Michigan, nearby states. Box 257E, BROADCASTING.

Announcer, now has first phone. 3 years experience. Make offer. Box 260E, BROADCASTING.

Morning man, hillbillie-pop specialist, change of voice, employed, deep voice, all letters answered, corn is selling. Box 261E, BROADCASTING.

Radio school graduate. 27. Married. Accent on newscasting, commercial announcing. Wants a push. Will travel. Box 265E, BROADCASTING.

Play-by-play sports. Interested only Class AA or better baseball or agency connection. Box 268E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

High caliber announcer. Proficient reader. News background, deejay, interviews. 3 years in a ¼ kw too long. Desire change. Excellent references. Not an arbitrary character. Box 272E, BROADCASTING.

Graduate leading announcing school Radio City, New York, seeking initial position. News, good commercial, sports, D.J., writing ability. Stage and radio acting experience. Opportunity compensates salary. Married, will travel, disc, references on request. Box 273E, BROADCASTING.

Sportscaster with knowhow. Accurate reporting, listenable style. Live or recreated baseball. Excellent basketball, football. Smooth ad-lib minor sports and special events. Box 269E, BROADCASTING.

Situations Wanted (Cont'd)

Baseball my specialty—now employed as sports director Washington, D. C. station, experienced all sports, D. J. newscaster, high Pulse rating, excellent references, $75. Box 283E, BROADCASTING.

Announcer wants incentive for ideas, initiative. Able, amiable, reliable; 4 years versatile experience, young, B.A., dud at sports, jockeying. Box 284E, BROADCASTING.

Stations west of the Mississippi, available March 30. Play-by-play sports, special events, news, ad-lib disc shows, staff announcer. Chief announcer at present time. Looking for more progressive station heavy in sports. Can do sales. Single, 27. Disc, photo available. Box 285E, BROADCASTING.

Announcer, one year collegiate, allround experience, also graduate of School of Radio Technique, Radio City, N. Y. Will travel, ambitious and able—disc available. Box 287E, BROADCASTING.

Good voice, knowledge sports. TV programming, directing, audio. Disc available. Box 288E, BROADCASTING.

Who will take a chance on an ex G.I.? 9 months radio school, one year commercial experience. Proven mail pull on early morning and request hillbilly show. Work control board, news and commercials. Prefer mid-South but go anywhere worth while. Money secondary. Box 291E, BROADCASTING.

Announcer and P.D.—morning show specialty, sports, etc. Four years net and indie, in large eastern market, married, one child. Best references, will travel, right offer gets good experienced, stable man. Address Box 292E, BROADCASTING.

Baseball play-by-play man. Experienced all phases sports broadcasting. Available for season or permanently on notice to employer who plans no baseball coverage. College graduate. Box 293E, BROADCASTING.

Sports announcer experienced play-by-play all sports, other types announcing, capably handled, dependable, family, 30. Box 295E, BROADCASTING.

Baseball problems? Available, 7 years live and reconstruction play-by-play, B to AA. College athlete, coach, speech M.A. Also, news editor, rewrite, emcee, special events and disc shows, some selling. Presently employed St. Louis area, but no sports opportunity. Audition discs, all phases. Best of references. Box 297E, BROADCASTING.

Wanted, station interested in a man who, though short on experience, is adept in all phases of announcing and the operation of a console. Box 298E, BROADCASTING.

Two years experience. Good selling voice! Versatile! Excellent references. Single. Available. Box 303E, BROADCASTING.

Newscaster, disc jockey, 20, graduate School of Radio Technique, Chicago. Sober, willing to work. Contact Kenneth Daum, Route 3, Box 552, Pewaukee, Wisc.

Staff announcer. Two years experience. Also writer-director dramatic series. Disc, photo, references on request. R. W. Dowling, 7115 37 Ave., Jackson Heights, L. I., N. Y. c/o Watkinson.

Announcer, BA Degree, 24, single. 3½ years mike experience. Desire progressive 250 watt anywhere. George Doyle, 71 Emma St., New Bedford, Mass.

Attention! Available immediately, good experience in sport announcer with experience in play-by-play. Also a good dj looking for hard work not a soft touch. Notify Bob French, 8817 Houston Ave., Chicago 17, Illinois.

Announcer, experience two years, news, staff, disc jockey. Midwest preferred. Dan Holocher, 439 S. Jackson St., Louisville, Ky.

Versatile morning or staff announcer. Single, 24. University BA. 2 years experience. Travel. Bob Kenneth, 11402 Superior Avenue, Cleveland 6, Ohio.

Announcers, Two: Man and wife wish position as announcers on same station. (east preferred). Both are graduates of School of Radio Technique, Chicago, Ill. We are willing to work hard to make good, high salary not essential. Photo and disc or wire recording available upon your request. We believe these speak for themselves without any explanation. William and Madeline McLean, 6948 Sheridan Road, Chicago, Ill. Tel. Sheldrake 3-9870. Available April 1st.

Situations Wanted (Cont'd)

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Announcer, ambitious, reliable, experienced all phases. Good on news, commercials, also console. Continuity, sports, remotes. Veteran, single, will travel anywhere. Disc and particulars available. Robert E. Porter, 209 N. Third, Villa Park, Ill. 4645.

Ambitious announcer. Graduate radio announcing school. Good voice, sports background. Prefer area between Boston, New York, Buffalo. Personal interview desired; have disc, photo. Walter Sheldon, 595 Winspear Avenue, Buffalo, N. Y.

Technical

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Engineer 1st phone, telegraph, amateur 7 years communications. No broadcast experience, very reliable. 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitter, control board and remote broadcasts, Single, car, preferably NYC or vicinity. Box 96E, BROADCASTING.

Experienced transmitter control engineer. Presently chief 250 watt station. No announcing. CREI graduate. Prefer west. Box 135E, BROADCASTING.

Three years experience, 1 year as chief engineer, interested in new construction with permanent position to follow. Family man, car, want to settle. Furnish references. Box 170E, BROADCASTING.

Young single engineer desires position with progressive station going into TV. RCA graduate, 1st phone, available immediately. Salary secondary. Box 228E, BROADCASTING.

Engineer, 20 years experience, 1st class license; installation, maintenance and operation, AM and FM transmitters and studio equipment. Married, reliable and good references. Will travel. Box 230E, BROADCASTING.

RCA graduate, 1st phone. Desires position with progressive station. Have potentialities of becoming good combination man. Hard worker, willing to learn. Salary secondary. Box 234E, BROADCASTING.

Chief engineer 10 years experience all phases presently employed, references. Box 249E, BROADCASTING.

Experienced engineer, 18 months — full knowledge control board and remote. Single, will travel. Presently employed. Box 250E, BROADCASTING.

Engineer—1st phone, 2nd telegraph, ham. RCA Institute graduate, 65 months in studio, 41 combination studio-transmitter. Transmitter, studio, remote, tape and disc recording. AM, FM or TV. Age 21, married, references. Large station preferred, available immediately. Box 256E, BROADCASTING.

First phone, experienced, transmitter, console, remotes. Married, car. Wish to settle in northeast. Available on short notice. Box 286E, BROADCASTING.

Engineer, 1st phone. Veteran, 27; 17 months transmitter. Technical school graduate, AM, FM, TV. Interested AM station, travel. Box 294E, BROADCASTING.

Radio school graduate, 1st class license. Want to learn broadcasting. Will travel. Box 299E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced first class radio telephone operator currently with 20 kw New York City FM station. References from same. Will travel. Box 300E, BROADCASTING.

First class license, 6 months experience 250 watt. Vet, will travel. J. Herman, 338 Lincoln Place, Brooklyn 17, N. Y.

Holder 1st radiophone desires experience, available immediately. Joseph Hueston, 31 Targee Street, Staten Island 4, N. Y.

Combination chief engineer-assistant manager. 26 years experience planning, installing, operating stations. Will build new station or rebuild ailing station. Reasonable salary, excellent references. Permanent position desired. Kidd, Salida, Colorado.

Holder 1st radiophone desires experience. Available immediately. Edward Lessmann, 4141 70 Street, Woodside, N. Y. C.

Production-Programming, others

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progressive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Experienced continuity writer. Excellent references. Modest requirements. Can also announce. Box 140E, BROADCASTING.

Program director, writer, announcer, wants job with progressive AM station. Presently employed in FM. Specialty, ad-lib, special events. Disc, photo, references on request. Box 147E, BROADCASTING.

Responsible, versatile production executive will fill any combination of vacancies on your team. University graduate, 7 years announcer to FM manager. News, music specialist. High references. Anywhere. Immediately. Box 176E, BROADCASTING.

Presently employed, seeking advancement or opportunity to work with experiment—college woman thirty two, experience business, sales, two years commercial and dramatic continuity, woman's show, character parts, traffic, public relations, speech making. Will go anywhere. Box 232E, BROADCASTING.

Very good writer. Commercial and music continuity. Recent graduate of radio school, studied all phases of radio. Willing to work and want experience. Production minded. 2 years college. Prefer south. If interested Box 239E, BROADCASTING.

Continuity writer. Western New Yorker; 19, male. Training, ability. Box 253E, BROADCASTING.

Program director — disc jockey has reached top at present station, desires change. If your station offers opportunity, good future, in exchange for hard work, I'm your man. Run good record show, do MC work, write copy, originate ideas, play organ and make friends. Best references. Minimum salary $65. Box 258E, BROADCASTING.

Newsman—Univ. of Wisconsin journalism graduate. Reporting and continuity experience. Some air work. Box 266E, BROADCASTING.

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Gain profitable programming, prestige through merchandisable ingenuity, steadying influence of experienced program director. Young family man. Box 302E, BROADCASTING.

Situations Wanted (Cont'd)

Program director, Washington, D. network station desires change pr erably to coastal town, where wo will include announcing. Beginni salary not important if chances of p motion good. Personal interview wi in reasonable distance, otherwise di photo, etc. HU. 6000, Ext. 641, Washi ton, D. C. Box 280E, BROADCASTI

Continuity-announcer, reliable, neit floater nor tipster. 4 years experie includes television. Desire permanen All inquiries answered immediate Bob Brier, 4815 Blackthorne Aven Long Beach 8, California.

Copywriters, trained in continu traffic, announcing and board wo $35.00 to $45.00 to start. Pathfin School of Radio, 1222-A Oak St., K Mo. Phone HA 0473.

Precision tape editing by network gineer. Ampex, Brush machines. Ph President 2-2553, New York.

Television

Technical

First phone license, Class "A" ham, years projectionist sound technici Should prove asset to TV station us film. Box 271E, BROADCASTING.

Television cameraman, floor manag switcher, boom operator, film edi Graduate SRT Television Product School, RCA Institute. Married, 28. sires permanent position, any locati John Weeks, 2 Greenridge Ave., Wh Plains, N. Y.

Production-Programming, othe

Experienced program and product director. Recently helped estab small town TV station. Desires p duction opportunities metropolitan m ket, national ad agency, forthcom top TV station. Highest references, work and industry leaders. Box 27 BROADCASTING.

Fast dramatic adaptations. Experier training: programming, directing, ca eraman. Specialize color and lighti Six years commercial, motion pictu What am I best suited for? Box 28 BROADCASTING.

Radio, stage managing and acting perience in New York theatre. T vision production training in, di tion, news editing, switching, cam and boom operation. Seeks televis production work. Young man, 31. 290E, BROADCASTING.

TV producer, director on top-ra Chicago shows. Desires job change ad agency or station. Best commer references. Will travel. Box 3 BROADCASTING.

For Sale

For sale, flourishing Muzak franc in resort and manufacturing area Florida. $8000 cash. Address Box 88 BROADCASTING.

Stations

Radio station — regional — in fas growing eastern market. Owners consider selling control if willing take full charge. Box 262E, BRO CASTING.

Equipment, etc.

50 kw transmitter, RCA1050-B, av able about March 1. Modifications clude factory built around all or c plete voltage feedback and A.C. on tube filaments. $7200 worth of opera and spare tubes and spare parts. 150E, BROADCASTING.

For sale: Hewlett Packard model 3 FM frequency and modulation moni New, in original shipping crate. up for 107.9 MC. Can be used on frequency with proper crystal that be obtained from H-P. Cost origin $935.00. Write Box 159E, BROADCA ING.

One GE type BA-5-A model 4BA limiting amplifier, $650. One H WM-71A distortion meter, $425. 278E, BROADCASTING.

For sale, high frequency coaxial tenna made by Workshop Associa Type 3XA. 152-160 megacycles. Car used by police, taxi cabs, pu utilities or broadcast two way. 304E, BROADCASTING.

(Continued on next page)

For Sale (Cont'd)

r sale, Two Temco broadcast transtters, model 250 GSC. 2 crystal, ovens. 50 KCS. Best offer. KMHT, Marshall, xas.

r sale—165 foot Wincharger tower th lights and guys and 250 watt nsmitter. Both in perfect condition d available now. WDBC, Escanaba, chigan.

,750 FM WE 506B-2 complete, spares, kw transmitter. New, never unted. H. Edwin Kennedy, WILM, lmington, Delaware.

Wanted to Buy

Stations

anted to buy, radio station in middle lantic area, daytimer or fulltime al, no agents. Box 113E, BROADSTING.

erested buying local; regional stan, midwest, south. Supply prices, nfidential information—experienced oadcaster. Box 219E, BROADCASTG.

Equipment, etc.

anted—Complete 3 kw FM transmitter d allied equipment. List make of ms, age and price. Box 245E, OADCASTING.

w or used Taylor 250 watt portable ansmitter wanted. State condition, ice, etc. to WKVM-A-recibo, P. R.

anted—Anyone owning 5 kws. 1 kw d 250 watts RCA used transmitter in od condition please write Union dio. Prado 107, Habana, Cuba.

Miscellaneous

levision; motion pictures—Inexpenve Government photography often valuable for backgrounds, research, quences, promotion. Vast subject nge. Our special search service d explanatory proof-catalogue, "THROUGH GOVERNMENT LENSES" 7.50 postpaid, returnable) facilities. tails free. Washington Commercial Dept. B, 1200 Fifteenth St., N.W., ashington 5, D. C.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Help Wanted (Cont'd)

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

WANTED

OUTSTANDING
BASEBALL
SPORTSCASTER

●

One of New England's leading advertisers seeks the services of an outstanding baseball sportscaster—starting with the coming season. The man finally selected will have intimate knowledge of baseball—must have at least 3 years baseball sportscasting experience—and be able to project warmth and friendliness over the air. The job pays an interesting salary—can lead to continued sportscasting of all kinds—and there's the additional advantage of living in a pleasant, leading New England city. For preliminary consideration please submit tape or wax recording—at least 200 words—of your voice, or of actual sportscast. Submit a recent photo, but do not appear in person or telephone.

●

MAIL APPLICATIONS TO

THE REINGOLD CO. INC.,

ADVERTISING AGENCY

10 State Street Boston, Mass.

Situations Wanted

Managerial

. . . . IS YOUR AGENCY
. . . . troubled with RADIO RASH or TELEVISION TENSION? I prescribe my services! Executive with excellent major agency radio and TV background available for administrative work in radio and/or TV. 23 years experience includes studio directing, casting, writing and radio and TV department management. Write BOX 282E, BROADCASTING.

Employment Service

WANTED NOW

COMMERCIAL MGR. (Va.) Sal. & Comm.
Time Salesmen (Mich. Miss. Pa.) . . . . Comm. or Sal. & Comm.
ANNCR-ENGINEERS (southeast) 40-60
ANNCR-WRITERS (N.Y. Va. Pa.) 40-60

Write *AIR MAIL* for Registration Forms
PLACEMENT DIVISION
Edward C. Lobdell Associates
17 East 48th St. New York 17, N.Y.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

MICHIGAN MEET

Fisher and Hardy To Speak

STERLING FISHER, public service division director of NBC, and Ralph Hardy, NAB educational director, will be among the main speakers at the Fifth Annual Michigan Radio Conference March 10, at Michigan State College, East Lansing, according to Prof. Joe A. Callaway, conference director.

Cooperation between radio men, educators and community leaders for better utilization of radio facilities within the local community, will be the theme of the all-day conference, Prof. Callaway stated. J. Donald Phillips, originator of the "Discussion 66" technique, will lead the discussion of conference attendants to determine what problems need solving. Then the speakers will attempt to incorporate the answers to such questions into their talks.

Another of the main speakers will be Dr. Lee Thurston, Michigan's state superintendent of schools. Help in answering questions will be given by a panel of advisors including Stanley Barnett, WDOD Grand Rapids; Prof. Garnet R. Garrison, U. of Michigan radio department, and C. O. Ransford, past president of the Grand Rapids Chamber of Commerce. Members of the Michigan Assn. of Broadcasters also have been invited to participate in the conference.

WFGM ON AIR

New Outlet Is Dedicated

WFGM Fitchburg, Mass., owned and operated by the Wachusett Broadcasting Corp., went on the air Feb. 15. A formal dedicatory program was scheduled for last Saturday, Feb. 25.

Ansel E. Gridley, former manager of WARE Ware, Mass., is general and commercial manager of the new outlet. Program director is Ed Penney and chief engineer is Donald L. Coleman Jr. WFGM operates daytime on 1580 kc with 1 kw.

California
$37,500.00

Fulltime network station in excellent area. Ideal opportunity for owner-operator who wants to live in one of California's rich and beautiful cities. Favorable financing.

New England
$125,000.00

Well established network facility in one of New England's best markets. Present owners are not operators, but station is quite profitable. More than $35,000.00 cash and accounts receivable included.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

PUBLIC AUCTION SALE
COMPLETE PHONOGRAPH RECORD MFG. PLANT
of
VOGUE RECORDINGS, INC.

4919 E. 8-Mile Road, Corner Doepfer Detroit (Center Line), Michigan

THURSDAY, MARCH 9, AT 11:00 A.M. (E.S.T.)

Including a $50,000 Modern Recording Studio. Finest in the Midwest Consisting of Scully Lathes Equipped for Micro Groove Cutting, Mixing Panel. Complete Amplification Equipment in Attractive Panels and Cabinets; Altec Hi-Fidelity Speakers, Boom Stands, Directional Microphones, Playbacks, Grand Piano, etc.

Also: Hydraulic Presses, Compounding & Mixing Equipment, Tool Room Machinery, Plating Equipment, Furniture & Fixtures and Hundreds of Items Allied and Used in This Industry.

Free Illustrated Auction Circular On Request

Inspection of Plant: March 6, To Sale Date

Wire, Write or Phone

INDUSTRIAL PLANTS CORPORATION
(Auctioneers, Liquidators, Appraisers)
316 S. La Salle Street, Chicago 4, Illinois
Telephone: WAbash 2-7315

Toledo New York

Promotion



"THIRTEEN is a lucky number," is heading on second bulletin in series of promotion pieces being sent to trade by WKY Oklahoma City. Letter reproduced in bulletin is from Local Federal Savings and Loan Assn., a WKY advertiser for 13 years. Letter lauds station's service to sponsor and concludes, "The fact that we have just renewed our contract with you for another year is proof of the confidence we place in WKY and the belief we have in consistent advertising." Facts concerning station's news coverage conclude bulletin.

Beauties and Balloons

BATHING beauties stood on downtown street in Washington Feb. 20 holding 100 balloons which they surrendered to the icy blasts. Four balloons contained certificates good for $13.90, representing dial position (1390 kc) of WEAM Arlington, Va. Beauties were part of promotion used by WEAM Arlington, Va., to announce it is now MBS affiliate for Washington, D. C., area.

Card Distribution

TO PROMOTE *Sports for All* which it sponsors on DuMont TV Network for Kentucky Club pipe tobacco, Mail Pouch Tobacco Co. is distributing showcards to all TV-equipped bars in New York metropolitan area. Bartenders, given small tins of product, give cards good display, company reports.

That's No Lie!

LATEST in promotion series from KYW Philadelphia is bulletin featuring picture of young George Washington, axe in hand, standing beside toppling cherry tree. In branches of tree is written, "I cannot tell a lie . . ." and station continues, "Truthfulness with others is a virtue . . . have you faced this fact?" Inclusion of KYW in sales campaigns in Philadelphia area is pointed out to be essential.

Market Picture

ADVERTISERS and agencies are being sent copies of promotional booklet titled "Six Billion Dollar Picture" by WGAR Cleveland. Booklet follows film format and material used in it is taken from color film presentation which WGAR has been showing since November. Information on Cleveland and Northeastern Ohio market, results of numerous studies and surveys, and radio and WGAR's place in successful sales campaigns are included.

Flying Discs

AS PART of promotion for its move to 1260 kc, WWDC Washington sent airplane over city Monday (Feb. 20) when move became effective. Plane dropped 10,000 discs over capital, many of which were redeemable at station for $12.60. Additional promotions for frequency move were movie trailers prepared for 16 local theatres, car cards, transit radio spots and posters in sponsor establishments and government buildings.



ROUNDING out promotion for its switch to 1260 kc, WWDC Washington used "sandwich" girls carrying portable radios. Cards worn by girls read, "I'm listening to WWDC now 1260 on your dial."

Square Dancing

FACILITIES of ballroom in nearby Clear Lake, Iowa, were made available to KGLO Mason City, Iowa, for its square dance. Dance was invitational affair used to promote KGLO among members of Rural Young People's clubs in that area. Representatives from 11 counties in Minnesota as well as Iowa attended. Caller for evening was KGLO Farm Director Chet Randolph, and contests to determine best "square" and best couple were conducted.

Dog Tale

WOEBEGONE dog, hanging by elongated tail is featured on cover of promotion folder sent to trade by WIOU Kokomo, Ind. Written beside dog is, "No dogs in Kokomo—and hereby hangs a tale. . . ." Inside of beige and brown folder explains that "Dogs" are "programs and announcement availabilities that shortchange advertisers who are denied the choice franchise by prior sale." Data concerning WIOU's percentage of total listener pull in its area and its cost-per-thousand are illustrated with graphs. Back of folder claims that "IOU's" distributed to radio industry on occasion of station's taking the air in 1948 have been redeemed. "IOU's" were pledges of high standards of operation.

Kit Reminds

FULLER BRUSH cosmetic kit sent to press by Bureau of Industrial Service of Young & Rubicam, New York, to remind them that Lucille Ball in *My Favorite Husband* was moving to new day and new time (Sunday 6 p.m.) on CBS. Promotion ties in with the fact that Miss Ball will star in forthcoming Columbia picture *The Fuller Brush Girl*. Radio program is sponsored by General Foods, New York.

Personnel

DAVE MOORE promoted from assistant to publicity director at WBBM Chicago. He succeeds **DON KELLEY**.

LEONARD WEINLES, former assistant editor of *Sunday Men's Page* on WJZ New York, joins WSTC-AM-FM Stamford, Conn., as press representative.

ROBERT BEST joins WASH (FM) Washington, promotion and publicity department.

Mrs. DOROTHY GRACE, with WWL New Orleans for past several years in various capacities, appointed to promotion and merchandising department of station.

TOM ALYEA, formerly sales promotion manager of KOMA Oklahoma City, joins Glenn Agency, that city, as sales promotion manager.

CHARLES L. RUMRILL & Co., Rochester, N. Y., appointed to handle advertising of WHAM-AM-TV that city.

JOHN KEYS, assistant manager of NBC Chicago press division, initiated into Headline Club, Chicago professional chapter of Sigma Delta Chi, journalism fraternity.

ELSIE B. RUBENSTEIN, assist publicity director of WNEW N York, and Irwin C. Smiler have nounced their marriage.

Biow Speaks

MILTON H. BIOW, president Biow Co., New York, addressed t Advertising Club of Washingt last Tuesday in connection w observance of American Broth hood Week. Mr. Biow has be active in promoting the broth hood movement. Among club gue were Maurice J. Tobin, Secreta of Labor, and representatives religous organizations.

DEFENDS RADIO

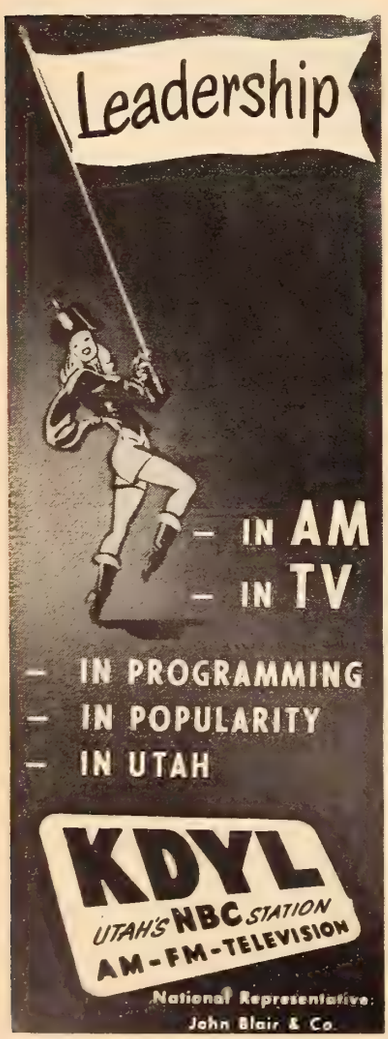
Lancaster Hits Rep. Gc

REP. ALBERT GORE (D-Ten last week was on the receiving e of some sharp criticism about o cials and legislators who try regulate radio programming. A ministerer of the criticism was H. Lancaster, president of WJ Johnson City, Tenn., who object to comments by Rep. Gore duri House appropriations subcomm tee hearings on the FCC's 19 budget [BROADCASTING, Feb. 20]

"Putrid, awful giveaway shov and "hired laughing participan on comedy shows were criticized Rep. Gore. Mr. Lancaster wr him as follows:

"Perhaps you don't know it bu few of the people in Tennessee en these shows. Some of them enjoy hillbilly shows and some of th enjoy opera. You as just one liste . . . should not try to program shows without first getting opinion of the people of Tennesse

"As you know, the BBC is ow by the government and run by government in England and from w I hear their programming from standpoint of education and enj ment is far inferior to ours. Ple let's try and not get in the sa shape England is. If you Congr men would pay a little more att tion to the economy of our coun it would help the situation throu out the United States far more. you know, too, you don't have listen to any show that is aired any radio in the United States— very easy to cut it off."



FOR THE FACTS ON THE CINCINNATI MARKET

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FCC Actions

(Continued from page 40)

bruary 23 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WNZ Hollywood, Fla.—Granted re-val of license for period ending . 1, 1952.

POA Honolulu, T. H.—Granted re-val of license for period ending May 1952.

KEU Griffin, Ga.—Granted petition file amended application for re-val of license, and further ordered nt of renewal application as ended.

Petition Denied

JOL Joliet, Ill.—Denied petition for ewal of license on regular basis, and ended present license on temp. basis une 1, granted further extension to e 1 within which to comply with . 3.109 of rules.

License Renewal

XLJ Helena, Mont.—Granted peti- for reconsideration and grant of lication for renewal, and applica- was removed from hearing docket renewal of license granted for iod ending Aug. 1, 1952.

VIBS San Juan, P. R.—Granted re-val of license for regular period mrs. Coy and Webster voting for p. grant).

llowing stations were granted re-val of licenses for regular period: A Des Moines; KOMW Omak, sh.; KORA Bryan, Tex.; KWPC scatine, Iowa; WKBC No. Wilkes-o, N. C.; WKTG Thomasville, Ga.; GY Montgomery, Ala.; WORZ ando, Fla.; WTPR Paris, Tenn.; RK-FM Shelbyville, Ind.

Temporary Extension

llowing stations were granted her temp. extensions of licenses period ending June 1: KPMO ona, Calif; WMEX Boston; WGAR d aux.) Cleveland; KMPC Los eles; WJR (and aux.) Detroit; UX Wilmington, Del.; KDB Santa bara; KGB San Diego; KHJ (and .) Los Angeles; KFRC (and aux.) Francisco; WBAL Baltimore; Y Pocatello, Ida.; WSNY Schenec-y; WGWD Gadsden, Ala.; KHOZ rison, Ark.; KXLR No. Little Rock, .; KWAK Stuttgart, Ark.; KWEM t Memphis, Ark.; KOB Albuquer-; KOJM Havre, Mont.; WINK t Meyers, Fla.; WCYB Bristol, Va.; C Richfield, Utah; WVNJ Newark, J.; KBYR Anchorage, Alaska; RO Aurora, Ill.

License Renewal

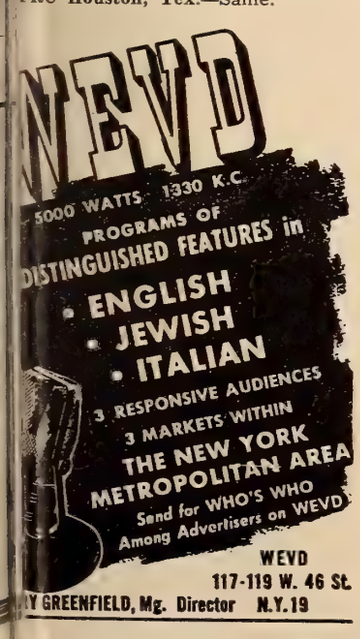
CLE Clearwater, Fla.—Granted re-al of license on temp. basis to e 1.

HOS No. Ala. Bcstg. Co., Decatur, —Granted renewal of license for ular period.

KRG Giddens & Rester, Mobile, —Same.

FHA New Britain, Conn.—Granted ewal of license for FM station for ular period.

PRC Houston, Tex.—Same.



Temporary Extension

KHJ-FM Don Lee Bcstg. System, Los Angeles, Calif.—Present license for FM station further extended on temp. basis to June 1.

Don Lee Bcstg. System, Los Angeles —Present licenses for exp. TV station KM2XCY KM2XBD further extended on temp. basis to June 1.

Albuquerque Bcstg. Co., Albuquerque, N. M.—Present exp. TV station license for KA-3427 further extended on temp. basis for period ending June 1.

Sarkes Tarzian, Bloomington, Ind.—Present developmental station license for KS2XAP further extended on temp. basis to June 1.

License Renewal

Renewal of licenses for following FM stations were granted for the period ending March 1, 1951: KWNO-FM Winona, Minn.; WEBQ-FM Harrisburg, Ill.; WFAA-FM Dallas; WKRT-FM Cortland, N. Y.; WLLH-FM Lowell, Mass.; WOKZ-FM Alton, Ill.; WSAP-FM Portsmouth, Va.; WSLS-FM Roanoke, Va.; WVUN Chattanooga; KWFT-FM Wichita Falls, Tex.; WBOC-FM Salisbury, Md.; WLTN Lewistown, Pa.; WMAR-FM Baltimore.

Renewal for following FM stations were granted for period ending March 1, 1952: KSNI Salinas, Calif.; KSPI-FM Stillwater, Okla.; WEEU-FM Reading, Pa.; WEQR Goldsboro, N. C.; WESC-FM Greenville, S. C.; WFLY Troy, N. Y.; WGUY-FM Bangor, Me.; WHBC-FM Canton, Ohio; WIBM-FM Jackson, Mich.; WMAS-FM Springfield, Mass.; WMBD-FM Peoria, Ill.; WOSH-FM Oshkosh, Wis.; KRLD-FM Dallas, Tex.

Renewals for following FM stations were granted for period ending March 1, 1953: KRBA-FM Lufkin, Tex.; KRBC-FM Abilene, Tex.; WDBJ-FM Roanoke; WGAA-FM Cedartown, Ga.; WGH-FM Newport News; WGPA-FM Bethlehem, Pa.; WHBS-FM Huntsville, Ala.; WHCU-FM Ithaca, N. Y.; WHOO-FM Orlando, Fla.; WIBX-FM Utica; WMRC-FM Greenville, S. C.; WPAM-FM Pottsville, Pa.; WQXR-FM New York, N. Y.; WTAG-FM Worcester, Mass.; WWCF Greenfield, Wis.; WCSC-FM Charleston, S. C.; WELD Columbus, Ohio; WFMY Greensboro, N. C.; WJMC-FM Rice Lake, Wis.; WTIC-FM Hartford, Conn.

KARK Little Rock, Ark.—Granted further temp. extension of license to June 1, and further ordered that time for achieving compliance with Sec. 3.109 is extended to June 1.

ACTIONS ON MOTIONS

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension of time to file exceptions to proposed decision issued in Doc. 7398 et al; time extended to Feb. 23 (Action by Comr. Coy on 2-13-50).

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted petition for continuance of hearing on its application and that of Sky Way Bcstg. Corp., Columbus, Ohio from Feb. 28 in Lima, Ohio, to March 27 (Action by Examiner Litvin on 2-16-50).

Pioneer FM Co., Madison, Ind.—Granted amended petition, insofar as it relates to height of ant. and other technical data set forth in Sec. V-B and V-G. (Action by Leo Resnick on 2-14-50).

FCC General Counsel—Granted petition for extension of time to file proposed findings of fact re application of Radio and Television Bcstg. Co. of Idaho (KEYY), Pocatello, Ida.; time extended to Feb. 20, 1950 (Action by Examiner Resnick on 2-13-50).

KFGT Fremont, Neb.—Granted petition for postponement from Feb. 14 to March 6 for filing of proposed findings of fact and conclusions in proceeding re its application (Action by Examiner Hutchison on Feb. 10).

WCAW Charleston and WMON Montgomery, W. Va.—Granted petition of WCAW for leave to amend application to change frequency requested from 790 kc to 1300 kc; to amend listing of exhibits in Sec. I, Page 2, etc., and for removal of application, as amended, from hearing docket; on Commission's own motion removed from hearing docket application of WMON (By Examiner Hutchison on 2-17-50).

KFDX Wichita Falls, Tex.—Granted petition for continuance from Feb. 24 to April 24 at Washington, hearing re application (Action by Examiner Blume on 2-17-50).

(By Examiner Cunningham)

KFSA Fort Smith, Ark.—Granted petition for leave to amend application (a) to provide for 1 kw D operation and (b) revise estimated cost of construction; application as amended retained on hearing docket.

KYA San Francisco—Granted petition for continuance of further consolidated hearing re its application from Feb. 28 to June 1.

Angelus Bcstg. Co., Temple City and Newport Harbor Bcstg. Co., Newport Beach, Calif.—Granted joint petition for leave to amend application of Newport Harbor Bcstg. Co. to specify new trans. site, two element DA and certain amendments re programming and other matters; applications removed from hearing docket.

WBAT Marion, Ind.—Granted motion for extension of time from Feb. 23 to March 6 for filing proposed findings in proceeding re its application.

KSFA Fort Smith, Ark.—Granted petition for continuance of hearing re application from Feb. 23 to March 22, and for waiver of Sec. 1.745 of rules to permit early consideration of petition.

(By Examiner Johnson)

WRUW World Wide Bcstg. Corp., Scituate, Mass.—Granted petition for leave to amend application to reduce power requested from 250 kw to 80 kw. (Action 2-17-50).

WBAP Fort Worth and WFAA Dallas, Tex.—Granted joint petition for continuance of hearing in proceeding re their applications now scheduled Feb. 27, until further order.

(By Examiner Smith)

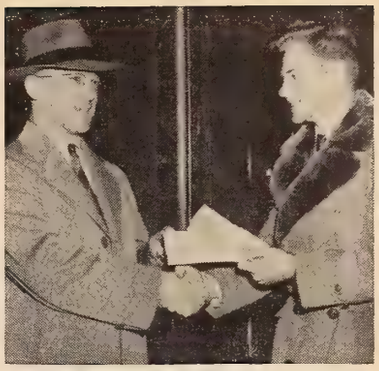
WALE and Bay State Bcstg. Co., Fall River, Mass.—Granted joint petition for continuance of hearing in proceeding re their applications from March 6 to May 8 in Fall River.

(By Examiner Resnick)

FCC General Counsel—Granted petition for continuance of hearing re application of Farmington Bcstg. Co., Farmington, N. M. from Feb. 24 to April 27 in Washington.

Frank A. Wellman

FRANK A. WELLMAN, 51, a pioneer in radio and the originator of the *Lucky Dollar Club* a number of years ago on WCAM Camden, N. J., died of a heart attack on Feb. 17 in the Bryn Mawr Hospital, Philadelphia. Mr. Wellman, who maintained an advertising agency in Philadelphia since 1927, was part owner of WLAB Lebanon, Pa., and formerly was associated with WTTM Trenton. He leaves his wife, a son and a daughter.



ALL-EXPENSE trip to New York goes to T. Harold Vosburgh (r), of Bellows Falls, Vt., winner for December of Thesaurus' "new era" contest program, *Claude Thornhill Presents Win a Holiday*. Award is presented by R. Gale Bath, promotion manager, WKNE Keene, N. H. Mr. Vosburgh won the trip for two, tendered by RCA Recorded Program Services, when he submitted a title for an original Thornhill tune to WKNE.

February 23 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

WJPG Green Bay, Wis.—CP AM station to change from 810 kc 1 kw D to 1440 kc 1 kw-D 500 w-N DA-N AMENDED to request DA-2.

AM—1290 kc

WIKC Bogalusa, La.—CP AM station to change from 1490 kc 250 w unl. to 1290 kc 1 kw-D 500 w-N DA-N.

AM—950 kc

KFSA Fort Smith, Ark.—CP AM station to change from 950 kc 1 kw-D 500 w-N DA-N to 950 kc 5 kw-D 1 kw-N DA-DN AMENDED to request 950 kc 1 kw unl. DA-N.

AM—1300 kc

WCAW Charleston, W. Va.—CP AM station to change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-1 AMENDED to request 1300 kc 1 kw unl. DA-2.

AM—1290 kc

KFRB Fairbanks, Alaska—CP AM station to change from 1290 kc 1 kw unl. to 1290 kc 5 kw unl.

License for CP

License to cover CP new AM station: WJER Dover, Ohio; KENM Portales, N. M.

WAFB Baton Rouge, La.—License for CP AM station increase power etc.

WFMJ Youngstown, Ohio—License for CP AM station change frequency, increase power etc.

Modification of CP

Mod. CP new AM station for extension of completion date: WCON Atlanta, Ga.; WFIR Danbury, Conn.

License Renewal

KFXJ Grand Junction, Col.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WXRC Buffalo, N. Y.; WSLB-FM Ogdensburg, N. Y.; WBCA Schenectady, N. Y.; WLAN-FM Lancaster, Pa.; WJHL-FM Johnson City, Tenn.

KDTH-FM Dubuque, Ia.—Mod. CP new FM station to change ERP to 43.9 kw, ant. to 692 ft.

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station to change ERP to 319 kw, ant. to 224 ft.

Mod. CP new commercial TV station for extension of completion date: WBRC-TV Birmingham, Ala. to 10-1-50; WNBQ (TV) Chicago to 4-20-50.

License for CP

KGO-TV San Francisco—License to cover CP new commercial TV station.

(Continued on page 76)

Mr. Patrick Sweeney
Dancer-Fitzgerald-Sample
New York City

Dear Pat:

Hit's a fack, thet here in Charleston, West Virginny, durned near ever'body lissens ter WCHS. 'Course, thur's good reasons fer this. Th' big boys at WCHS has seen to it thet th' best local talent is right here on th' same station as th' big CBS line-up uv stars, so hit's jest natural fer a West Virginny-an ter think uv WCHS when he thinks uv radio. T'other day I tuk th' boss's suit down ter Joe th' tailor. I walked in an' nobody wuz in sight. I banged on th' table an' heerd Joe holler, "Come on back!" So, I opens 'nother door and goes on back, an' Pat, d'ya know what them fellers wuz a-doin'? They wuz lissenin' ter MA PERKINS! Yessir, Joe don't even let business interfere with his favorite radio program, so I jest set down an' lissened, too. Yes, Pat, day or night — home or away — folks in Charleston and West Virginny lissens ter WCHS! Thet's sumpthin' fellers like you likes ter know, ain't it?



Yrs.
Algy

WCHS
Charleston, W. Va.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 23

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,108	2,072	178		314	262
FM Stations	714	490	270	*5	50	28
TV Stations	100	34	78		350	182

* Three on the air.

CALL ASSIGNMENTS: KAHU Waipahu, Oahu, T. H. (Rural Bcstg. Co. Ltd., 920 kc, 1 kw unlimited); KARE Atchison, Kan. changed from KVAK (Griffith-Buenning Bcstg. Co.); KNCM Moberly, Mo. (Moberly Bcstg. Co., 1220 kc, 250 w daytime); KPMN Pullman, Wash. (Bayton & Hicks, 1150 kc, 1 kw daytime); KUKI Ukiah, Calif. (Bartley T. Sims, 1400 kc, 250 w unlimited); WLOE-FM Leaksville, N. C. (Douglas L. Craddock, Channel 224); WPGW Portland, Ind. (Glenn West, 1440 kc, 500 w daytime); WSMP St. Marys, Pa. (Elk County Bcstg. Co., 1400 kc, 250 w unlimited); WWOC Manitowoc, Wis. (Manitowoc Bcstg. Co., 980 kc, 500 w daytime).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

Tildon M. and Starlon S. Adcock, Goldsboro, N. C.—Announced decision adopting initial decision to deny as in default application for new station on 570 kc, 1 kw daytime [BROADCASTING, Feb. 20]. Decision Feb. 17.

WRTB Waltham, Mass.—Opinion and order adopted to deny Raytheon Manufacturing Co. rehearing of decision Dec. 19, 1949, and request for oral argument in support of petition for mod. CP for extension of completion date [BROADCASTING, Feb. 20]. Decision Feb. 17.

Connecticut Electronics Corp., Bridgeport, Conn.—Order denying petition Connecticut Electronics Corp. to vacate initial decision and reopen record in proceeding re application. Oral argument scheduled for March 24 [BROADCASTING, Feb. 20]. Decision Feb. 17.

Easton Pub. Co., WEST both Easton, Pa., & WHOL Allentown, Pa.—By memorandum opinion and order (1) denying motion and stipulation filed by Easton Pub. Co., WHOL Allentown and WEST Easton which purports to bring forward changes which have taken place with respect to corporate structures, stockholders, officers etc. in Dockets 7179 et al; (2) denied petitions for supplemental findings; (3) set aside decision of June 23, 1947 and ordered parties to file such petitions as may be appropriate to seek amendment to bring applications up to-date within 20 days from this date; (4) proceeding designated for further hearing and stay of order setting aside decision in so far as it withdraws authority Allentown Bcstg. Corp. to operate WHOL, pending further hearing in this proceeding and final decision. See story this issue. Decision Feb. 20.

WTMJ-TV Milwaukee, Wis. — Announced order that action taken Feb. 15 setting aside grant of renewal of license of The Journal Co., Milwaukee, and granting temporary license, be set aside. The Commission had before it on Feb. 15 information which led it to believe that licensee had accepted order made Jan. 26 by National Bcstg. Co. for broadcast time on Sat. evening for 13 weeks starting Feb. 25, which order raised questions with respect to violation of rules and regulations of Commission. Mr. Walter Damm, vice president and general manager of WTMJ-TV has filed sworn statement with respect to order and advises that The Journal Co. did not accept said order made by NBC. WTMJ-TV is hereby granted regular renewal of license to expire Feb. 1, 1951. See story this issue. Order Feb. 21.

FCC Actions

(Continued from page 75)

Applications Cont.:

TENDERED FOR FILING

Modification of CP

KSDO San Diego, Calif.—Mod. CP AM station to change from 1130 kc 5 kw unl. DA-2 to 1130 kc 5 kw-D 1 kw-N DA.

Modification of License

KCLO Leavenworth, Kan.—Mod. license AM station to change from 1410 kc 500 w D to 1 kw D.

AM—1230 kc

WKLK Cloquet, Minn.—CP new AM station to change from 1450 kc 250 w unl. to 1230 kc 250 w unl. Contingent on WDSM Superior, Wis. vacating 1230 kc.

APPLICATION RETURNED

Beaver Dam, Wis.—Prairie Bcstg. Co. RETURNED Feb. 16 application for new station on 740 kc 250 w D.

Non-Docket Actions . . .

TRANSFER GRANTS

KOCS and KEDO (FM) Ontario, Calif.—Granted assignment of license of Daily Report Co., licensee, from Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley to new partnership of same name and partners with exception of Mrs. Potter. Mrs. Potter is retiring and sells her 2% interest to Carlton R. Appleby for $10,000. KOCS is assigned 1510 kc, 1 kw daytime. Granted Feb. 21.

KSWO Lawton, Okla.—Granted assignment of license from Oklahoma Quality Bcstg. Co., licensee, co-partnership consisting of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert Scott to partnership of same name and one new partner G. G. Downing. Mr. Downing purchases 31⅓% of 53% held by R. H. Drewry for $816.10. KSWO is assigned 1380 kc, 1 kw unlimited DA-2. Granted Feb. 21.

KRHD Duncan, Okla.—Granted transfer of percentage interest in Duncan Bcstg. Co., licensee, from G. G. Downing to R. H. Drewry. Mr. Downing sells 3.5% interest to Mr. Drewry for $371.18. Before transfer Mr. Drewry held 41.5% interest in licensee company. KRHD is assigned 1350 kc, 250 w-D 100 w-N. Granted Feb. 21.

KSRO Santa Rosa, Calif.—Granted assignment of license from Ruth W. Finley, sole owner KSRO, to a corporation to be known as Finley Bcstg. Co. with no change of ownership. Mrs. Finley requested change of form of ownership to improve her tax position and formulate a policy of estate planning involving her extensive properties. KSRO is assigned 1350 kc, 1 kw unlimited DA-1. Granted Feb. 21.

Deletions . . .

ONE AM AUTHORIZATION and one FM authorization were reported deleted last week by FCC. Total to date this year AM 14; FM 22; TV 1.

WJWL Georgetown, Del.—Rollins Bcstg. Co. CP Feb. 21.

KGBS-FM Harlington, Tex.—Harbenito Bcstg. Co. License Feb. 21. License expires March 1, no reason given for withdrawal.

New Applications . . .

AM APPLICATIONS

Attalla, Ala.—Carl Lee Graham tr/as Attalla Bcstg. Co., 930 kc, 1 kw daytime. Mr. Graham is owner of Graham's Drug Store. Estimated construction cost $18,000. Filed Feb. 17.

Booneville, Miss.—E. O. Roden tr/as Booneville Bcstg. Co., 1400 kc, 250 w unlimited. Estimated construction cost is $9,400. Mr. Roden owns 77½ sh. of 125 sh. of Union News Inc. and is sole owner of Booneville Printing Co. Filed Feb. 23.

Lancaster, S. C.—Arthur Wilson Davis tr/as Royal Bcstg. Co., 1220 kc, 1 kw daytime. Estimated construction cost is $11,700. Mr. Davis owns 50% Royal Laundry and Dry Cleaners and 33⅓% Lancaster Laundry and Dry Cleaners. Filed Feb. 23.

New Smyrna Beach, Fla.—J. G. Cobble, James D. King Jr., and Walter T. Slattery d/b as Beach Bcstg. Co., 1230 kc, 250 w unlimited. Estimated cost of construction is $8,191. Mr. Cobble is chief engineer WJRD Tuscaloosa, Ala., James D. King Jr., program director and announcer WJRD and Mr. Slattery is owner Slattery's Autory, each will have 33⅓% interest. Filed Feb. 21.

FM APPLICATION

Sanford, N. C.—Lee Bcstg. Corp. Channel 288 (105.5 mc), ERP .49 kw, ant. above average terrain 338 ft. Estimated construction cost: $4,119. Lee Bcstg. Corp. is licensee of WWGP AM outlet in Sanford. Filed Feb. 17.

TRANSFER REQUESTS

KAFP Petaluma, Calif.—Assignment of CP from Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker d/b as Petaluma Bcstrs. to Forrest Hughes, Harold Sparks and Vernon Sparks d/b as Petaluma Bcstrs. No monetary consideration. KAPF is assigned 1490 kc 250 w unlimited. Filed Feb. 10.

KTRY Bastrop, La.—Assignment of license from Nathan Bolton and A. R. McCleary, partnership d/b as Morehouse Bcstg. Co. to corporation of same name involving no change of ownership. KTRY is assigned 730 kc, 250 w daytime. Filed Feb. 10.

KGNB New Braunfels, Tex.—Assignment of CP from Charles Scruggs, Claude W. Scruggs, Franklin T. Wilson and Alton W. Stewart d/b as Comal Bcstg. Co. to corporation of same name and partners. Purpose of incorporating is to better facilitate business affairs. No money involved. KGNB operates with 1 kw daytime on 1420 kc. Filed Feb. 15.

KLKC Parsons, Kan.—Transfer of 251 shares capital stock of Community Bcstg. Co. Inc., licensee, to Sun Pub. Co. Inc. for $12,550. After transfer Sun Pub. Co. will hold 51% interest in licensee corp. KLKC is assigned 1540 kc, 250 w daytime. Filed Feb. 15.

KMHT Marshall, Tex.—Transfer of control of Marshall Bcstg Co., licensee, to Fort Worth Bcstg. Co. for consideration of $52,500. Principals in Fort Worth include: Frank M. Skinner, owner of clothing stores in Fort Worth and Austin, also farming and ranching interests, president 98%; John R. Crouse, vice president and chief engineer KXOL Fort Worth, vice pres .33%, and Russ N. Lamb, ge manager KXOL, 1.67%. KMHT i signed 1450 kc 250 w unlimited. Feb. 15.

WXLT Ely, Minn.—Transfer of trol of Ely Bcstg. Co., licensee, Charles W. Ingersoll to new cor tion. Mr. Ingersoll will receive $ and corporation will assume liabi of station. Principals include: Ly Thompson, farmer, 36.13%; Cor Thompson, retired farmer, 10 Harold Henry Wright, owner-ma County Monitor and printer, 19 Cyrille Fortier, Fortier Retail Store, 13.45%; Nellie Ingersoll, clerk, 2.52%; Mirth Lutnes, s teacher, 2.52%; L. W. Andrews, consultant, and owner KFMA D port, Ia., 33⅓% WTIM Taylor Ill., 15.97%. WXLT is assigned kc, 250 w unlimited. Filed Feb.

WCAP Asbury Park, N. J.—As ment of license from Radio Indu Bcst. Co., licensee, to Asbury Press Inc. for $75,200. Asbury Press is licensee of WJLK (FM) A Park. WJLK and WCAP will be bined under the WJLK call l and WCAP-FM will be dro WCAP is assigned 1310 kc, 250 w limited. [See story BROADCAS Feb. 13, p. 24]. Filed Feb. 17.

KVON Napa, Calif. — Transf 75% of stock of Napa Bcstg. Co censee, from Elwyn F. Quinn, Quinn, Robert L. O'Brien, Grant lock, Lewis McCoy and John wick to Luther E. Gibson for $1 Mr. Gibson is 100% owner G Publications, 50% owner Benicia ald, ¼ owner Vallejo Steam La and owner KHUB Watsonville, KVON is assigned 1440 kc, 500 w limited DA-1. Filed Feb. 23.

WTJH East Point, Ga.—Assign of license from James S. Rivers Southeastern Bcstg. System to c ration in which James S. River 90% and Doris Rivers owns 10% funds are involved, reorganizati solely to better tax position. WT assigned 1260 kc, 1 kw daytime. Feb. 23.

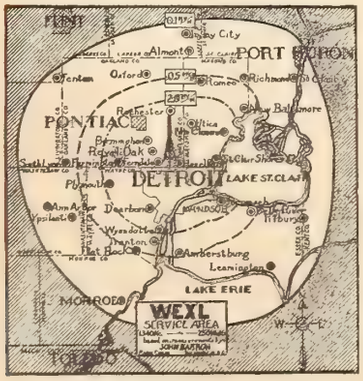
WCPM Middlesboro, Ky.—Trans control of Tri-State Bcstg. Co censee, to A. G. Barton, J. H. B C. K. Brosheer, R. L. Kincaid U. G. Brummett for considerati $50,175. Transferees are owne WMIK Middlesboro and will sur license of that station continge grant of transfer. Both trans and transferees feel that over-all service to the Middlesboro are best be served by one radio s WCPM is assigned 560 kc, 500 w time. Filed Feb. 23.

KSAM Huntsville, Tex.—Assig of license from J. G. Long to H C. Bailes and Morris B. Cauthe as Huntsville Bcstg. Co. for $ Mr. Bailes is manager of KSA Mr. Cauthen is lumber and products salesman. Mr. Long wis liquidate some of his assets. KS assigned 1490 kc, 250 w unli Filed Feb. 23.

Carrington Award

MRS. ELAINE CARRING writer of *Pepper Young's F* and other daytime serials, guest of honor Thursday, luncheon tendered by the Na Conference of Christians and at New York's Waldorf-A Hotel. The award, one of given by NCCJ [BROADCA Feb. 20] as part of brothe week, was presented to Mrs rington that afternoon durin *Pepper Young's Family* bro on NBC. Everett R. Clinchy, ident of the conference, pr at the luncheon.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
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PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

FOR INCREASED SPOT BILLIN
contact
JOSEPH HERSHEY McGILLVRA.
366 Madison Avenue, New Y
Murray Hill 2-8755

Frequency Study

(Continued from page 17)

nications facilities by governtal and non-governmental agenand to make and present to the sident evaluations and recommenions in the national interest conning:

a) policies for the most effective of radio frequencies by governtal and non-governmental users alternative administrative argements in the federal governnt for the sound effectuation of h policies;

b) policies with respect to interional radio and wire communicans;

c) the relationship of government munications to non-government munications, and

d) such related policy matters as board may determine.

Board Powers

The order authorized the board "hear and consult with representatives of industry and the fedl government concerned with the jects under study."

Serving with Dr. Stewart on the rd are:

Dr. Lee A. DuBridge—President of lifornia Institute of Technology a recognized leader in the field physics.

David H. O'Brien—Retired vice sident of Graybar Electric Co., a mer assistant administrator of the r Assets Administration and, dur the war, the Army Signal Corps' ector of distribution.

William L. Everitt—Head of the partment of electrical engineering he U. of Illinois, currently serving the so-called Condon Committee dying color television for the Sen Interstate and Foreign Commerce mmittee; 1942-46 director of the erational research staff of the ice of the Chief Signal Officer of Army; a past president of Insti e of Radio Engineers, and a mem of the electronics committee of Joint Research and Development ard since 1946.

Dr. James R. Killian Jr.—President Massachusetts Institute of Tech ogy, formerly faculty member and ecutive assistant to the president MIT.

The chairman of the board ved as head of FCC's telegraph ision during his service as a mmissioner from July 11, 1934, il his term expired June 30, 37, and was vice chairman of Commission from 1935 to 1937. fore joining FCC, Dr. Stewart s in charge of the State Dept.'s ctronics communications treaty ision (1930-34) and represented U. S. on delegations particiing in a number of international ferences.

From 1940 to 1945 Dr. Stewart s executive secretary of the Nanal Defense Research Committand, for the period 1941-45, of Office of Scientific Research l Development and the Comssion on Medical Research. He s named deputy director of the ice of Scientific Research and velopment in 1946, before acting the U. of West Virginia sidency the same year.

President Truman's letter to Dr. wart cited communications services as representing "a vital resource in our modern society." Problems which the President noted in this field included "the extent to which the government should, in time of peace, continue to operate its own communications facilities," and "the question of merging the overseas operations of our commercial communications companies."

EDUCATION EXHIBIT

Tyler Reports 500 Entries

FIVE-HUNDRED Canadian and U. S. shows aired last year have been entered in the 14th American Exhibition of Educational Radio Programs, Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, has announced. Exhibition, sponsored by the institute, includes entries from 33 states, the District of Columbia, Hawaii and five Canadian provinces.

About one-fifth of the total are from New York state, Mr. Tyler said. Ninety-one commercial stations lead entries in about 200 classifications. Award winners will be announced May 1, and winning programs will be available for audition during the Institute for Education by Radio in Columbus, May 4 to 7.

WVOK Appoints

RADIO Representatives Inc. has been appointed national sales representative for WVOK Birmingham, Ala., "The Voice of Dixie." WVOK operates with 10 kw on 690 kc, and expects to increase its power to 50 kw within a few weeks. Mrs. Iralee Benns is president.

LAFOUNT RETIRES

Original FRC Member

HAROLD A. LAFOUNT, president of Atlantic Coast Network with headquarters in New York, is retiring this week, leaving Tuesday for Utah, his native state. He expects to spend most of his time in Salt Lake City, but will winter in California.



Mr. Lafount

Mr. Lafount left Salt Lake City in 1927 to become a member of the original Federal Radio Commission at the time it was formed. In 1934 he joined Arde Bulova, chairman of the board of Bulova Watch Co., in setting up a group of successful stations on the Atlantic Coast.

Recently Messrs. Bulova and Lafount have disposed of all their radio interests, the last sale being that of WNEW New York.

Upcoming

Feb. 27: Mid-year meeting, House of Delegates, American Bar Assn., Chicago.
Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.
March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.
March 3-4: Western Radio-Television Conference, Seattle.
March 5: Radio and Television Award Dinner, New York.
March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.
March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.
March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

'Lightning'

(Continued from page 20)

would be fruitful in view of the nearness of summer hiatus and the seasonal disinclination of advertisers to undertake radio campaigns.

A further consideration was the belief that showings in other cities antedating the New York presentation would take the edge off the expensive Waldorf event.

Another dampening influence on the New York premiere was the report that Justin Miller, NAB president, who had been originally scheduled to preside, might not participate in the New York presentation because of the unfavorable NAB board opinion of the film. Although Judge Miller was understood not to have definitely turned down the invitation, the fact that he was not in a position to accept it forthwith was another discouragement to the original showing plan.

The date of the showing before the Radio Executive Club is tentatively set for March 9.

Members of the New York subcommittee who met last Tuesday were Lewis Avery, of Avery-Knodel Inc.; Joseph Creamer, WOR New York; Charles Hammond, NBC; Louis Hausman, CBS; Ivor Kenway, ABC; Richard Swift, WCBS New York; Ralph Weil, WOV New York, and Maurice Mitchell, BAB.

Sarnoff at White House

BRIG. GEN. David Sarnoff, RCA board chairman, was a Thursday visitor at the White House Executive Offices. He saw President Truman after spending the early part of the morning at the joint TV color demonstration, held at the FCC's Laurel (Md.) Laboratory. Gen. Sarnoff said he paid a routine personal call on the President but it is understood they discussed a number of communications problems including the President's new Communications Policy Board. NBC President Joseph H. McConnell also visited the White House Thursday.

Voice of Democracy

(Continued from page 21)

endorsement of the Office of Education.

Mr. Cooper said that so long as idealism exists and so long as there are generations giving it meaning, democracy, an ancient art of living, will be forever new. He spoke on the eve of his departure on a 24-day world tour in which he will visit principal capitals of the world to talk about democracy.

Miss Chomiak was accompanied by J. Gorman Walsh, WDEL Wilmington, Del., where her winning entry was recorded, Sen. J. Allen Frear Jr. (D) and John J. Williams (R), and Rep. J. Caleb Boggs (R).

Anne Pinkney, of Trinidad (Col.) High School, second girl winner, was accompanied by Sen. Edwin C. Johnson (D), chairman of the Senate Interstate Commerce Committee, and Rep. John H. Marsalis (D).

Robert Shanks, of Lebanon (Ind.) High School, one of the two boy winners, was accompanied by Sens. Homer E. Capehart (R) and William E. Jenner (R), and Rep. Cecil M. Harden (R). Richard L. Chapman, of Brookings (S. D.) High School, was accompanied by Sen. Karl E. Mundt (R) and Rep. Harold O. Lovre (R).

Other guests included Chairman Wayne Coy and other members of the FCC along with government officials and representatives of broadcasting groups.

Chairman of the Voice of Democracy Committee was Robert K. Richards, NAB. Other members were James Dawson, NAB; Robert H. Richards, U. S. Junior Chamber of Commerce; James D. Secrest, Radio Mfrs. Assn., and Dr. Kerry Smith, U. S. Office of Education.

Judges who selected the four winners from the finalists were Morgan Beatty, NBC; Mrs. Raymond Clapper, author and commentator; Hon. Tom C. Clark, Associate Justice, U. S. Supreme Court; Chairman Coy; Douglas Southall Freeman, author and editor; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, director, Federal Bureau of Investigation; Edward R. Murrow, CBS commentator; James Stewart, actor.



At Deadline...

COLOR HEARING TO COVER PATENT APPLICATIONS

FCC SERVED NOTICE Friday that information on pending television patent applications of participants in its TV hearings may be used in public session of TV proceeding, under subpena if necessary (see hearing story page 53).

This was disclosed in FCC order which limited type of TV patent application data required of participants. Several participants had protested broader requirements announced last September [TELECASTING, Sept. 5, 1949].

Before using any TV patent application data already filed, FCC said, Commission will notify participant involved and give him opportunity to withdraw it. If material is withdrawn, FCC will issue subpena for details on it and make exhibit for hearing record. March 15 set as deadline for filing such information or withdrawing such information already filed.

Earlier proposal called for data on pending applications for patents on "inventions relating to television transmitters or receivers for either monochrome or color transmissions." Revised call is for data on applications covering "operations or equipment on which transmission standards proposed by the Commission or parties to this proceeding can be based." Change makes order for application data conform more closely with earlier order for information on patents already issued.

To safeguard information, FCC stipulated that it shall be kept in separate file by acting chief engineer; not examined before March 15; withheld from examination by non-FCC personnel, and returned to respective parties when TV proceeding is completed. Any copies made for FCC use during hearings will then be destroyed.

MERGER, TWO TRANSFERS RECEIVE FCC APPROVAL

MERGER of WGLN Glens Falls, N. Y., into WWSC, same city, approved by FCC Friday along with transfer grants for WSNJ-AM-FM Bridgeton, N. J., and WCYB Bristol, Va. Earlier FCC actions are in FCC Roundup on page 75. Details of transfers:

WWSC Glens Falls, N. Y.—Granted transfer of control of Great Northern Radio Inc., licensee, from Martin Karig, 51% owner, and Alexander P. Robertson, 49% owner, to Glens Falls Post Co. Latter owns WGLN (1230 kc, 100 w) there which will be dropped. Messrs. Karig and Robertson each sell one-half of their holdings to Post Co. for $10,000 which is applied to indebtedness of Great Northern Post Co. also loans Great Northern $34,000, matching total loans made to firm by Messrs. Karig and Robertson. Great Northern buys physical plant of WGLN for $42,000. WWSC assigned 250 w on 1430 kc and holds permit for 1 kw day, 500 w night-directional on 1410 kc.

WSNJ-AM-FM Bridgeton, N. J.—Granted transfer of control of Eastern States Bcstg. Corp., licensee, from Elmer H. Wene, sole owner, for $82,000 to Paul W. Alger, WSNJ manager, and Russell S. Henderson, attorney. WSNJ assigned 250 w on 1240 kc.

WCYB Bristol, Va.—Granted involuntary relinquishment of control by James Mahoney, deceased, to Jay Fey Rogers, Robert H. Smith and Charles M. Gore. Latter acquires Mr. Mahoney's 80 sh. (33⅓%) for $56,000. Deceased held 50% control through proxy voting of 20 sh. each for Messrs. Rogers and Smith, each one-third owner. WCYB assigned 10 kw day on 690 kc.

JAMESTOWN SWITCH

INITIAL DECISION reported by FCC Friday to grant WJOC Jamestown, N. Y., switch from 1 kw day on 1470 kc to 250 w fulltime on 1340 kc. Examiner Leo Resnick found WJOC proposal would interfere only slightly with CHOX Woodstock, Canada, but in area where it already suffers interference.

WLAP GETS FINAL GRANT FOR REGIONAL FACILITY

NEW FINAL decision issued by FCC Friday to grant WLAP Lexington, Ky., switch from 250 w on 1490 kc to 5 kw day, 1 kw night on 630 kc directional for second time and deny competitive bids of Queen City Bcstg. Inc. and WCPO, both Cincinnati, for same assignment. Comr. Robert F. Jones, dissenting, favored grant to WCPO on grounds WLAP authorization violates FCC standards.

Commission majority ruled Queen City bid engineeringly insufficient and favored WLAP over WCPO on Communications Act's Sec. 307(b) equitable distribution clause despite fact WLAP proposal not fully within standards. FCC further noted WLAP would protect CMHQ Santa Clara, Cuba, Goar Mestre outlet, under domestic 50% exclusion rule while WCPO would not. Commission noted WCPO would not cause interference within CMHQ's 2.5 mv/m protected night contour but "we feel that as a matter of international amity it is not inappropriate, in a proceeding of this type, to recognize that CMHQ is a special Class II station and to give preference to the applicant providing the highest degree of protection to such a station."

FOUR NEW AM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations granted by FCC Friday and improved facilities for seven existing stations approved. New station grants:

Gallipolis, Ohio—990 kc, 250 w day, Ohio Valley on the Air Inc., E. W. Weppel, food broker, president 50%. Astoria, Ore.— 1050 kc, 250 w day, Clatsop Video Bcstrs., 80% owned by Leroy E. Parsons, who will dispose of 37% interest in KAST Astoria. Hood River, Ore.—1340 kc, 250 w unlimited, Oregon-Washington Bcstrs., headed by C. H. Fisher, 50% owner KUGN Eugene. Welch, W. Va. —1150 kc, 1 kw day, Pocahontas Bcstg. Co., headed by Howard R. King, chief engineer WBRW Welch.

Improved facilities granted following:

KBRC Mt. Vernon, Wash., change from 500 w day to 500 w fulltime on 1430 kc, directional night. KVOL Lafayette, La., switch from 250 w on 1340 kc to 1 kw on 1330 kc, directional night. KUGN Eugene, Ore., switch from 250 w on 1400 kc to 1 kw on 590 kc, directional night. WKMH Dearborn, Mich., change from 1 kw fulltime to 5 kw day-directional, 1 kw night on 1310 kc. KPQ Wenatchee, Wash., increase power from 1 kw to 5 kw directional night, 560 kc. WAYS Charlotte, N. C., switch from 5 kw day, 1 kw night to 5 kw fulltime on 610 kc directional. WKOP Binghamton, N. Y., switch from 1 kw day on 750 kc to 1 kw day, 500 w night-directional on 1360 kc. KOB Albuquerque granted further extension of special service authorization to June 1 for 50 kw day, 25 kw night on 770 kc and WJZ New York again denied petition for relief.

FOUR MARCONI AWARDS

VETERAN WIRELESS OPERATORS Assn. Saturday night awarded four Marconi Memorial Awards at Hotel Astor in New York. Recipients were Comdr. E. M. Webster, FCC Commissioner, who received medal of honor; George E. Sterling, FCC Commissioner and veteran member of association, who was given award of service. Wireless pioneer medals given Hugo Gernsback, editor and publisher of *Radio Electronics*, and E. N. Pickerill, technical supervisor with RCA Communications.

PIB NETWORK BILLINGS

TOTAL GROSS billings of four television networks in 1949 were $12,294,513, Publishers Information Bureau reported Friday. By networks, billings were: ABC, $1,391,991; CBS, $3,446,893; DuMont, $955,526; NBC, $6,500,104. Total billings for month of December, 1949, were $1,921,166, divided among networks as follows: ABC, $219,337; CBS, $568,713; DuMont, $106,750; NBC, $1,026,366.

Closed Circuit

(Continued from page 4)

replacing Douglas G. Morris, vice presi and P & G account executive, who has resig and will announce his future plans sho Richard S. Bean, space buyer for agency, become media director.

WARWICK & LEGLER, New York, prepa television spot campaign to start in April Edgeworth pipe tobacco in New England Los Angeles markets.

GULF OIL Co., for Gulfspray insecticide, ported to have bought season sponsorshi *Lanny Ross Show* on MBS, Mon.-Fri., 12 12:30 p.m. beginning in May. Young & Rubi is agency.

NAB BOARD ELECTIONS DRAWING HEAVY VOTE

HEAVY balloting for 14 posts on NAB b indicated Friday as Saturday midnight d line approached. Membership voting on rectors in Districts 2, 4, 8 and 14 and directors-at-large each for large, med small, FM and TV stations. Results of ba ing to be announced tomorrow (Tuesday)

Automatically elected to board for lac opposition were Harold Wheelahan, WS New Orleans, District 6; William B. Quai WMT Cedar Rapids, Ia., District 10; Todd, KAKE Wichita, Kan., District Calvin J. Smith, KFAC Los Angeles, Dis 16. Two TV directors-at-large will be in bents, Robert D. Swezey, WDSU-TV Orleans, and Eugene S. Thomas, WOIC (Washington, who are unopposed for two p

WMCA-FM NEW YORK SOLD TO JOSELOFF GROUP

PURCHASE of WMCA-FM New York $7,500 by new corporation headed by Sta Joseloff, president of Storecast Corp. of A ica, negotiated subject to customary FCC proval and application slated to be filed Commission today (Monday). Statio owned by Nathan Straus, operator of WN and has been in operation on Channel 222 Dec. 25, 1948.

Stockholders in new company, WYOU Inc., proposes to operate station as WIFE, own 10% They are: Mr. Joseloff; Barbara Joseloff, 20% of Storecast Corp.; Paul F. Harron, Joseph and John B. Kelly, who each own 31⅔% of Philadelphia; Ben Gordon, 25% owner of Sto Corp.; Betty Gordon; Gloria Hirtz; Douglas A Patrick J. McCall, identified with Store Broadc Inc. in Philadelphia and National Wired Music of Philadelphia and New York, among othe terests.

Mr. Lang is first vice president; Mr. H secretary, and Mr. Gordon treasurer. M. Law Kaufmann, CPA and a director of Store Broa ing Inc., and George Hennessey, identified Storecast Corp., are second and third vice pres respectively.

Mr. Straus at one time planned to close W FM because it was losing money, but has tinued operations pending completion of ne tions. Application for FCC approval being pre by Washington law firm of Dow, Lohnes & A son, for WYOU Inc.

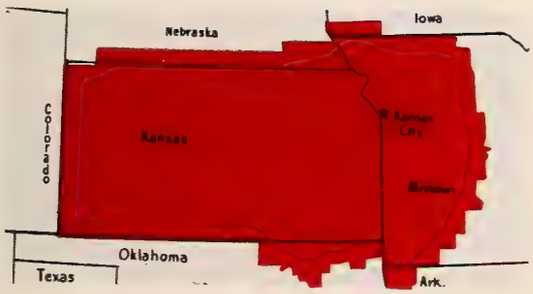
FREY APPOINTED

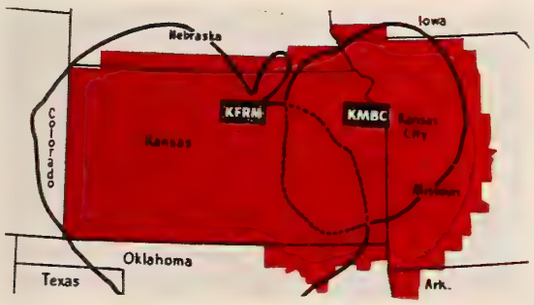
ROBERT V. FREY, formerly with ex mental television station W2XJT Jan N. Y., appointed director of television radio for John Schrager Inc., New York a tising agency.

WPIX POST TO DUNCAN

WALTER DUNCAN, for past two years president in charge of sales at WSNY nectady, N. Y., appointed sales manag WPIX (TV) New York. He succeeds Donahue, acting sales manager, who res last week.

The Kansas City Trade Area Does *Not* Run in Circles





The True Area is an East-West Rectangle and...

Only The KMBC-KFRM Team Covers it Effectively and Economically

Kansas City's rectangular Primary Trade Area, as shown on the maps, has been established by the Chamber of Commerce of Kansas City. The natural flow of trade to and from this area is dependent on Kansas City, the Trade capital. As a result, The KMBC-KFRM team has been custom-built to provide complete, effective and economical radio coverage of the Primary Trade area, *without waste circulation!* That's why The KMBC-KFRM Team is your best buy in the Heart of America! Contact KMBC-KFRM or any Free & Peters "Colonel" for full details.

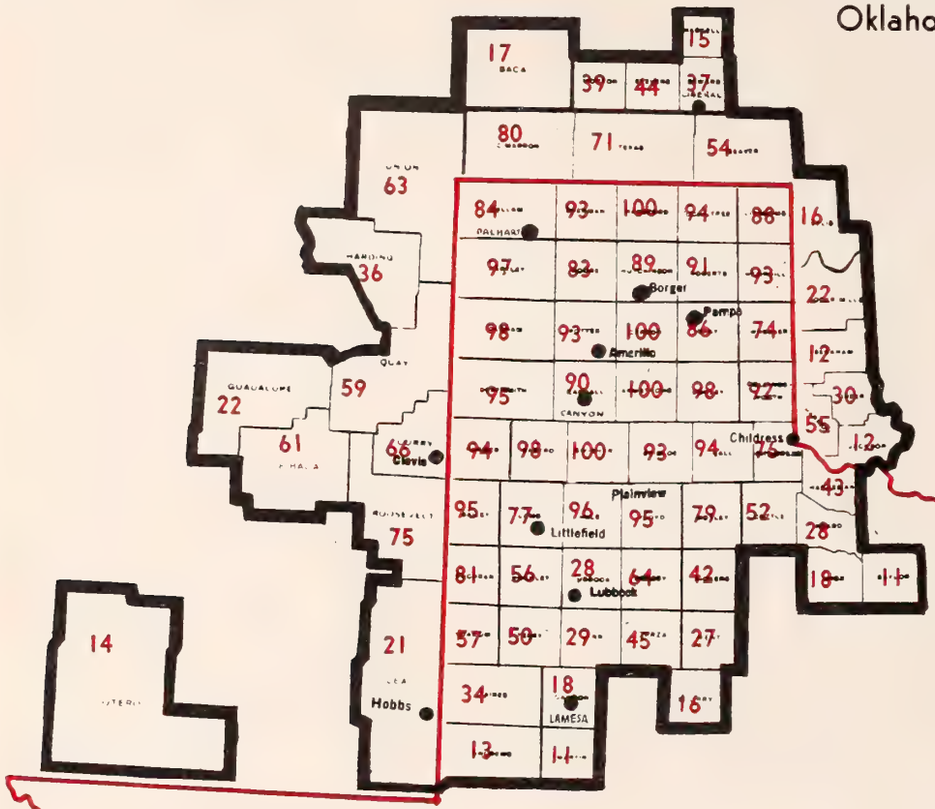


The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Terrific in Texas!

And they love us in our part of New Mexico, Oklahoma, Kansas and Colorado, too.



There is no better way to sell - or tell - the prosperous people of this "LAND OF THE BIG RICH"

KGNC

710 KC, 10,000 Watts Night and Day

Affiliated with

NBC and LONE STAR CHAIN

Represented by

THE TAYLOR CO., INC.

AMARILLO, TEXAS

KGNC'S NEW BMB

STATE COUNTY CITY	TOTAL WEEKLY DAYTIME AUDIENCE FAMILIES —
COLORADO	
Baca	290
KANSAS	
Haskell	210
Morton	360
Seward	1130
Liberal	970
Stevens	420
NEW MEXICO	
Curry	4760
Clovis	4030
De Baca	860
Guadalupe	420
Harding	290
Lea	1640
Hobbs	1040
Otero East	150
Quay	1810
Tucumcari	1510
Roosevelt	3030
Union	1210
OKLAHOMA	
Beaver	1130
Beckham	640
Cimarron	800
Ellis	270
Greer	1030
Harmon	1290
Jackson	650
Texas	2470
Roger Mills	420
TEXAS	
Andrews	50
Armstrong	560
Bailey	1600
Baylor	170
Briscoe	830
Carson	1440
Castro	730
Childress	2580
Childress	1650
Cochran	1010
Collingsworth	2000
Cottle	1090
Crosby	1900
Dallam	1850
Dalhart	1530
Dawson	940
Lamesa	360
Deaf Smith	3530
Dickens	920
Donley	1650
Floyd	2600
Foard	350
Gaines	640
Garza	830
Gray	6200
Pampa	5450
Hale	5550
Plainview	4760
Hall	2780
Hansford	660
Hardeman	1160
Hartley	450
Hemphill	850
Hockley	2900
Hutchinson	6670
Borger	5620
Knox	430
Kent	160
Lamb	3730
Littlefield	1350
Lipscomb	670
Lubbock	6140
Lubbock	4850
Lynn	1490
Martin	160
Moore	2100
Motley	990
Ochiltree	1080
Oldham	370
Parmer	1150
Potter	23810
Amarillo	20410
Randall	1800
Canyon	1150
Roberts	170
Scurry	420
Sherman	440
Swisher	1610
Terry	1510
Wheeler	1950
Yoakum	410

"YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS"

MARCH 6, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WOR -- *one of America's great stations*

is first	in gross billings
first	in number of accounts
first	in total audience
first	in market coverage
first	in news listening
first	in mail results
first	in sales results

may we dazzle you with details? Our address is

WOR — *that power-full station at 1440 Broadway, in New York*

WHAS-TV
Louisville, Kentucky

Facts and Facilities

on that bright new picture in Louisville

General

Frequency: Channel 9—Power: 9.6 kw video
GE 12-bay high gain antenna, 529 feet above average terrain

Studio Facilities

Two studios, 40′ by 62′ and 30′ by 50′
Two cameras
Complete studio kitchen
Complete film camera chain
Two 16 mm film projectors
Standard 3¼″ x 4″ slide projector
Opaque projector

Programming

CBS network and local live programming in the WHAS tradition

Movie Production Facilities (silent)

Bell & Howell model 70H 16 mm movie camera with allied equipment
Bell & Howell model 153 movie camera with allied equipment
Facilities for cutting and editing 16 mm movie film

Remote Facilities

Mobile unit
Two cameras
Microwave equipment
Zoomar lens



WHAS-TV
Louisville, Kentucky

Coming March 20: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. ● PRIMARY AFFILIATE CBS TELEVISION NETWORK

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



YANKEE Gives You All Three!

COMPLETE
COVERAGE

Strong regional network coverage is a necessity in order to reach the full sales potential in New England's many good markets.

The Yankee Network is ready made for this purpose. It provides direct access to 27 top markets in six states, the most complete New England radio coverage available.

At the same time Yankee offers you the greatest flexibility in spot coverage. You can tailor your radio advertising to fit present distribution, and open new territory city by city.

LOCAL
IMPACT

Every one of Yankee's home-town stations has the local impact that only a local station can give — complete neighborhood penetration throughout the entire trading zone, with complete dealer and consumer acceptance.

You can command attention for your product everywhere in New England, reaching more people more often, with Yankee's 27 home-town stations.

SPOT
FLEXIBILITY

Acceptance is THE YANKEE NETWORK'S *Foundation*

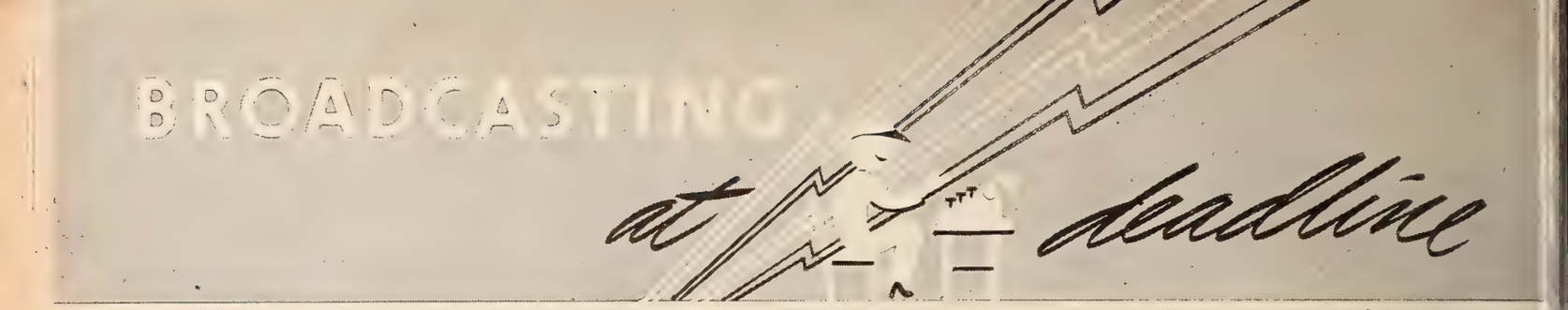
THE YANKEE NETWORK, INC.

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Represented Nationally by EDWARD PETRY & CO., INC.

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WHILE IT'S PREMATURE to speculate on prospective new general manager of NAB, names are being bandied about. Foremost is William B. Ryan, vice president and general manager of KFI Los Angeles, elected only last week to new term on NAB Board (story, page 26). Committee to advise President Miller was to meet last week-end in Chicago at call of Chairman Clair R. McCollough, WGAL Lancaster, Pa.

REPORTS WHISPERED last week that FCC finally had broken 3-3 tie on Drew Pearson-Bob Allen application for facilities of Hearst-owned WBAL Baltimore [CLOSED CIRCUIT, Jan. 30] were denied by Commissioner reported to have switched vote in favor of Pearson-Allen. Lineup was, Coy, Walker and Webster for Pearson-Allen versus Hyde, Sterling and Hennock for WBAL renewal. Comr. Jones, whose appointment to FCC was unsuccessfully attacked by Mr. Pearson, abstained from voting. Fact that FCC has renewed WBAL-TV license believed to augur in favor of renewal of AM too.

ON RETURN from month's Arizona vacation, expected C. E. Hooper will announce reorganization of his firm with Fred H. Kenkel, present executive vice president and treasurer, and W. Ward Dorrell, vice president, participating in ownership.

WTAR-TV, which gets under way April 2 in Norfolk, Va., has primary affiliation with its regular NBC network but last week arranged for secondary affiliation with CBS-TV. Transaction was worked out by Campbell Arnoux, president and general manager, with William D. Schudt, CBS director of station relations.

ANOTHER BASEBALL network sprouting in Washington, D. C., over weekend with WWDC there feeding its Senators games for Chesterfields to some 13 cities in Maryland, Virginia and West Virginia, according to tentative telephone plans. Final details this week, with possibility of expansion to other southern states. Chesterfields would be partial sponsor in cities outside Capital with remaining time open on co-op basis. Cigarette agency is Cunningham & Walsh, New York.

PHARMACAL Inc. (Feen-A-Mint) preparing saturation spot announcement campaign in 15 markets beginning March 6 and March 13. Contracts for 13 weeks placed by Duane Jones Co., New York.

DISCLOSURE OF FCC letter to House Radio Subcommittee Chairman Sadowski (see page 25, editorial page 36) which would torpedo McFarland Bill and allegedly evade administrative Procedure Act, expected to result in resolution to investigate FCC and directed at influence of its lawyers upon FCC actions.

ZENITH's industrial film on Phonevision, Eugene F. McDonald Jr.'s project for dollar-in-

(Continued on page 90)

Upcoming

March 6-8: Second National TV Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.
March 10-11: Alabama Broadcasters Assn., Russell Erskin Hotel, Huntsville, Ala.
March 12-14: Oklahoma Radio Conference, U. of Oklahoma, Norman.

(Other Upcomings on page 41)

Bulletins

SEARS, ROEBUCK & Co., Chicago, for its *American People's Encyclopaedia*, 20-volume set published by education division, auditioning one-minute dramatic spots submitted by Ruthrauff & Ryan, same city, and considering national spot radio for first time.

FRIGIDAIRE Division of General Motors Corp., Dayton, to sponsor Easter variety show with Bob Hope as m.c. on NBC-TV April 9, 5:30-7 p.m. Budget estimated at $60,000 with 45 stations to be used, 18 by kinescope. New York is origination point. Agency, Foote, Cone & Belding, Chicago.

RCA board of directors Friday declared dividend of 87½ cents per share of $3.50 cumulative first preferred stock for first quarter of 1950, payable April 1 to stockholders of record at close of business March 13.

BROADCASTING INTERSTATE, N. M. SUPREME COURT HOLDS

WHAT MAY be complete radio victory in New Mexico radio occupation tax case appears to have been won in companion opinions by state Supreme Court. In one case (5237) state's appellate court affirmed lower court decision that all KOB Albuquerque broadcasting is interstate commerce and thereby not taxable (see Virginia tax story, page 28).

In second case (5236) court, on rehearing, ordered to re-examine state taxes paid by stations, separating network and national spot from purely local revenue, and enter judgment whereby broadcasters are refunded sums paid on interstate broadcasts but not taxes paid on local advertising during period of litigation. Case carried to court by KOB. Sums involved are nominal and cover four-month period.

Word of court's action transmitted by Don Petty, NAB general counsel, who participated in New Mexico proceedings. Cases originally lost when state court upheld tax and remanded to lower court to make allocations. Lower court then found its first concept of local broadcasting was "in error" and ruled all broadcasting in interstate commerce.

After attorney general appealed, court held constitutional question not raised in case (5236) where taxes were levied but was raised in first case (5237). Attorney general has not indicated if decisions would be appealed. Supreme Court decisions were unanimous. KOB convinced court all its programs are heard interstate.

Business Briefly

KRAFT EXPANSION ● Kraft Foods, C
cago (cheese products), expanding *Kraft T*
Theatre on NBC to Memphis, Norfolk, Sy
cuse, Johnstown and Binghamton between n
and mid-summer and in October to 10 oth
cities. Now live on 26 NBC stations. Kr
to drop *Marriage for Two* on NBC, Mon-F
9:30-9:45 a.m. (CST), effective March
Agency, J. Walter Thompson Co., Chicago.

DURKEE CAMPAIGN ● Meldurm & Fe
smith Agency, Cleveland, lining up TV sched
for Durkee's margarine. Boston and N
Haven may be used for TV spots.

CALKINS & HOLDEN MERGES WITH NEW FIRM

CALKINS & HOLDEN, 48-year-old agen
and recently formed Carlock, McClinton
Smith firm [BROADCASTING, Jan. 23] will me
as Calkins, Holden, Carlock, McClinton
Smith Inc. Agency's billing will be appro
mately $8,900,000.

Merger negotiated by C. Z. (Jess) Barr
partner of Calkins & Holden since Jan. 1, 19
and vice president in charge of sales for M
before that.

Partners beside Mr. Barnes are M. E. C
lock, vice president and secretary of CM&S
before that vice president of Benton & Bowl
James A. Clark, member of art department
C&H since 1912 and president from 1931
1937; Ray P. Clayberger, secretary and tre
urer of C&H since 1904; Harold L. McClint
president of CM&S and previously vice pr
dent in charge of radio and television
N. W. Ayer since 1929; J. Sherwood Sm
partner and president of C&H since 1937,
Paul Smith, vice president and chairman
plans board of CM&S and previously head
his own agency.

New agency will service Prudential Life
surance Co. account with approximately
800,000 advertising budget. Prudential
merly sponsored *Family of Stars* on CBS
is currently sponsoring *Jack Berch Show*
NBC.

CBS ADVISORY ELECTIONS

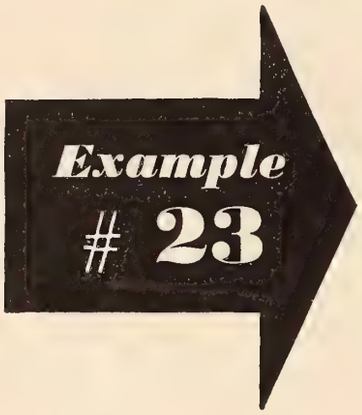
CBS Affiliates Advisory Board has re-elec
three members to serve additional terms
two years each. They are: I. R. Lounsbu
WGR Buffalo, chairman; Glenn Marshall
WMBR Jacksonville, Fla., and Richard Bo
WBNS Columbus, Ohio. At same time Cl
Rembert, KRLD Dallas, was elected to succ
Kenyon Brown, KWFT Wichita Falls, T
Announcement was made last week by Will
A. Schudt Jr., CBS director of station r
tions.

JACK NORTH NAMED V. P.

JOHN H. (Jack) NORTH, radio and sp
buyer at Aubrey, Moore & Wallace, Chic
was named vice president in charge of m
at agency luncheon marking his 25 years
service last week.


"Results"
IN TEXAS
IS SPELLED
K-R-L-D
This Is Why
KRLD
Is Your Best Buy!
More Than
HALF
of the Radio Homes in
201 CITIES and TOWNS
In the Great
SOUTHWEST MARKET
With Average Population of 8,726
ARE TUNED TO KRLD
At Least ONCE A WEEK
OR MORE
1946 BMB NIGHTIME SURVEY
Exclusive
CBS
Station
FOR
DALLAS AND
FORT WORTH
AM
FM
TV
KRLD
The TIMES HERALD Station
50,000 WATTS
REPRESENTED BY THE BRANHAM CO.





Cox and Tanz—Advertising, writes us "...our client, after sponsoring only four 12:30 (noon) news periods on WIP, brought its cost-per-inquiry down from over $7.00* to less than $1.25!" *In another medium—name on request.



BROADCASTING
TELECASTING

*

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. Telephone ME 102

IN THIS BROADCASTING . . .

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Fran Beatty, Rufus Crater, *Associate Editors;* Fred Fitz gerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assist ants to the News Editor.* STAFF: David Berlyn Lawrence Christopher, Mary Ginn, Tom Hynes, Joh Osbon, Ardinelle Williamson. EDITORIAL ASSIST ANTS: Estelle Dobschultz, Kathryn Ann Jones, Pa Kowalczyk, Doris Lord, Wilson D. McCarthy, Jea D. Statz; Eleanor J. Brumbaugh, *Assistant to th Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Wir field R. Levi, *Assistant Advertising Manager;* Georg L. Dant, *Adv. Production Manager;* Harry Steven *Classified Advertising Manager;* Eleanor Schad Phyllys Steinberg, Judy Martin; B. T. Taishof *Treasurer;* Irving C. Miller, *Auditor and Office Man ager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN COSGROVE, *Manager;* Lillian Oliver, Warren Sheet Elaine Haskell, Grace Motta, Allen Riley.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLa 5-8355;* EDITORIAL: Edwin H. James, *New Yor Editor;* Herman Brandschain, *Asst. to the New Yor Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. PAUL, *Advertising Directo* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone *CEntral 6-4115;* William L. Thompson, *Manager;* Jan Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywoo and Vine, Zone 28, *HEmpstead 8181;* David Glick man, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 077* James Montagnes.

BROADCASTING * Magazine was founded in 1931 b Broadcasting Publications Inc., using the titl BROADCASTING *—The News Magazine of the Fift Estate. Broadcast Advertising * was acquired in 19 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

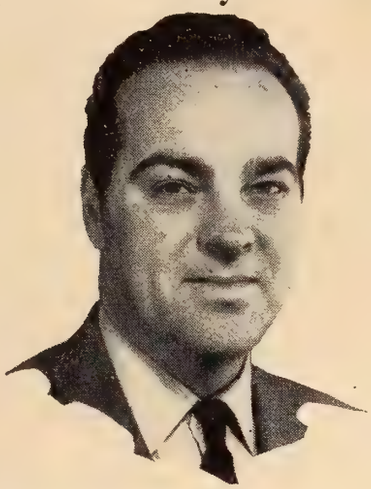
Subscription Price: $7.00 Per Year, 25c Per Copy

Broadcasters' Courtesy

to our Executive Representatives will be highly beneficial for you and deeply appreciated by us. We proudly introduce...



JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.



BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.



JEAN ARMAND. For many years management counsellor to station operators throughout the U. S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.

BRUCE EELLS
PROGRAM LIBRARY SERVICE
ASSOCIATE MEMBER, NATIONAL ASSOCIATION OF BROADCASTERS



WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.



PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispell the natural "too good to be true" reaction of the cynical ones.

• • • • *BRUCE EELLS PROGRAM LIBRARY SERVICE* • • • •

PRODUCED BY BRUCE EELLS & ASSOCIATES, INC.

2217 MARAVILLA DRIVE HOLLYWOOD 28, CALIF.

First and only transcribed

Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs


at the top
of the top

Radio's top attraction is news.

Facts show it again and again.

News has led all other kinds of programs in Kansas, for instance, for five years... Columbia and Chicago University analysts report news ahead country-wide... Broadcasting's yearbook reveals that news out-averaged all sponsored network rivals in 1948 and 1949 tests — even in the peak evening hours.

At the top of this top type of program stands United Press news. More stations take it than any other.

Because U. P. delivers more: complete world and national news... more regional and state and local news...expert sports coverage...sparkling news features...an average in all of 40 regular news and news-feature programs a day...sponsored by more than 200 different businesses.

Your nearest United Press bureau has further information ready for you.
Just write, wire or phone.

UNITED PRESS

foremost because it delivers most

On the Washington Screen.....

WHO's TOPS IN TV

First Take a GUESS - then Look at the FACTS!

In Cumulative Ratings...

7 NIGHTS A WEEK
6 PM TO SIGN OFF

More Sets Are Tuned to

WMAL-TV

than any other Washington Station

TOTAL RATINGS - 6 PM to Sign-off
from American Research Bureau
TV Audience Survey - January 1950

	WMAL-TV	Station X	Station Y	Station Z
MONDAY	✪541.0	202.1	212.0	249.5
TUESDAY	291.6	✪666.5	95.7	93.4
WEDNESDAY	✪533.4	268.0	102.7	266.4
THURSDAY	✪555.1	310.1	205.3	56.4
FRIDAY	271.1	✪430.3	110.4	204.5
SATURDAY	✪464.2	242.2	182.0	102.2
SUNDAY	157.0	✪629.4	91.3	326.0
TOTAL	✪2813.4	2748.6	999.4	1298.4

✪FIRST

Surprised? The Moral:

Network Programs Alone Are Not Enough. Strong LOCAL Programming is Important in Building LOCAL Viewing HABITS!

[Note MONDAY Night when ALL WMAL-TV Programs are LOCAL]
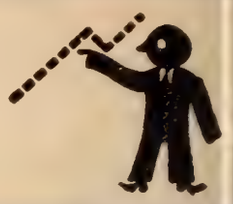
This is important — to YOU!

Represented Nationally by **ABC** *Spot Sales*

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

Agencies



SHELDON, QUICK & McELROY Inc., New York agency, merges with **Walter McCreery Inc.,** Beverly Hills, Calif., and continuing at 400 Madison Ave. will be known as **McCreery, Quick & McElroy.** West Coast operations continue under name of Walter McCreery Inc., with offices in San Francisco as well as Beverly Hills, **WALTER McCREERY,** president, said. **JOHN F QUICK** named vice president and general manager of combined New York operations. **L. C. McELROY** continues in executive capacity.

FRED B. MANCHEE, vice president, BBDO, New York, elected executive vice president in charge of marketing and merchandising; **JACK DENOVE,** account executive for American Tobacco Co., named vice president, and **CHET OEHLER,** research director BBDO's western offices, elected a vice president.

JEFF YORK joins Roche-Eckhoff & Assoc., Hollywood, as account executive.

ORRIE CARSON, Chicago newspaper publisher for 22 years, joins Weiss & Geller, Chicago, in executive capacity. He worked on advertising staffs of *Des Moines Daily Capitol* and *Houston Post* before starting a chain of 2 neighborhood papers in Chicago.

NORVAL LaVENE, account executive, West-Marquis Inc., Los Angeles, named chairman of Public Relations Committee of Southern California Advertising Agencies Assn. He replaces **RALPH YAMBERT,** who was elected to fill unexpired term of **NORMAN TOLLE** on board of directors.

ARTHUR PICKENS joins Malcolm-Howard Agency, Chicago, as television director. He worked previously at Schwimmer & Scott and W. B. Doner, same city.

LOUISE E. LEPROHON, formerly manager of CKSB St. Boniface, and CKCH Ottawa, named radio director of Stevenson & Scott Ltd., Montreal.

CHARLES PATRICK, 14 years with Bermingham, Castleman & Pierce as vice president and account executive, joins executive staff of Donahue & Co. New York.

ROBIN L. ORR, formerly with Macy's and The Emporium, both San Francisco, appointed account executive at Ad Fried Adv., Oakland, Calif.

EUGENE S. HAHNEL, formerly with Aubrey, Moore & Wallace Inc., Chicago, named copy writer at Zimmer-Keller Inc., Detroit.

HUGH C. GARNER, formerly in production and continuity at KUTA Salt Lake City, joins radio-TV department of David W. Evans Adv., Salt Lake City.

ROBERT CULBERTSON, former advertising manager of *Tele-Views* magazine joins Irwin Co., Beverly Hills, Calif., as account executive.

ELLIS ADV. Co., Toronto and Montreal, branches of **Ellis Adv. Co.,** Buffalo enfranchised by Canadian Assn. of Broadcasters as recognized agency.

JOHN CHURCHILL, former account executive with Ryder & Ingram, Oakland, Calif., and before that on public relations staff, Young & Rubicam, New York joins Atherton Adv., Los Angeles, as head of new business department.

JAMES D. WOOLF retained by Mogge-Privett Inc., Los Angeles, as plans and copy consultant.

BREVOORT WALDEN, formerly with Federal Adv. Inc., New York, joins Hewitt Ogilvy, Benson & Mather Inc., same city, as account executive.

JOHN MONSARRAT, previously with Platt-Forbes Inc., New York, joins Geyer Newell & Ganger Inc., same city, as account executive.

JOHN EUGENE HASTY, formerly freelance consultant, joins J. Walter Thompson Co., San Francisco, as copy group head.

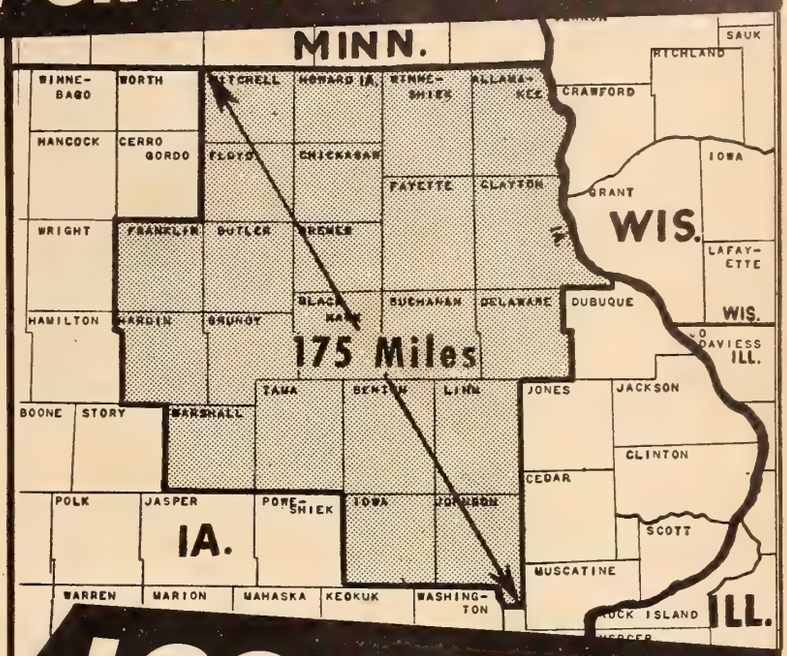
HAL FALVEY resigns as copy chief at W. W. Garrison Agency, Chicago, to join Fuller & Smith & Ross, same city, as account executive.

ROBERT MOUNTAIN, account executive of Young & Rubicam, New York and **GEORGE PLASS,** assistant advertising manager of General Foods, are in Hollywood, to check on West Coast originating programs, sponsored by latter firm.

(Continued on page 20)

THE UNMASKED TRUTH ON IOWA LISTENING

KXEL HAS CHANGED LISTENING HABITS IN IOWA



LOOK WHAT HAS HAPPENED IN THESE 22 IOWA COUNTIES

WATERLOO METROPOLITAN AREA	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
KXEL	**37.9**	**35.2**	**33.5**	**35.0**
DES MOINES—NBC—50,000 WATTS	11.6	20.3	26.7	21.2
CEDAR RAPIDS—CBS—5,000 WATTS	22.2	15.3	34.1	24.9
WATERLOO—Station A Independent	17.6	16.1	0	9.5
WATERLOO—Station B	7.1	5.8	0	3.6

RURAL AREA	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
KXEL	**29.8**	**28.8**	**25.6**	**27.8**
DES MOINES—NBC—50,000 WATTS	18.9	21.7	25.6	22.5
CEDAR RAPIDS—CBS—5,000 WATTS	21.0	19.8	26.2	22.6

Distribution of Listening Homes. Figures taken from November 1949 Conlan Study of Listening Habits—in Metropolitan Waterloo and 22-county area.

EMBRACING 52,033 INTERVIEWS

● Conlan's on-the-spot study—NOT A MEMORY TEST—proves the bulk of listeners in 22 Iowa Counties prefer KXEL—prefer its fine programs—its warm personalities—its strong signal that assures easy, relaxed listening. Sales of smart KXEL advertisers show that KXEL-endorsed products out-sell in this rich Iowa market.

No other radio station delivers as *many listeners* in this great rural area for SO FEW DOLLARS.

The truth that hurts is brought out in *Iowa's largest, most complete, most recent* listener study . . . that without KXEL you pay a high price for "listeners" who aren't there! Ask your Avery-Knodel man to see the NEW CONLAN.

Radio Time Buyers—aren't fooled by a SIMPLE SIMON MEMORY TEST! Get the *Simon-pure facts* on Listening Habits in Iowa and you too will buy KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA

Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, Iowa



A well-managed radio station is one whose policies attract good personnel—whose programming and promotion attract a good audience—whose rate structure and service attract good advertisers. On all those scores, the best-managed stations in America are listed at the right. . . .

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

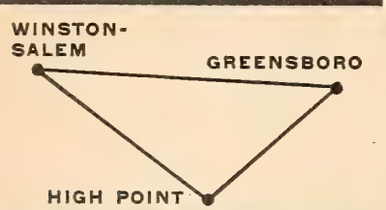
LOCAL PROGRAMS THAT Click!

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH *SATURATE* NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Feature of the Week



Mr. Wihebrink (2nd r) is congratulated on his appointment by (l to r) Polly Pickens, WSAI correspondent for greater Cincinnati grocery trade journals; Robert M. Sampson, WSAI general manager, and Harold Hand, director of merchandising.

* * *

A "graduate grocer" of WSAI Cincinnati's "Training School for Grocers" has been appointed president of the Northern Kentucky Independent Food Dealers' Assn., in this case proving that "education" pays off.

He is Andrew Wihebrink, who has helped swell to capacity classes in the WSAI school which was started a little over a year ago as part of the station's merchandis-

(Continued on page 18)

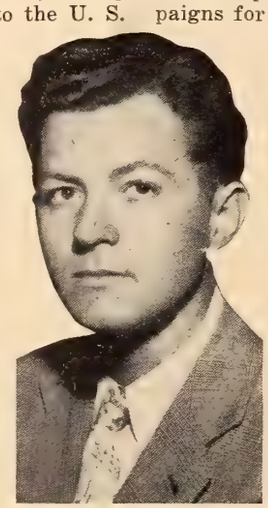
On All Accounts

ROBERT J. DAVIS Jr. may have cause to doubt his 25-day education in Portuguese when his translation of Brazilian newspaper headlines told him that Harry Truman was ahead in the 1948 United States presidential election, but he has no doubt when it comes to reading contracts as time and space buyer for Davis & Co., Los Angeles.

It was in Recife, Brazil, sailing back from Argentina to the U. S. that Bob had occasion to test his faltering Brazilian. Since then, he has replaced foreign newspaper headline reading for the most part with efforts involving space and time.

The Davis in both Bob's name and that of the agency is no coincidence. Robert J. Davis Sr., owner and chief account executive of Davis & Co., has been an agency executive for the past 20 years.

As timebuyer, Bob Jr. handles buying for American Fruit Growers, Los Angeles (Blue Goose Products), currently carrying participations on women's service programs on over 20 stations in major markets across the country; Scudder Food Products Inc., Monterey Park, Calif. (Laura Scudder's Potato Chips, Peanut Butter and Mayonnaise), who now has weekly participations on two Los Angeles television stations, KECA-TV and KLAC-TV, and spots on KNX same city, and associated firm Bluebird Potato Chips, Oakland, Calif., currently carrying five-minute weekly spots on 18 Northern California stations; Wilson & Co., Los Angeles (meat packer), who has a weekly participation on KECA-TV and plans further radio campaigns for Ideal Dog Food.



BOB

Strictly a West Coast man, Bob was born April 11, 1925, while the family was living in San Francisco. Shortly thereafter they went south to Los Angeles where Bob received his early education. In 1942 he entered the U. of Southern California, taking up advertising and marketing for the next three years. While there, he joined the Navy V-12 program. This sheer act of joining the Navy seems to have had its effect on Bob, for not too many months after he took off for foreign shores, albeit by plane. His next year was spent studying advertising and marketing at U. of Chile, Santiago.

Following that, he spent the next 10 months as foreman with a meat packing firm in the province of

(Continued on page 20)

Is frequency important?



you bet it is!

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best.5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM
800 KC 1,000 WATTS
100.5 MC 53,000 WATTS

HUNTINGTON, W. VA

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.
Advertising
Huntington, West Virginia

National Representatives

transit radio



Reach them . . . Sell them . . .  While they are going to buy!

transit radio has built a terrific record of

RESULTS AT LOW COST!

because the riding audience



is a buying audience . . .



IS AVAILABLE IN ALL THESE

ARKETS (and coming soon in scores of others):

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Wash. D.C.)
Cincinnati, Ohio WCTS
Covington, Ky.
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

These leading national advertisers have found Transit Radio Fast, Efficient, Economical

*A leading FOOD manufacturer, using transit radio *exclusively* in a test market for an established packaged product, increased his sales by 51% in only seven months (while his leading competitor, using other media, showed a 2% increase).

*A leading DRUG manufacturer, also testing transit radio for an old established product, increased sales by 75.51% at the end of six weeks, 124.3% at the end of twelve weeks!

*A leading DENTIFRICE, using transit radio exclusively in an isolated test market, increased its share of dentifrice sales by 47% in 10 weeks! (All three leading competitors went *down* during the period.)

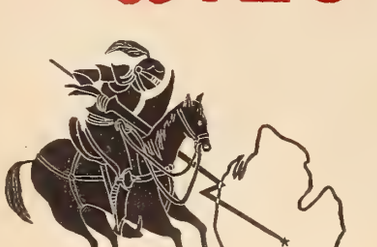
*These are documented case histories. Names, dates and full details are available on request.

KXOK FM
transit radio
ST. LOUIS

12TH AND DELMAR • CHestnut 3700 | ST. LOUIS 1, MISSOURI

NATIONAL REPRESENTATIVES: TRANSIT RADIO, INC., NEW YORK: 250 PARK AVE., MU. H. 8-3780 | CHICAGO: 35 E. WACKER DR., FIN. 6-4281

WILS IS UP



IN

Lansing, Michigan

—UP TO—

1000 watts
Day & Nite Operation
New Frequency-1320

WILS

MOST POWER IN LANSING, MICHIGAN—THE CAPITAL OF AMERICA'S 5th RICHEST STATE!



LANSING

W. A. Pomeroy, Mgr.

Represented by *Rambeau*

NEW YORK • CHICAGO • LOS ANGELES

New Business



STERLING BREWERS, Evansville, Ind., appoints Smith, Benson & McClur Chicago, to handle its account effective April 1. **George Enzinger** is a count executive. Spot radio will be used in all principal markets withi firm's distribution area—Indiana, Kentucky and southern states east of t Mississippi. TV will continue to be used.

ACOUSTICON Div. of Dictograph Products, New York (Acousticon heari aids), through Atherton Adv., Los Angeles, planning to supplement its prese radio campaign with television spot campaign on Los Angeles stations in Apr Firm currently carrying intensive radio spot schedule on approximately stations all over country.

GIPPS BREWING Corp., Peoria, Ill. (Premium extra dry beer), will spons station breaks, one-minute spots, newscasts and programs on 15 central Illinc stations starting March 13 to continue through Oct. 31. Agency: Kaufman Assoc., Chicago. **ROBERT E. JACKSON** is account executive.

LOCAL LOAN Co., Los Angeles, adds quarter-hour program strips on fo Pacific Coast stations supplementing current programming on 15 other Weste stations. Firm Feb. 27 started five weekly recorded *Freddie Martin Show* KXRX San Jose, and three-weekly *Bud Hobbs Show* on KCRA Sacrament Feb. 22, five-weekly *Bill Leyden Show* on KFWB Los Angeles; Feb. 20, fiv weekly *Elmer Davis* on KFLW Klamath Falls, Ore. All contracts for 52 weel Agency: Hixson & Jorgensen, Inc., Los Angeles.

HELENE CURTIS Industries Inc., Chicago, names Gordon Best Agency, sar city, to handle advertising for its Suave hair dressing and other new produc Radio and TV being considered.

GOEBEL BREWING Co., through Russell, Harris & Wood, San Francisco, a **REMAR BAKING Co.,** through Elliott, Goetze & Boone, same city, sign f joint sponsorship of 1950 baseball games of Oakland Acorns on KGO-TV S Francisco. Goebels also will sponsor the games on KLX Oakland. Sponsorshi mark opening of campaigns by both agencies for the newly acquired accoun

SUPERTEST PETROLEUM Corp. Ltd., Toronto (oil and gasoline), starts fi times weekly, five-minute newscast *Headliners* on CKOY Ottawa, and numb of other Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

TOWN & COUNTRY MARKET, Los Angeles, appoints Irwin Co., Beverly Hil to handle advertising and publicity. Firm now using KLAC and KFAC I Angeles and plans extensive use of radio and TV in spring. **Tom Ross** a **Dal Williams** are account executives.

UNION SUPPLY & ELECTRIC Co., Charlotte, N. C., signs for series of weel spots on WBTV (TV) Charlotte.

P. LORILLARD Co. (Old Gold cigarettes) purchases $25,000 in time on WPI Philadelphia, including five-minute news periods and spots for 46 weeks.

FRUIT INDUSTRIES Ltd., San Francisco (California vintners' cooperativ appoints Merchandising Factors Inc., same city. Radio and television will used. **Joe McNeil** is account executive.

PEDRO PINTO GUATEMALAN Coffee Co. appoints Pavia Adv., San Francis Radio will be used.

MOHAWK PETROLEUM Corp., San Francisco, appoints Russell, Harris Wood, same city. **Royce Russell** is account executive. Radio will be used.

FRANK FEHR BREWING Co., Louisville, names Levally Inc., Chicago, handle its advertising. **JAMES G. COMINOS** is account executive. Radio a television will continue to be used.

LINTON'S FRIENDLY Restaurants, Philadelphia, appoints W. Wallace Inc., Philadelphia, to handle advertising. Radio and TV will be used.

CENTLIVRE BREWING Co., Fort Wayne, Ind. (Old Crown ale), curren sponsoring transcribed five-weekly, 15-minute *Lonesome Gal* on WOWO F

(Continued on page 20)

PITTSBURGH WOMEN EXPECT

to hear about new products

on **KDKA**



We've always known that KDKA ranked high with Pittsburgh women.. but we didn't realize *how* high until we were invited to view the results of an independent survey made by Guide-Post Research.

More than 40 percent of the home makers interviewed reported that they would be most likely to hear about new food and drug products on KDKA.

KDKA's score, in fact, exceeded the combined score of the two "next best" stations! And this speaks *only* for Allegheny County; the survey didn't even touch the other counties.. more than 100 (BMB) in number.. reached regularly by KDKA's 50,000-watt voice.

To keep people thinking of *your* product in this rich, tri-state market.. keep spreading the word on KDKA. For availabilities, check KDKA or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PITTSBURGH
50,000 Watts
NBC Affiliate

KDKA

Feature

(Continued from page 14)

ing plan known as "Shelf-Level Selling." The plan offers air time to advertisers with the opportunity to beam their products to the training school's grocers who feature "Shelf-Level" products in their store displays, newspaper advertising and during WSAI Advertised Products week.

The program on which "Shelf-Level Selling" is based is the *Jon Arthur Show* heard mornings between 7 and 8:40. The grocer-directed announcements are given on the show.

Mr. Wihebrink has this to say of the training school: "I've been in the grocery business for 25 years but there's always more to learn and WSAI's progressive program has worked fine for us."

Nesbitt To Europe

T. H. E. (Buck) NESBITT, assistant chief, telecommunications policy staff, State Dept., left Friday for London where he will spend four days before going to Paris for a day and then to Frankfort, Germany. He will serve in Germany as advisor on broadcasting matters to High Commissioner McCloy during the Copenhagen conference. The conference begins March 15.

ADULT EDUCATION BY RADIO

Boston's Lowell Council Series Now in 4th Year

RESPECT for the adult listener and his intelligence, whether he has finished the first grade or has a Ph. D., is the basis on which Boston's Lowell Institute Cooperative Broadcasting Council rests its informational and educational programs.

Now in its fourth year of broadcasting, the council, according to Pulse figures, has maintained an average of approximately three hours of broadcasting a week. Audiences for all programs have averaged just over 200,000 a week in the five-county area of metropolitan Boston alone, the council reports. For last November and December, Pulse reported the estimated average aggregate weekly audience was 227,500.

Year-Round Project

Made up of higher institutions of learning in the area, the council claims it is the only such organization of private institutions which conducts a year-round program of adult education by radio and television over commercial broadcasting stations.

The council is comprised of Boston College, Boston U., Harvard, M. I. T., Northeastern, Tufts and the Lowell Institute, the latter a philanthropic institution. The broadcasts have been presented over Boston outlets WCOP WHDH WMEX WBZ WEEI WBMS-FM WNAC WNAC-TV.

Participating Schools

Over the three-year period, faculty and staff members, alumni and students have taken part in the broadcasts for their respective institutions, in numbers of programs and hours of broadcasting, as follows:

Boston College, 204 programs, 56¼ hours; Boston U., 440 programs, 197 hours; Harvard, 528 programs, 173¾ hours; M. I. T., 163 programs, 52¼ hours; Northeastern, 189 programs, 56½ hours; Tufts, 222 programs, 63 hours. In addition, the total was swelled by broadcasts by six non-affiliated educational institutions and 19 community organizations.

Special Awards

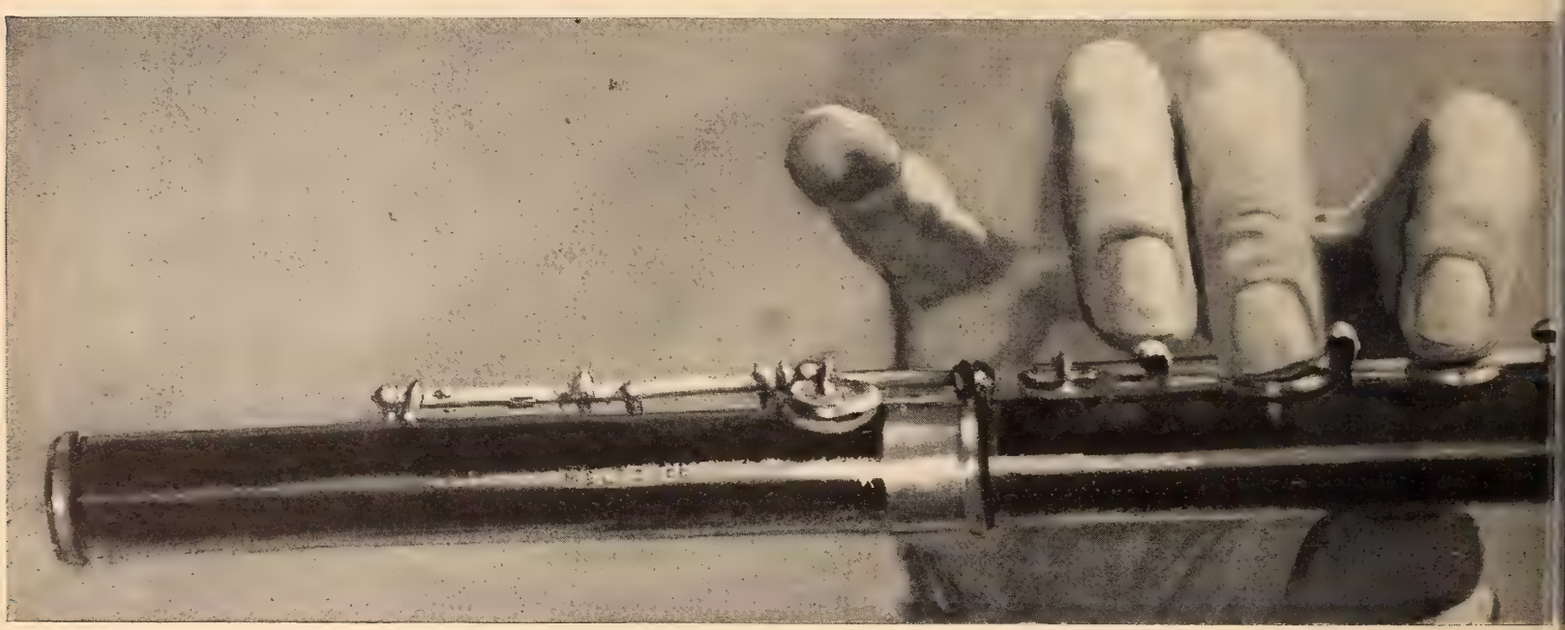
When the program's third anniversary was observed Feb. 3, Boston stations joined in citing Ralph Lowell, institute trustee, for his achievements in furthering adult education by radio. A certificate of appreciation was presented to Mr. Lowell by Fred H. Garrigus, WEEI director of public affairs.

Furthering its TV programming plans, the council on Feb. 23 presented on WBZ-TV Prof. Donald Born of Boston U. in *Here's a Story for You*, telling the "Lady or the Tiger?" selected from his general college course in the American short story. Also, educational broadcasters outside New England have given the council recognition in its plan to broadcast recordings of seven *We Human Beings* programs, originally presented over WCOP, on a National Assn. of Educational Broadcasters circuit. The series began Feb. 26 on WNYC New York. From there the programs will be sent to schools in the south, mid-west and far west.

* * *



Mr. Lowell (l) is awarded certificate by Mr. Garrigus.



The finest instruments give lasting satisfaction

Praises Pabst Story

EDITOR, BROADCASTING:

Your article "Pabst Pins Its Blue Ribbon on Radio and Television," which appeared in your Feb. 20 issue, is an outstanding example of reporting. . . .

William V. Humphrey
Publicity Director
Pabst Sales Co.
Chicago.

* * *

Daytimers' Plan

EDITOR, BROADCASTING:

For four years I have been trying to get night . . . on my day-only radio station (WMGY). . . . I have done everything legitimate . . . to arouse the FCC to some activity. . . . They have been holding conferences but . . . the United States has never done much at conferences. . . . If you remember Will Rogers made the statement . . . "The United States never won a conference or lost a war." Our representatives from Washington are in Cuba now, probably having a good time. They have been bluffed and rebluffed over four years to my certain knowledge while 1,200 daytime only stations are losing money every month trying to hold on until such time as our representatives in the FCC decide that they will tell Mexico and Cuba where to get off. . . .

I have talked to some of these daytime operators and a plan has been suggested that an agreement be reached between all daytime only operators in the United States that if the FCC cannot arrange for them to have nighttime through a different agreement with Mexico in the case of clear channels, and a different agreement with the 50,000 w operators in this country, that all daytime only operators set a specific date and close their stations until such time as the FCC will arrange for them to have nighttime on their daytime station. They certainly would not lose anything, because I happen to know that they are not making anything. If the daytime stations close, that would automatically throw all the employes of these 1,200 stations back to drawing their unemployment compensation insurance. It will stop the government from collecting all these high taxes and will at least open the eyes of the public, including the Senators and Congressmen in Washington and bring to bear the lethargy now going on in the FCC. . . .

S. D. Suggs
President
Dixie Broadcasting Co.
Montgomery, Ala.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)



CINCINNATI Mayor Albert Cash (standing) addresses luncheon held for the formal changing of the name of Reiser-Guenther Inc. to Guenther, Browne & Berne Inc. [BROADCASTING, **Feb. 27**]. **Luncheon guests include Robert E. Dunville (foreground), president, Crosley Broadcasting Co., and Wilfred Guenther, president, Guenther, Brown & Berne.**

Videodex Listing

EDITOR, BROADCASTING:

On page 79 of your Feb. 20 issue . . . there was an error in the title of your 9th place Videodex listing. This should have read: "TV Digest Film Theatre."

As sponsors of this program, we hope to enjoy a continued high rating . . .

Arthur Borowsky
Editor TV Digest
123 N. 13th St.
Philadelphia

'Opry' in Alaska

ARCTIC clothing and equipment will be issued at Great Falls, Mont., this month to a group of WSM Nashville's *Grand Ole Opry* entertainers. That will be the only stop for the *Opry* cast on their scheduled flight March 19 for Alaska where they will entertain Air Force men at seven bases: Elmdorff, Marks, Ladd, Davis Thornbough, Eilson and Fort Richardson. This is the second trip outside the States for the WSM talent who made a pre-Christmas tour to Europe for the Air Force. An Army ground force base at Big Delta also will be visited by 14 of Roy Acuff's Smoky Mountain Boys and Hank Williams' entertainers.



Musicians are notably discriminating in their selection of instruments. Their skilled senses detect fine craftsmanship immediately. And, fine craftsmanship means the ultimate in performance.

Similarly, in selecting a recording instrument, the care with which it was planned, the skill with which it is built, the consistent performance it will render, are the *important* considerations. Every detail of a precision PRESTO recorder is engineered for one purpose... the most perfect reproduction of sound.

From the tinkle of a triangle to the boom of a tuba... PRESTO equipment records with greater fidelity, greater realism, greater dependability. For satisfying years of perfect recording service... PRESTO is a name to remember.

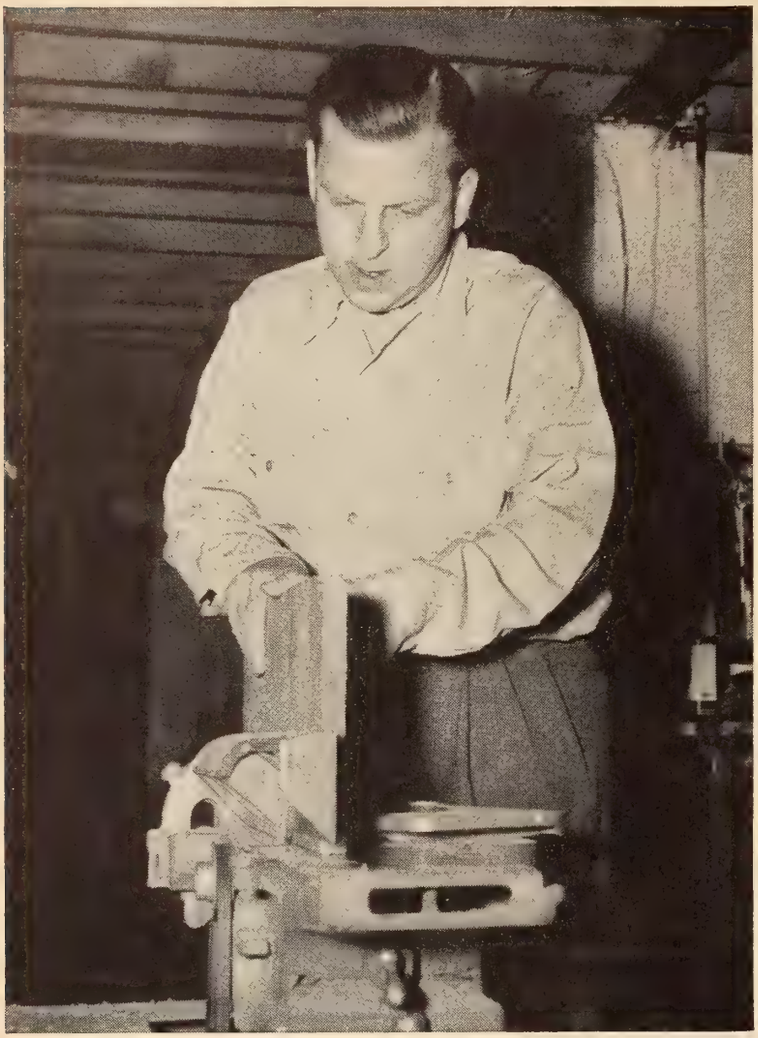
PRESTO
RECORDING CORPORATION
Paramus, N. J.
Mailing Address: Box 500, Hackensack, N. J.

CANADIAN REPRESENTATIVE: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Quebec

FOREIGN REPRESENTATIVE: M. Simons Company, Inc 25 Warren Street, New York, N.Y.



The PRESTO Studio Tape Recorder SR-950



Plane Fact: He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of *Bromwell Furniture*, Summerland, Calif., to Station KDB, Santa Barbara:

> "Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained $630.00; on the second I again had unusually good results with sale items.
>
> "So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio *reaches* into homes. . ."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Agencies

(Continued from page 10)

WALTER BUNKER, vice president in charge of Young & Rubicam, Hollywood office, is in New York for several weeks on client business.

WRIGHT NODINE formerly of merchandising and promotion staff of W. Earl Bothwell, Pittsburgh, joins Hollywood office of agency in similar capacity.

WILLIAM CHALMERS, vice president, radio and television director of Kenyon & Eckhardt, New York, and **HAL DAVIS,** vice president and publicity director of agency, are in Hollywood for 10 days conferences.

JANE RICKARDS, framework writer for J. Walter Thompson Co. on CBS *Lux Radio Theatre,* resigned that post to marry **SAM FURMAN,** CBS Hollywood staff pianist.

RUTH JOHNSON resigns as timebuyer for Western Adv., Los Angeles, to become administrative assistant with U. S. Army in Japan.

New Business

(Continued from page 16)

Wayne, March 20 adds for 39 weeks WIRE Indianapolis. Agency: Westheimer & Block, St. Louis.

F. H. SNOW CANNING Co., Pine Point, Me. (Snow's clam chowder, fish chowder, etc.), sponsors *Snow Time,* musical show; over WEEI Boston, Tuesday, 10:30 p.m. Agency: Daniel F. Sullivan Co., Boston.

GHIRARDELLI CHOCOLATE Co., Los Angeles (ground chocolate), starts weekly participations on two Los Angeles television stations, KLAC-TV and KECA-TV. Both contracts for 13 weeks. Agency: Hal Stebbins Inc., Los Angeles.

WORLD BRANDS Ltd., Toronto (Lipton's tea and soups), starts 26 local programs on 24 Canadian stations, five times weekly, varying from 5 to 15 minutes. Agency: Young & Rubicam Ltd., Toronto.

Network Accounts • • •

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) picks up option of CBS-TV *Ed Wynn Show* for 13 weeks after nine weeks of sponsorship, effective March 25. Agency: William Esty Co., Hollywood.

CALIFORNIA SPRAY-Chemical Co., Los Angeles, today (March 6) starts *Ortho Garden Guide* on full Don Lee Network Monday, Wednesday, Friday 9:15-9:30 a.m. (PST). Contract for 13 weeks. Agency: Cosby & Cooper, San Francisco.

Adpeople • • •

PAUL HUTCHINSON, formerly in sales with General Foods, NBC, WNJR Newark and WATV (TV) Newark, appointed advertising and sales promotion manager of Dale-New Jersey, Newark, distributor for Admiral.

H. GORDON SCOWCROFT, formerly with Lever Bros., joins Campbell Soup Co. to work on special merchandising assignments.

On All Accounts

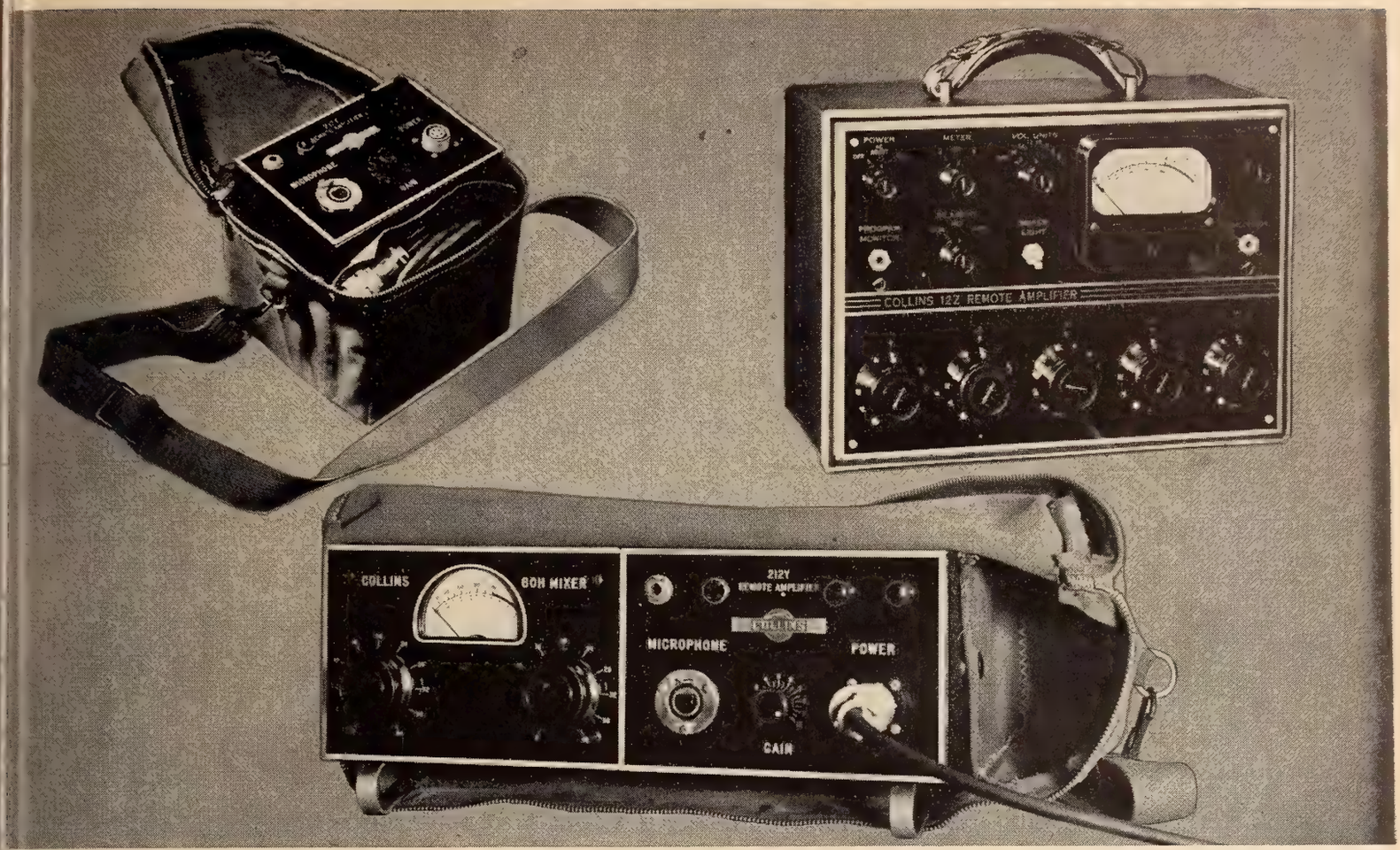
(Continued from page 14)

Buenos Aires, Argentina. Then after a leisurely two-months' tour back to the U. S. in 1948, he decided to put his education to work and joined Davis & Co. in his present capacity.

Bob still carries his South American leanings into his hobbies by reading Latin-American literature and history. Other of his pursuits include swimming, photography and reading in general, as well as others that befit his bachelor state.

Lucky Service

LISTENER service is offered in Tulsa by "Lucky P. O. Box 7517" for those who are willing to pay for it. The service is offered in connection with the hourly reading of a social security number by KFMJ Tulsa daytime outlet. "Lucky" advertises in the *Tulsa Tribune* radio section. "You will be notified immediately if your number is called," the advertisement says.



★ 212Y single channel remote amplifier

★ 60H mixer and 212Y amplifier in combination, making a dual channel unit, Model 212U

★ 12Z four-channel remote amplifier with a-c battery instantaneous power changeover

Collins has the Right Remote Amplifier for any job

Whatever the type of remote program may be that you are going to pick up, there is a Collins amplifier that will do it just right. Most popular of all is the four-channel type 12Z, famed for its instantaneous changeover to batteries when the a-c power fails; a feature that makes it ideal for pickups where there is no a-c power or it is inconvenient to obtain. Popularity for single mike pickups goes to the 212Y remote amplifier. Its zip-on canvas case permits fast setups. All receptacles and jacks are on the front, right where you can get at them easily. 212Y's can be easily turned into two-mike units (model 212U) by adding the 60H mixer. Both units slip into a metal housing and are easily carried in a zip-on canvas case. You have the advantage of separate gain control for each microphone and a vu meter with this combination.

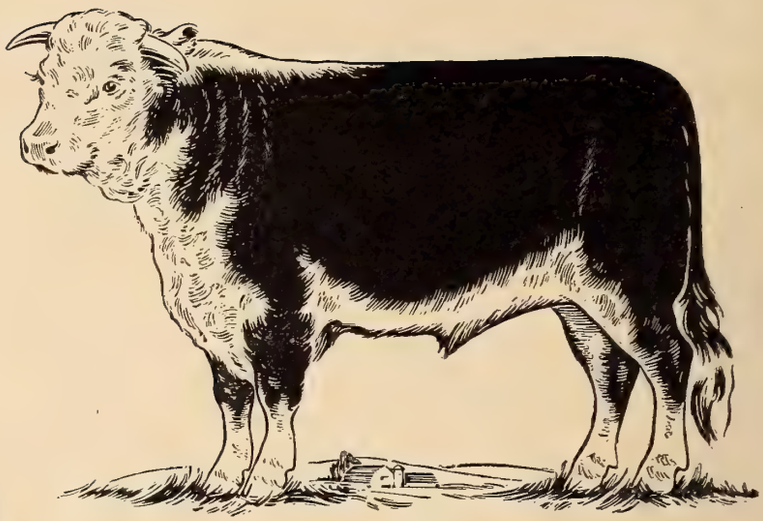
All models are stocked in 30/50 or 200/250 ohms input impedance and 600 ohms output. A complete catalog is available: or write, wire or phone your order for immediate delivery.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.	2700 W. Olive Ave.	M & W Tower	Dogwood Rd., Fountain City	417 Rosalyn Ave.
NEW YORK 18	BURBANK	DALLAS 1	KNOXVILLE	DAYTONA BEACH



Success story:

Recently a Richmond meat packer started a schedule on WLEE. In just seven weeks, so many direct results were traced to WLEE that he sharply reduced all other advertising. *He increased his budget on WLEE by 72%!*

This is the kind of quick, profitable action that Richmond advertisers get all the time from WLEE. More and more national advertisers are following their lead. Get WLEE on *your* list! Call in your Forjoe man and get the whole WLEE story today!

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

BROADCASTING
TELECASTING

Vol. 38, No. 10 WASHINGTON, D. C., MARCH 6, 1950 $7.00 A YEAR—25¢ A COPY

U.S.-CUBA PACT NEAR

Agree 'In Principle'

AN AGREEMENT on U. S.-Cuban channel allocations giving Cuba special rights on 10 regional and three 1-A clear channels plus additional privileges reportedly was reached "in principle" in Havana negotiations between the two nations last week.

Authorities said the terms also would provide that Cuba cease operations on channels not allocated for her use under the expired NARBA, and that she abandon NARBA rights to one clear channel which she has not used.

The agreement was expected to have wide repercussions, first of which came with NAB's recall of its representative from the conferences.

Though the "agreement" could not be assured until signed and delivered, the task of working out protection details was under way late last week looking toward special Cuban use of the following frequencies:

1-A clear channels—640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).

Regional frequencies — 550 kc with 10 kw; 570 kc with 10 kw; 590 kc with 25 kw; 630 kc with 25 kw; and the following with 10 kw each: 800, 910, 920, 950, 980, and 1150 kc, all using directional antennas or, if not, reducing power. Most of these stations would be in Havana.

Authorities pointed out that the number of these regional channels on which Cuba would have "higher" rights is the same as provided in the expired NARBA, although there would be three changes in specific frequencies. These involve substitution of 550, 800 and 1150 kc for 600, 960 and 1070 kc.

Other Channels Involved

Other channels on which Cuba might get new or changed assignments affecting U. S. stations were said to include the following (U. S. stations reportedly affected are shown in parentheses): 1080 kc (KRLD Dallas); 1170 kc (WWVA Wheeling); 1000 kc (WCFL Chicago); 1190 kc (WOWO Ft. Wayne); 1090 kc (KTHS Hot Springs). On most of these Cuba would operate 250-w stations.

She might also be authorized to operate a 1-kw station on 1-A 1160 kc with operation limited to KSL Salt Lake City, and a 1-kw outlet on 1340 kc, local channel.

U. S. delegates reportedly indicated they would consider granting "realistic" additional protection to Cuban stations in making future U. S. assigments on 550, 570, 590, 630, 340, 690, 740, 860, 920 and 980 kc. This country also would provide that future U. S. assignments give 5-millivolt protection to Cuban 250-w stations on regional frequencies.

The delegation was said to have rejected Cuban requests for alterations in nighttime directional operations of WDBO Orlando (580 kc), WSUN St. Petersburg (620 kc), WFBC Greenville, S. C. (1330 kc), and KNOE Monroe, La. (1390 kc).

The U. S. group requested Class 1-B protection for 1560 kc (WQXR New York and KPMC Bakersfield, Calif.), and in return would recognize 1-B status of this channel in Cuba.

Additionally Cuba would relinquish rights granted her under the old NARBA for operation on the 1-A 890 kc channel (WENR-WLS Chicago), which she has never used. Her unauthorized operations on 660 kc (WNBC New York) and 760 kc (WJR Detroit), both 1-A clear channels, would be among those to be given up for noncompliance with the NARBA treaty which expired last March 29.

She would retain her NARBA rights with respect to local channels and to the use of U. S. 1-B frequencies on a non-interference basis.

To Offer for NARBA

The agreement when reached, would be offered for incorporation in the new NARBA treaty, for which negotiations among all signatory nations are slated to resume between April 1 and Aug. 1.

In event no agreement is reached as to the overall NARBA, observers thought it likely the U. S.-Cuban document would be the subject of a separate agreement between the two nations. On this point, it was felt the views of the Senate Interstate and Foreign Commerce Committee as well as those of the FCC and State Dept. would be canvassed before a final decision is reached.

The exact form in which the U. S.-Cuban agreement would be cast was still undecided late last week. Joseph Kittner, assistant to the FCC general counsel, flew to Havana Thursday night, presumably to help draft the document.

Several industry advisors attending the conference reportedly were pushing for immediate signature by representatives of both countries, while some State Dept. authorities suggested the instrument should take the form of "an intention of agreement" with final approval to come later.

In any event authorities felt repercussions were sure to come from broadcasters affected by the agreement, particularly since details were not divulged in advance.

Recalls Representative

The first formal overall protest came late Thursday when NAB announced the recall of its Engineering Director, Neal McNaughten, from the Havana sessions, denouncing any concessions to Cuba "over and beyond that condition which existed" when NARBA expired last March.

Earlier, Sen. J. Allen Frear Jr. (D-Del.) was reported to have pro-

(Continued on page 39)

P&G TOPS ON NETWORKS

Sterling Next

PROCTER & GAMBLE Co. remained the undisputed leader in network radio in 1949. The firm had gross time expenditures of $17,315,092 during the year, according to network figures released to BROADCASTING last week by Publishers Information Bureau. Gross time costs in 1948 were $18,226,321.

P&G was the only firm with network gross expenditures of over $10 million.

These figures are for network time only and do not include money spent by the advertisers for talent and production or any other radio business, such as spot, which may have been placed during the year.

Sterling Drug Inc., which had had the second largest gross time purchases in 1948, continued its hold on this position for 1949 with $8,107,859. This was a decrease of $955,507 from the $9,063,366 spent in 1948 for time. In 1949 General Foods Corp. had gross network time purchases of $7,456,943, putting it in third place. In 1948 it spent $6,774,603.

Lever Bros. Co., which added time purchases of $1,824,355 to its 1948 budget of $5,317,036, was the fourth largest user of network time, expending $7,141,391. In fifth place was General Mills with gross network time purchases of $6,742,004.

Largest increase in network time purchases was made by Lever Bros. Three other firms also increased their gross expenditures by over a million dollars: American Tobacco Co., $1,718,085; Pillsbury Mills Inc., $1,551,794, and National Biscuit Co., $1,416,818.

Although only P&G spent over $10 million in 1949, there were seven firms in Class II, $5 to $10 million (Table I), one more than in 1948. Class III, $2.5 to $5 million, also gained one for 10 in 1949. In all there were 241 accounts active in network radio during the year.

Radio advertising for Procter & Gamble was handled by five agencies during 1949. Compton Advertising placed time on behalf of Crisco, Drene, Duz, Ivory Soap and Flakes and Tide. Active for Oxydol, Dreft, Drene and Spic & Span was Dancer-Fitzgerald-Sample. Pedlar & Ryan was the P&G agency for Camay. Biow Co. was active in behalf of Lava Soap, Spic & Span and Tide. P&G had Benton & Bowles placing time for Duz, Ivory Snow, Prell Shampoo, Tide, Crisco and Spic & Span.

All network business for Sterling Drug Inc. was placed by Dancer-Fitzgerald-Sample.

General Foods Corp.'s network business was placed through Young & Rubicam and Benton & Bowles. Products handled by Y&R included: Jell-O, Jell-O Puddings, Jell-O Rice Pudding, Swansdown, Minute Rice, Certo, Grape Nuts, Sanka and Instant Sanka. B&B was ac-

(Continued on page 24)

JANUARY BUSINESS

Network Tops $17 Million; '49 Analyzed

GROSS billings of $17,084,200 for the four national radio networks in January 1950 were reported last week by Publishers Information Bureau.

A fortnight before, BROADCASTING estimated that January billings would total $17,100,000 [BROADCASTING, Feb. 27].

The network gross was more than $600,000 below the figure for January, 1949.

Billings by networks were:

	Jan. 1950	Jan. 1949
ABC	$ 3,537,795	$ 4,067,921
CBS	6,133,624	5,883,828
MBS	1,678,888	1,376,124
NBC	5,733,893	5,876,213
Total	$17,084,200	$17,704,086

Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week to BROADCASTING by Publishers Information Bureau. Network time, worth $45,312,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,329 during the year.

Toilet goods ranked second, accounting for $29,370,134 worth of network time at gross rates; smoking materials (cigarettes, tobaccos, lighters) ranked third with gross expenditures of $23,667,403 for network time; drugs and remedies were fourth, with $21,054,786, and laundry soaps and cleansers fifth, with $19,334,813.

The same five categories ranked in the same order to head the network advertising list for December 1949. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed: foods were first, toiletries second, smoking materials third, soaps and cleansers fourth and drugs fifth. For the full year of 1948 the order was: foods first, toiletries second, drugs third, soaps fourth and smoking materials fifth. (See Table III for gross billings of each category for December and the full year of both 1948 and 1949. The leading advertiser in each group and his expenditure for network time, both in December and for the full year of 1949, is shown in Table IV.)

Procter & Gamble Co. was the leading user of network time in December, purchasing $1,133,206 worth at gross rates. General Foods ranked second, with $758,277 expended for network time during the month. Sterling Drug was third, with a total of $656,147. List of top 10 for the month is shown in Table II.

NBC, with gross time sales of $64,013,296 for 1949, was top n work for the year, although th total was 8.1% below the N gross of $69,697,590 in 1948. C ranked second with a 1949 gross $63,403,583. This figure was 1.8

(Continued on page 42)

TABLE I
GROSS BILLINGS BY NETWORKS

Network	December 1949	% Gain or Loss	December 1948
ABC	$ 3,656,492	— 8.2%	$ 3,982,163
CBS	5,774,939	— 1.5	5,862,003
MBS	1,345,810	—29.4	1,906,739
NBC	5,631,643	— 9.2	6,199,727
Total .	$ 16,408,884	— 8.6%	$ 17,950,632

Network	January-December 1949	% Gain or Loss	1948
ABC	$ 42,342,854	— 4.4%	$ 44,304,2
CBS	63,403,583	+ 1.8	62,265,1
MBS	18,040,596	—20.6	22,728,8
NBC	64,013,296	— 8.1	69,697,5
Total	$187,800,329	— 5.6%	$198,995,7

TABLE II
TOP 10 NETWORK ADVERTISERS FOR DECEMBER 1949

1. Procter & Gamble	$1,133,206
2. General Foods	758,277
3. General Mills	659,614
4. Sterling Drug	656,147
5. Lever Bros.	588,200
6. Miles Labs	569,969
7. Campbell Soup Co.	551,929
8. American Tobacco Co.	551,477
9. R. J. Reynolds Co.	399,423
10. Liggett & Myers Co.	344,833

TABLE III
COMPARATIVE GROSS NETWORK TIME SALES BY PRODUCT GROUPS

	Dec. 1949	Jan.-Dec. 1949	Dec. 1948	Jan.-De 1948
1. Agriculture & Farming	$ 109,435	$ 1,160,172	$ 147,361	$ 1,531,5
2. Apparel, Footwear & Accessories	117,639	1,292,367	116,870	1,431,5
3. Automotive Equipment & Access.	447,243	6,718,766	772,429	7,696,7
4. Aviation, Aviation Equipment & Access.				
5. Beer, Wine & Liquor	201,496	1,344,746	86,775	1,116,6
6. Bldg. Mat., Equip. & Fixtures	103,290	1,281,775	105,812	988,6
7. Confectionery & Soft Drinks	398,625	6,253,333	629,684	7,655,4
8. Consumer Services	143,795	1,938,031	165,764	2,549,5
9. Drugs & Remedies	1,925,326	21,054,786	1,890,512	22,566,4
10. Entertainment & Amusements	3,906	9,246		5,2
11. Food & Food Products	4,342,130	45,312,432	4,318,500	47,208,2
12. Gasoline, Lubricants & Other Fuels	462,639	5,641,227	612,915	5,969,0
13. Horticulture		97,642		98,9
14. Household Equip. & Supplies	322,714	6,118,005	727,865	8,628,9
15. Household Furnishings	47,224	903,648	109,588	1,331,6
16. Industrial Materials	172,590	2,174,673	180,116	1,747,8
17. Insurance	290,506	3,737,682	352,538	4,238,7
18. Jewelry, Optical Goods & Cameras	312,620	2,789,721	194,135	1,201,9
19. Office Equip., Writing Supplies & Stationery	150,723	1,413,696	147,651	2,317,0
20. Political		56,574		1,213,2
21. Publishing & Media	57,338	911,814	30,247	1,450,0
22. Radios, TV Sets, Phonographs, Musical Inst. & Access.	17,712	749,257	164,645	1,560,0
23. Retail Stores	2,160	40,632		
24. Smoking Materials	2,215,044	23,667,403	1,966,469	20,323,3
25. Soaps, Polishes & Cleansers	1,615,367	19,334,813	1,954,739	20,767,4
26. Sporting Goods & Toys	38,880	106,623	22,380	81,4
27. Toiletries & Toilet Goods	2,474,682	29,370,134	2,869,240	32,145,3
28. Transportation, Travel & Resorts	67,668	1,075,169	106,112	333,0
29. Miscellaneous	368,132	3,245,962	278,285	2,836,3
TOTAL	$ 16,408,884	$187,800,329	$17,950,632	$198,995,

P&G Tops Networks

(Continued from page 23)

tive on behalf of Sure-Jell, Maxwell House Coffee and Maxwell House Instant Coffee, Post's Corn Toasties, Post's Raisin Bran, Post's 40% Bran Flakes, Instant Postum, and Gaines Dog Food. Both agencies worked on the program, *When A Girl Marries*, presented on behalf of Calumet and Swansdown. (also see story on General Foods realignment, page 29).

Through 1949 Lever Bros. had seven agencies active on its various products. Y&R placed business for Lipton's Tea and Soup Mixes throughout the year and for Swan Soap until the account moved to BBDO. J. Walter Thompson was active for Lux Toilet Soap, Lux Flakes and Rayve Home Permanent Wave. Pepsodent Tooth Paste and powder was handled by Needham, Louis & Brorby as well as part of the Rayve Cream Shampoo and Rayve Home Permanent Wave account. FC&B also was active in behalf of Pepsodent Tooth Paste. Ri and Spry were handled by Ru rauff & Ryan while the Lifeb account was handled by SSC&

The fifth ranking General M Inc. had three agencies active its accounts. Knox-Reeves pla time for Wheaties, Cheerios, K Wheathearts, Bisquick, Crustqui Pyquick, Gold Medal and Drif Snow flour, Betty Crocker Sou Ginger Cake Mix, Sperry Panc and Waffle flour. Tatham-La Inc. also was active in behalf Kix, Wheaties and Gold Me Flour. The accounts handled D-F-S included Gold Medal Fl Bisquick, Cheerios, Kix, Pyqu Cake Flour and Ginger Cake.

Individual expenditures by vertisers are shown at left. first column shows the class which the advertiser's expe tures is classified. The sec column shows the sponsor and p uct advertised. The remaining umns show the 1949 and 1948 penditures and the dollar incr or decrease. The figure imm ately following the sponsor's n indicates the total gross exp ture for 1949. Where expendit by products are available follow the product name.

Table I
NUMBER OF NETWORK ADVERTISERS BY APPROPRIATIONS

I	Over $10,000,000	1
II	$5,000,000-10,000,000	7
III	$2,500,000-5,000,000	10
IV	$1,000,000-2,500,000	26
V	$500,000-1,000,000	37
VI	$250,000-500,000	36
VII	$100,000-250,000	29
VIII	Less than $100,000	95
Total		241

Advertiser Expenditures for Network Time

VIII	ACE MARKETS INC.	20,488		
	Dealers in Art			
VII	ADAM HAT STORES INC.	140,685		
	Adam Hats			
VIII	ALBERTS PRODUCTS CO.	6,454		
	Soft Drinks			
VI	ALLIS-CHALMERS MANUFACTURING CO.	439,264	421,280	+17,984
	Farm Equipment			
VII	AMERICAN BAKERIES CO.	134,154		
	Merita Bread and Other Bakery Products			
VIII	AMERICAN BIRD PRODUCTS INC.	23,554	24,043	—489
	Bird Food			
III	AMERICAN HOME PRODUCTS CORP.	4,768,277	4,592,772	+175,505
	Anacin	1,632,750		
	Bisodol Mints & Kolynos	616,509		
	Drug Products	18,598		
	Kolynos & Anacin	847,041		
	Kolynos, Aerowax, Wizard Glass Wax, Black Flag, Antrol Ant Spray, Wizard Wick	1,653,379		
VII	AMERICAN MEAT INSTITUTE	230,684	851,032	—620,348
	Meat and Allied Products			
V	AMERICAN TELEPHONE & TELEGRAPH CO.	845,556	786,615	+58,941
	Bell Telephone System			
III	AMERICAN TOBACCO CO.	4,318,658	2,600,573	+1,718,085
	Pall Mall Cigarettes	862,290		
	Lucky Strike Cigarettes	3,156,518		
	Roi-Tan Cigars	299,850		

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FCC MODEL BILL

Intra-Commission Rift Over Staff's Role Grows

By RUFUS CRATER

A SHARP BREACH among FCC members over their staff's proper role in Commission affairs was revealed last week in a "secret" document sent to the House radio subcommittee as a guide for future legislation [CLOSED CIRCUIT, Feb. 20].

The cleavage was disclosed in extensive comments submitted by the Commission accompanying a model bill which presented FCC's own version of how it should conduct its operations.

The controversy aligned five Commissioners against one in a sharply worded dispute over the majority's insistence on access to staff "expertise" in any case at least until the hearing is held.

Chairman Coy and Comrs. Walker, Webster, Sterling and Hennock contended public interest would suffer if Commissioners were not allowed to consult freely with staff members about pending cases up to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not "behind the backs of the opposing parties," or else the Senate "is not confirming enough employes of the Commission." Comr. Hyde, attending the NARBA sessions in Havana, did not take part in the debate.

Highlights of Bill

Other highlights of the majority's model bill and accompanying comments on the Senate-passed McFarland Bill to reorganize FCC procedures (S 1973), with most of whose provisions FCC had once expressed agreement:

● Division of the Commission into panels would be authorized as in the present law though the Commission said it does not now plan to make use of such authority.

● The Commission would be required to reorganize its staff into functional units, along lines suggested by the McFarland Bill and as now in process of accomplishment [BROADCASTING, Feb. 20], but the McFarland Bill's time limit for reorganization would be lengthened from 60 days to 12 months.

● A special review or buffer staff would be created to stand between the Commission and its regular staff, similar to the one set up a few months ago, but it would be given a power to advise the Commission that is withheld by the McFarland Bill.

● The McFarland Bill's deadlines for Commission action on applications would be eliminated.

● So would the McFarland provision that the filing of a protest against a grant should automatically stay the grant's effectiveness.

● The so-called "double jeopardy" provisions of the present law's anti-trust sections, proposed for deletion by the McFarland Bill, would be retained.

● The McFarland Bill's prohibition against job-jumping by Commissioners and senior staff executives would be deleted.

● The McFarland Bill's provision that a renewal may be granted if it will serve public interest would be dropped for fear it would prevent granting a competing application for a station's facilities. The present law's provision authorizing renewal upon the same considerations as an original grant would be retained.

● The McFarland Bill's provision of a "legal assistant" for each Commissioner would be broadened to specify "professional assistant."

● Commissioners would be permitted to accept "reasonable" pay for preparing "technical or professional publications."

● The McFarland Bill's version of a radio fraud law, comparable to the postal fraud statute, would be enacted.

FCC's recommendations were submitted by request of Chairman George Sadowski (D-Mich.) of the House Interstate and Foreign Commerce Radio Subcommittee for his use in drafting a procedural bill in answer to the McFarland Bill.

Rep. Sadowski is sponsor of the Sadowski Bill to create a super FCC and give the Commission additional sanctions (HR 6949), which along with the McFarland Bill and perhaps the new network-licensing bill of Rep. Harry Sheppard (R-Calif.) had been slated for hearing starting next Monday. Indefinite postponement of the hearing last week left their exact status in doubt (see story, page 29).

Repercussion Awaited

Observers meanwhile awaited repercussions to FCC's draft bill. Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Interstate Commerce Radio Subcommittee, was not expected to accept the Commission's action lightly, particularly since it was construed as a move to block passage of his own bill, to which FCC's comments referred in the past tense. He is due to return to Washington next week from his home in Arizona.

Highlight of FCC's comments on the McFarland Bill, over the signature of Chairman Coy with separate statements by Comr. Jones, was the dispute over staff activity in Commission decisions.

The majority held that "no person engaged directly or indirectly in any prosecutory or investigatory function in any adjudicatory proceeding or subject to the supervision or direction of such a person

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FOUR NAB board members attended luncheon at Colonial Williamsburg, Va., last Monday for Gen. George C. Marshall and Voice of Democracy contest winners. Associate Justice Tom Clark, of U. S. Supreme Court, and NAB President Justin Miller took part. L to r: Campbell Arnoux, WTAR Norfolk, Va., District 4 director; Judge Miller; Judge Clark; Gen. Marshall; Howard Lane, WJJD Chicago, large station director-at-large; Clair R. McCollough, WGAL Lancaster, Pa., small station director-at-large; Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director.

NAB MEET AGENDA

Stress on World Affairs

By J. FRANK BEATTY

WEEK-LONG NAB convention lineup in which national and world affairs will provide the theme for broadcast management is planned for the April 12-19 series of meetings to be held at the Stevens Hotel, Chicago.

The new look in industry conventions will carry the theme, "The American Broadcaster's Responsibility in the World Today." Well-known speakers are to discuss world affairs, industry, advertising, government, world economy, agriculture and the broadcaster's obligation to coming generations.

Definitely billed for the Management Conference April 17-19 are Herman W. Steinkraus, president of the U. S. Chamber of Commerce, and Paul G. Hoffman, administrator, Economic Cooperation Administration. Mr. Steinkraus will speak on industry problems with Adm. Hoffman discussing world economy.

Other speakers of equal prominence are being contacted by NAB for the industry's 28th annual convention.

Annual business meeting of the NAB membership will be held Tuesday the 18th, from 10 a.m. to 12 noon. The final management session Wednesday morning will be devoted to television, as was the case last year.

As now programmed, the convention lines up like this:

April 12 (Wednesday)—Annual Exposition opens; Engineering Conference registration; Engineering Committee meeting; inspection trips; evening reception.

April 13—Morning luncheon and afternoon meetings of Engineering Conference.

April 14—Same as Thursday.

April 15—FCC-Industry Roundtable in morning; meeting of NAB Recording & Reproducing Standards. Committee; inspection trips; informal satellite meetings.

April 16—Independents' Day Sunday meeting for independent stations; receptions, special meetings and dinners.

April 17—FM meeting in morning; foreign language station meeting in morning; Management Conference formally opens at luncheon followed by afternoon meeting.

April 18—Annual membership business meeting in morning; formal luncheon and afternoon meetings for management; annual no-speech banquet in evening, with BMI providing entertainment.

April 19—Television session; noon adjournment.

Management Conference sessions will be shorter than usual, allowing plenty of time to visit exhibits and take part in unofficial activities.

Duplication Avoided

The schedule avoids duplication of shirt-sleeve station operating problems discussed at the autumn NAB district meetings. Programs are designed to give delegates a picture of the world today and an insight into their role in the industrial, agricultural and social life of the nation and world. Understanding of these problems, NAB says, is related to the individual broadcaster's prosperity.

Supervising arrangements is the NAB board's Convention Site & Policy Committee. Members are Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMBD Peoria, Ill.; James D. Shouse, WLW Cincinnati. C. E. Arney Jr., NAB secretary-treasur-

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NAB BOARD ELECTION

Runoff in FM Section

RUNOFF ballots to determine a tie in the 1950 NAB FM directorate elections were mailed last week to FM station members by C. E. Arney Jr., NAB secretary-treasurer. The tie developed between Ben Strouse, WWDC-FM Washington, and Craig Lawrence, WCOP-FM Boston. Runoff ballots must be returned to NAB Washington headquarters by March 15.

Eight district directors were elected along with nine of the ten directors-at-large, bringing 12 new faces to the board when it is reorganized at the April convention. In the FM category, Frank U. Fletcher, WARL-FM Arlington, Va., led the ticket with 93 votes out of 324 cast. He will serve a two-year term. Winner of the Strouse-Lawrence runoff will serve a one-year term.

District directors now serve two-year terms. Under NAB's election system, even-numbered districts elect directors in even-numbered years, and odd-numbered districts elect in odd-numbered years.

Since this is a transition year in setting up a new election schedule for directors-at-large, those with the most votes will serve two-year terms and runners-up will serve one-year terms.

Large Vote Received

The total vote was "tremendous," according to Mr. Arney. He said all directors elected received over half the votes in each category. In all 2,487 ballots were mailed, with 1,743 returned, a 70% response. This set an alltime record in NAB voting.

Four district directors were nominated in January without opposition but election ballots were sent to the stations in the areas. Those unopposed were Harold Wheelahan, WSMB New Orleans, District 6; William B. Quarton, WMT Cedar Rapids, Iowa, re-elected, District 10; Jack Todd, KAKE Wichita, District 12; Calvin J. Smith, KFAC Los Angeles, re-elected, District 16.

Re-elected in addition to Messrs. Quarton and Smith were James D. Shouse, WLW Cincinnati, large stations; Mr. Fletcher, for FM; Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, WOIC (TV) Washington, for television stations.

New board members, besides Messrs. Wheelahan and Todd, will be William A. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; George J. Higgins, WISH Indianapolis, District 8; William C. Grove, KFBC, Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr. WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations.

Messrs. Ryan and Kobak have served on the board in the current decade. Mr. Willard sat at board meetings during the 1945-49 period when he was NAB executive vice president.

Retiring from the board during the NAB convention in April will be Michael R. Hanna, WHCU Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry W. Slavick, WMC Memphis, District 6; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Robert Enoch, District 12; Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shafto, WIS Columbia, S. C., and Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Clair R. McCollough, WGAL Lancaster Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

Many of those retiring were no candidates for re-election because they had served two terms, though in several cases one of these terms was only a one-year service. NAB's by-laws have been amended to forbid more than two consecutive terms on the board.

The board elections were conducted under Mr. Arney's direction. In recent years the mail balloting has been in charge of the accounting firm of Ernst & Ernst but the board decided last year to turn over

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New → NAB District Directors Re-elected ←



Mr. Quarton Mr. Thomas Mr. Shouse



Mr. Fay Mr. Todd Mr. Grove



Mr. Fletcher Mr. Swezey Mr. Smith



Mr. Esau Mr. Essex Mr. McDonald



Mr. Wheelahan Mr. Kobak Mr. Willard Mr. Ryan Mr. Higgins

In FM Runoff



Mr. Lawrence



Mr. Strouse

WQQW BALKS AT NEW DUES

Charges NAB Favors Big Stations

QUICK reaction to a memo on NAB's dues increase, sent stations last week by President Justin Miller, came from WQQW Washington in the form of a critical letter of resignation.

Writing to Judge Miller, M. Robert Rogers, WQQW vice president and general manager, charged that the recent increase in dues to be paid, starting April 1, by stations in the less-than-$100,000 classes is a step to aid big broadcasters at the expense of smaller stations.

WQQW is not affected by the new dues schedule, adopted by NAB's board last month at its Arizona meeting, according to Mr. Rogers.

Judge Miller's memo to member stations explained the board had abandoned the 12½% dues discount and stepped up dues of the four lower classes to raise income from $664,000 to $808,000 for the fiscal year starting April 1 [BROADCASTING, Feb. 20]. He said members of the four groups, a large part of the total membership, will pay 26.15% of the cost instead of 20.12% as heretofore.

Mr. Rogers wrote Judge Miller that the station considered its NAB status some months ago when several important independents resigned. The dues action, however, "tips the scales quite the other way as far as we are concerned," he wrote. "It almost smacks of taxation without representation, a particularly loathsome concept for Americans; and, therefore, we have no choice but to resign our membership.

"This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettably unsuccessful All-Radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich."

Mr. Rogers said WQQW was not resigning from NAB "only over a matter of principle." He listed six NAB operations, asserting a "pretty careful assessment" showed no dollar-and-cents value from program, technical and FM services

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NATIONAL HOOPERATINGS SOLD

Nielsen Buys 3 Services



Mr. HOOPER

* * *

HOOPER TO STRESS LOCAL RATINGS

THE local rating field has provided two-thirds of his income, C. E. Hooper, head of C. E. Hooper Inc., told BROADCASTING last week in discussing plans to continue his organization after transfer of network, TV and Pacific network audience ratings to A. C. Nielsen Co.

Noting that the number of sponsored network radio programs on the air today has dropped some 40% from its level three years ago, with network radio rating service revenue dropping accordingly, Mr. Hooper said that without competition his organization would have continued the network Hooperatings, "riding the radio curve down and the TV curve up."

Decreased Revenue

But with the decreasing network radio revenue split between his firm and the Nielsen organization, even his network (TV) rating business did not bring the total network ratings to a profitable operating level, so he sold out. Revenue from the National Hooperatings dropped $40,000 in January 1949 to $26,000 in January 1950, he reported.

From now on he will concentrate on the local rating field, Mr. Hooper said. He averred that television has so changed the radio listening habits in cities with TV service that it is no longer possible to average reports of listening in cities with TV and cities without it into a significant national rating.

Taking New York as an example of the effect of TV on audience behavior, Mr. Hooper reported that the January-February 1949 average evening audience in that city was divided 19.7% for televiewing and 80.3% for radio listening. Eleven months later, the December

(Continued on page 41)

NATIONAL network broadcast and TV audiences will be measured by only one firm, A. C. Nielsen Co., as a result of the Feb. 28 sale of three C. E. Hooper Inc. services to the Nielsen interests.

Three months of negotiations between the parties culminated last week in ratification of the three-service purchase by Nielsen stockholders.

While this major upheaval in the program rating field leaves Nielsen as the only national network audience service, the Hooper organization will continue its operations exclusively at the local level.

Price paid by Nielsen for three Hooper services — national radio network programs, Pacific network programs and national TV network programs—was not officially disclosed. BROADCASTING learned on reliable authority that the amount was in the neighborhood of $500,000. Other reports had placed it at $615,000.

One-firm Operation

The Nielsen acquisition returns the national network rating field to a one-firm operation for the first time in about a decade. In the '30s Hooper and Crosley Inc. conducted competitive services, the latter on behalf of Assn. of National Advertisers. Mr. Hooper has been publishing network Hooperatings for 15 years.

Mr. Hooper said that A. M. Wharfield, Hooper vice president, will move to the Nielsen New York offices to act as liaison for the TV-rating service as long as it continues under the present setup. When the switch to Nielsen's Audimeter-based ratings is made he will return to C. E. Hooper Inc.

In continuing its operations at the local level the Hooper organization will compile and publish its "City Hooperatings," "City Teleratings," "area coverage indexes," "sales impact ratings" and other specialized research services. A new automatic recording device which will report on family listening and viewing within 3½ seconds directly and without need for a telephone call will shortly be incorporated into his firm's data collection procedure, Mr. Hooper said Wednesday, verifying a report first printed by BROADCASTING last fall [CLOSED CIRCUIT, Nov. 21, 1949]. He refused to amplify the bare announcement until his return a month hence from an Arizona vacation.

National Network Program Hooperatings, based on coincidental telephone calls in the 36 cities of four-network service, will cease publication after the issue of the Hooper pocket pieces for February. National Nielsen-Ratings Reports, based on a national sample of homes equipped with Audimeters, will be made available immediately to former subscribers for program Hooperatings. Complete National Nielsen Radio Index service also will be made available to those who want this more comprehensive analytical and diagnostic service in addition to the ratings.

Pacific Network Program Hooperatings also will end with the February report and will be immediately replaced with the Pacific Nielsen-Ratings.

TV Network Hooperatings will be continued with the present method of coincidental telephone calls until such time as the Nielsen organization has installed a sufficient number of Audimeters in TV homes to provide an adequate sample for a National Nielsen-Ratings report of TV program audiences.

Nielsen executives last week said that they expect to be ready to inaugurate their Audimeter-based TV rating service this coming fall,

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Mr. NIELSEN

* * *

NIELSEN SEES CLEAR PATH AHEAD

"WE HAVE a clear path ahead," said Arthur C. Nielsen, president of the A. C. Nielsen Co., Thursday in commenting on his company's acquisition of C. E. Hooper's national rating service.

Mr. Nielsen disclosed that Mr. Hooper "initiated the discussions" relative to the recent deal "by a telephone call to me early last November."

Kobak Survey

He recalled that an "elaborate survey" made by Edgar Kobak when he was president of Mutual established that "the majority of leading people in the broadcasting industry thought a better job (of national rating) could be done by a single service."

"This survey further disclosed that the industry was overwhelmingly in favor of our company—almost unanimously," he said.

Mr. Nielsen released a telegram from Frank K. White, present head of Mutual. The message reads in part:

"Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more than pleased to receive your announcement. We know we can count on you to expand and improve your service during the coming months and for our part you can be sure of continued interest and cooperation which we believe will lead to even greater confidence in the accuracy, reliability and usefulness of the Nielsen services."

Price Not Disclosed

The NRI head would not discuss the price involved in the purchase of the Hooper network services. He denied that published reports of a $600,000 figure were correct.

"We feel, and our attorneys feel,

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Networks' Reaction to Hooper Sale

COMMENTING on the Hooper sale, Richard Puff, MBS director of research, told BROADCASTING:

It is good news, but not unexpected, to know that there is to be only one national measurement for radio program audiences. Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more pleased.

It is good news for two reasons—the duplication of cost is eliminated for advertisers, agencies and networks, and—there will be no more confusion with two figures for each program.

One of the new fields open to more intensive exploration is small town America, a large part of the national picture. Nielsen's 97% sample of the United States obviously points the way toward fuller recognition of these important marketing areas.

Theodore I. Oberfelder, ABC director of advertising promotion and research, had this to say:

Many years ago, C. E. Hooper took the first forward step in establishing a system of program ratings which became a standard of radio broadcasting.

With the advent of the Nielsen Radio Index, there were two completely different systems of program measurement with two standards of rating. The move of the Nielsen Co. in purchasing the network Hooperatings now leaves one single standard of program rating—which, in my opinion, can only be good for the radio broadcasting industry.

The monies thus released for purchasing a duplication of service can now be used for other forms of broadcast measurement.

The American Broadcasting Co. salutes C. E. Hooper and wishes him well in his new venture.

From CBS came this statement

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ARMY-AIR FORCE ADS 'Fair Share' to Radio

ARMY and Air Force officials assured the radio industry last week that they are not bivouacking funds earmarked for radio-TV spending. A meeting, held with Maj. Gen. T. J. Hadley Jr., chief of military personnel, procurement and service division (USA, USAF), reviewed the budget situation [BROADCASTING, Feb. 27, 13] in Washington Thursday afternoon.

As a long-range aftermath of the latest conference, it is understood that the military has promised to consider divorcing production costs from actual time purchases in its future overall budget estimates. The major part of these production costs are for free-time material.

Both Maj. Gen. Hadley and Will C. Grant, owner of Grant Advertising, Chicago, Army Air Force agency, assured the broadcasters' spokesmen that "radio has been and always will be given a fair share of recruitment advertising." They said the Army-Air Force has no intention of cutting radio or TV from its advertising program and would give the media equal opportunity with the others.

Representing radio at the conference were Judge Justin Miller, NAB president; Charles A. Batson and Robert M. McGredy, assistant directors, BAB, and Mr. Grant. Maj. Gen. Hadley, members of his staff, and other defense officers represented the military.

The newest talks, underway for several weeks, were instigated as a result of NAB and BAB action in response to stations' protests against the use of free time by the services [BROADCASTING, Feb. 6]. Testimony before a House Appropriations subcommittee has shown that the Army-Air Force recruiting program budget for next year calls for a nearly 40% outlay for radio and television. This goes for both free-time material production and time purchases.

Col. N. F. McCurdey, Hadley's deputy, had told Congressmen that the expenditure by the Army and Air Force for fiscal year 1951 would be $636,400 for radio-TV out of a total $1,591,600 outlay. Army officials estimate that the budget would be split about evenly in production costs and actual time purchase. For the time being, no change in this procedure is contemplated, spokesmen said.

The further parley came as a climax to a swelling chorus of stations' protests against donations of free time to organizations which conduct paid advertising campaigns in other media. Many stations protested to the Grant agency and to their Congressmen. Army officials said they were miffed because "irresponsible statements have been circulated that the services do not plan to buy any time on stations."

Labeling these assertions untrue, Army-Air Force spokesmen underlined the fact that even the budget figure for 1951 was "tentative" and that it must wait upon action by the Congress and the President's signature before becoming a reality.

Col. William G. Downs, one of the Army-Air Force advertising staff, told BROADCASTING last week that with a limited budget the services were obliged to "compromise" in arriving at the best method of advertising which also would give them "the most coverage."

On this best-for-the-most theory, Col. Downs said most independent stations have indicated their enthusiasm for the packaged programs and have asked for them. These stations, he said, can sell time before and after. However, Army spokesmen said it would be folly to spread the budget allowance for a given year among the "thousands of independents" because not any one of them would get a fair return.

Meanwhile, the high advertising command of the military confirmed a spending of $100,000 out of the 1950 budget for a spot campaign in 52 major cities. The campaign, it said, would get underway in two or three weeks and would spur interest in reserve activities.

FCC Actions

FINAL decisions and grants for five new AM stations and improvements for eight existing stations reported by FCC. Five stations granted transfers. One AM and one FM authorization deleted. Details of these and other FCC actions are in Actions of the FCC starting on page 81 and FCC Roundup on page 87.

MILLER BREWING

Mullen Heads Adv. Dept.

ESTABLISHMENT of separate advertising and public relations departments at the Miller Brewing Co. Milwaukee, (Miller High Life beer), was announced last week by Frederick C. Miller, brewery president.

Under the reorganization, Roy J. Bernier, now manager of the combined department, has been named director of the public relations department. The brewery's advertising department will be headed by Vernon S. Mullen Jr.

IRE MEET

16,000 To Attend

ATTENDANCE of 16,000 is expected at the four-day annual convention and equipment show of the Institute of Radio Engineers beginning today (March 6) at New York's Hotel Commodore and Grand Central Palace.

The convention is the 39th in the history of the engineering institute, which now embraces a membership of more than 27,000.

Thirty-six technical sessions are scheduled, and 160 papers will be read. Topics cover theoretical as well as practical phases of radio, electronics and nucleonics.

More than 250 exhibits will be presented at the radio show, which will be held in Grand Central Palace. Exhibits will range from complete radio and television stations to the small component parts in home radio and television receivers. (Story on DuMont color system for closed circuit telecasts, TELECASTING, 19.)

Dr. Ralph Bown of Bell Telephone Laboratories and past president of the IRE, will address the annual meeting, the opening feature of the convention. The meeting will be held in the grand ballroom of the Commodore and will begin at 10:30 a.m. today.

TAX VICTORY Va. Bill Forbids Levy on Radio-TV

LEGISLATION forbidding cities, towns and counties in the state of Virginia from levying license or privilege taxes on broadcasting and television stations was passed last week by the Virginia General Assembly, according to Philip P. Allen, of WLVA Lynchburg, president of the Virginia Assn. of Broadcasters.

The bill passed by overwhelming pluralities and was sent to Gov. John S. Battle.

Broadcasting and television are placed on the same level as newspapers in receiving exemption from municipal and county license and business taxes, under terms of the bill (House Bill 224), introduced Feb. 1.

The bill was passed by the House with a 90-2 vote. The Senate Finance Committee approved it, as the House committee had done, without hearing. After the Senate committee had reported it favorably by a 10-0 vote, it was resubmitted and a hearing was held Feb. 24.

Mr. Allen appeared at the hearing along with C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee; Frank U. Fletcher, WARL Arlington, and a number of broadcasters. Mr. Fletcher pointed out that about half of broadcast stations have operated at a loss and all television stations were in the red. He described station services and added that stations might be forced into local politics if they are assessed local taxes.

The committee reported the bill favorably once more, this time by a 13-3 vote.

Last Monday the measure came up in the Senate. Sen. Edward L. Breeden, of Norfolk, attacked the concept that radio and TV stations resemble newspapers in their public and educational services and therefore should have the exemption newspapers have enjoyed for a half-century.

Cites TV's Future

Sen. Breeden contended TV "is on the way to becoming one of the biggest businesses in Virginia." He compared TV to theatres and added, "I can see no reason for the life of me to tax a theatre and not a television station."

Sen. A. E. S. Stephens, Isle of Wight, argued the bill did not concern itself with whether the radio and TV stations make money. He said they offer the same news and educational service as newspapers. The bill, he went on, "safeguards a situation whereby a locality by license fee could tax a radio station so severely as to bring it into politics."

Sen. Robert O. Norris, of Lively, urged passage of the bill as "a refreshing piece of news" because one industry at least "knows it is not going to be taxed." Sen. Charles Fenwick, of Arlington, said the bill follows the same principle as the newspaper exemption and prevents punitive action against stations by a locality.

The Senate passed the bill 30-5

Among communities understood to have levied taxes on radio and TV stations are Norfolk, Roanoke Danville, Alexandria and Arlington County. In Alexandria WPIK was placed under a business tax of 39¢ per $100 on gross income above [illegible] of $6.040 WPIK protested the levy. Arlington County assessed an 11¢ tax on stations but it has been protested

Move to place these taxes on stations was instigated two years ago by the Municipal League of Virginia.

Several cities in Arkansas have taken steps to tax broadcasting stations following action of the U. S. Supreme Court in refusing to hear an appeal from a state court ruling in which the Little Rock radio tax was upheld after a local court had ruled it invalid.

Pueblo, Colo., is understood to have drafted a tax ordinance since the Supreme Court's action.

Stations in Anniston, Ala., also have received tax bills from the city as a result of the Supreme Court's decision. A code approved Dec. 20, 1947, levied $100 on each station soliciting advertising. The tax had not previously been enforced.

HOUSE HEARINGS DELAYED No Date Set

HOUSE Interstate and Foreign Commerce subcommittee, headed by Rep. George Sadowski (D-Mich.), announced indefinite postponement late Thursday of its scheduled March 13 hearings on pending radio legislation [CLOSED CIRCUIT, Feb. 13; BROADCASTING, Feb. 20].

Meanwhile Rep. Charles A. Wolverton (R-N. J.), ranking minority member and former chairman of the House committee, told BROADCASTING he has been assured that Dr. Allen B. DuMont, president of Allen B. DuMont Labs., will be given a chance to present his appeal for lifting of the television freeze before the Sadowski group once hearings get underway [TELECASTING, Feb. 13].

The feeling on Capitol Hill was that the new delay by the Sadowski subcommittee would put into effect the slow down expected in radio legislation because of the naming by President Truman of a new Communications Policy Board [BROADCASTING, Feb. 27]. The House group was scheduled to look into the pending Sadowski Bill (HR 6949) which would set up an overall frequency allocations board on a permanent basis with functions similar to that of Mr. Truman's temporary board.

Also on the Congressional group's schedule was consideration of the Senate-passed McFarland Bill (see story, page 25) to reorganize FCC procedures (S 1973) and probably the new Sheppard Bill (HR 7310) to require licensing of networks.

Rep. Sadowski, who is recuperating from a heart attack, returned to Washington early last week from Detroit, where he had been hospitalized. However, his close associates indicated that the Congressman may be unable to resume his full legislative responsibilities.

An alternative to an indefinite delay in hearings, a spokesman said, would be the appointment of a temporary chairman to wield the gavel in place of Rep. Sadowski. Rep. Dwight L. Rogers of Florida is ranking Democrat on the subcommittee. Other members of the subcommittee are: Democrats Eugene J. Keogh of New York, John A. McGuire of Connecticut, George H. Wilson of Oklahoma, Thomas R. Underwood of Kentucky; Republicans Carl Hinshaw of California, Leonard W. Hall of New York, Harris Ellsworth of Oregon, and James I. Dolliver of Iowa.

The New Jersey legislator also said he was not in favor of a prolonged postponement of the Sadowski hearings and that he would "like to see the subcommittee go ahead" with its deliberations.

In the Senate, further review of the communications problem was seen last week with the report that Sen. E. W. McFarland (D-Ariz.) would confer again with President Truman. Mr. Truman has expressed particular concern over the use of radio and wire communications by the government. However, since the phases which will fall under close study by his special board overlap each other, the White House talk probably will touch on the entire communications question, including that of frequency control.

NBC CHICAGO SHIFT *Splits AM and TV In Three Units*

NBC Chicago continued the network's AM and TV separation policy last week with reclassifications of personnel in sales, promotion and programming. Divisional responsibility appears to have been eliminated among executives, with each being delegated authority in either the AM or TV phase of the Central Division operation.

Ted Mills, program manager at WNBQ (TV) since September 1948 is now executive television producer, responsible for all creative work. Taking over his TV administrative work is Arthur Jacobson, former WMAQ program manager, who has the title of TV program manager. Homer Heck, longtime AM producer at the division, succeeds Mr. Jacobson. Mr. Heck's replacement has not been named.

Sales duties have been stratified at all levels, with Paul McCluer and Eugene Hoge remaining as chiefs of AM and TV network sales, respectively. Oliver Morton, who previously headed activity in local and national spot sales for both AM and TV, is chief of national AM and TV spot only, assisted by Robert Ewing. Remaining with him are Robert Flanigan and George E. Halleman. Additions to Mr. Morton's staff include Howard Meyers, formerly of the local TV staff, and Jack Mulholland, who joins the department March 15. He is now Chicago manager of Independent Metropolitan Sales.

Edward C. Cunningham, former assistant to Mr. Morton, takes the title of WMAQ sales manager, handling local AM sales. His staff includes two new persons, John H. Schneider, formerly of the WGN Chicago sales staff, and Frank DeRosa, who was transferred from NBC's accounting department.

John McPartlin remains sales manager of WNBQ, assisted by George Morris. Two men will be hired shortly for TV network sales work under Mr. Hoge. His present assistant is Ed Stockmar.

David Lasley, heretofore promotion director of the Central Division, is now responsible for network promotion only. Harold Smith, former assistant to Mr. Lasley, heads promotion for WMAQ and WNBQ.

Other shifts are anticipated as a result of recommendations made by each department head.



Drawn for BROADCASTING by Sid Hix

"When I answered a question on WOF last week they gave me a new automobile, a trip to Guatemala and 500 boxes of Doosey Dozey suds. Why answer for nothing!"

GENERAL FOODS *Plans Product Changes, Ad Budget Increase*

GENERAL FOODS, New York, will realign its products, effective Sept. 1, 1950 among its three agencies and will increase its advertising budget, the company announced last Tuesday at a news conference in New York.

General Foods spent $30,000,000 last year, Charles G. Mortimer, vice president in charge of marketing, said, and the company plans to boost that during 1950. Radio and television will be included in the increased budget.

Under the switch in products, Foote, Cone & Belding will double its present GF billing, while the two major GF agencies, Young & Rubicam and Benton & Bowles, will gain in billings through new products. The four new products which Foote, Cone & Belding will get are: Calumet Baking Powder, La France and Satina (all formerly serviced by Young & Rubicam) and Post Toasties (previously with Benton & Bowles).

Young & Rubicam, which last year celebrated its 25th anniversary working with GF (its oldest and largest client), will increase its GF billing in 1950 through new additions to the Jell-O line of package deserts. Other additions will come from Birds Eye and Birds Eye frozen orange concentrate, from the Iglehart division with new Swans Down mixes and Minute rice, another new product.

Young & Rubicam will have the following products: G. F. Consumer Service, Minute Gelatin; G. F. Sales Division (trade) Minute tapioca; G. F. Corporate, Grape-Nuts; Sanka; Instant Sanka, Kaffee Hag, Jell-O, Jell-O puddings; Jell-O tapioca pudding, Jell-O rice pudding, Jell-O pie fillings, Institution Jell-O products, Minute rice, Birds Eye frozen concentrated orange juice, Bireley's bottled beverages, Grape Nuts flakes, Post's wheat meal, Swans Down cake flour, Swans Down self rising cake flour, Swans Down mixes, Swans Down family flour, Baker's Premium shred coconut, Baker's Southern Style coconut, Baker's bulk coconut products, Birds Eye frosted foods, Kernel-Fresh salted nuts, 40-Fathom Brand of fish and seafoods, Jack and Jill cat food.

Benton & Bowles, GF agency since 1929, will have higher billings in 1950 through established brands, and also through two new products, Post's Sugar Crisp and Walter Baker's 4 In 1 cocoa mix. General Foods is also Benton & Bowles' oldest and largest client.

Benton & Bowles will service the following products:

Maxwell House Coffee; Certo, Snider condiments and canned foods, Post's 40 per cent Bran flakes, Post-Tens, Post's Puffed Products, Walter Baker chocolate, Walter Baker 4 In 1 sweet cocoa mix, Walter Baker's cocoa-chocolate chips, Dot and Herman's Diamond Crystal salt products, Yuban coffee, Ridgways tea, Gaines dog foods, Instant Maxwell House coffee, Sure-Jell, Post's raisin bran, Post Sugar Crisp, Log Cabin syrup, Colonial Salt Products, Bliss coffee, Maxwell House tea.

Foote, Cone & Belding Inc., newest GF agency, appointed in 1946, will handle Postum, Post Toasties, Rice Krinkles from Chicago, and Calumet baking powder, La France and Satina from New York.

Advertiser Expenditures

(Continued from page 24)

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
VIII	**A "NO" VOTE ON PROPOSITION NUMBER TWO APPEARING ON CALIFORNIA BALLOT**			
	Political	400		
IV	**ARMOUR & CO.**	1,028,533	1,916,323	—887,790
	Armour Ham, Armour Lard, Canned Meats, Margarine, Miss Wisconsin Cheese	361,245		
	Dial Soap, Dash Dog Food, Chiffon Flakes	375,367		
	Chiffon Flakes	291,921		
VI	**ARMSTRONG CORK CO.**	455,638	429,779	+25,859
	All Products			
V	**ASSN. OF AMERICAN RAILROADS**	990,961	298,560	+692,401
	Institutional			
IV	**BABBITT, B. T. INC.**	2,224,022	2,032,183	+191,839
	Bab-O, Glim			
VIII	**BALLANTINE, P, & SONS, INC.**	23,976	56,298	—32,322
	Beer & Ale			
VIII	**BALLARD & BALLARD**	5,372	168,342	—162,970
	Obelisk Flour			
V	**BAYUK CIGARS INC.**	919,124	1,351,759	—432,635
	Phillies Cigars			
VIII	**BEAUTY FACTORS INC.**	24,704	7,248	+17,456
	Insta Curl			
VIII	**BEKINS VAN & STORAGE CO.**	66,750	96,662	—29,912
	All Products			
VI	**BLOCH BROTHERS TOBACCO CO.**	370,241	187,047	+183,194
	Tobacco			
VI	**BLOCK DRUG CO. INC.**	253,050		
	Amm-i-dent Tooth Paste			
V	**BORDEN CO.**	670,739	1,216,508	—545,769
	All Products			
IV	**BRISTOL-MYERS CO.**	2,023,458	2,101,045	—77,587
	Ipana, Sal Hepatica, Mum, Vitalis, Minit-Rub, Benex, Ammen	607,494		
	Vitalis & Trushay	707,982		
	Ipana & Sal Hepatica	707,982		
VI	**BROWN SHOE CO. INC.**	442,198	422,868	+19,330
	Buster Brown Shoes	437,680		
	Roblee Shoes & Buster Brown Shoes	4,518		
V	**BROWN & WILLIAMSON TOBACCO CORP.**	899,910	1,174,488	—274,578
	Raleigh Cigarettes			
VI	**BRUNNER-RITTER INC.**	266,760		
	Bretton Watch Bands, Bracelets and other Jewelry			
VIII	**BUDGET FINANCE PLAN INC.**	13,260		
	Personal loans			
VIII	**BUTLER PACKING CO.**	54,447	19,616	+34,831
	Dennison's Food Products			
VIII	**CALIFORNIA MEDICAL ASSN.**	20,596	32,688	—12,092
	Insurance-Hospitalization & Physicians Service			
VIII	**CALIFORNIA PACKING CORP.**	34,458		
	Del Monte Foods			
V	**CAMPANA CORP.**	625,480	469,859	+155,621
	All Products	215,409		
	Magic Touch Cream Makeup, Ayd's Vitamin Candy	308,307		
	Solitair Makeup	101,764		
II	**CAMPBELL SOUP CO.**	5,671,548	5,819,758	—148,210
	Canned Soups & Pork & Beans	1,975,525		
	Franco American Products	1,146,710		
	Franco American Spaghetti	689,861		
	Soup	1,859,452		
IV	**CARNATION CO.**	1,106,174	973,785	+132,389
	Albers Quick Oats	162,500		
	All Products	10,755		
	Carnation Milk	246,363		
	Carnation Milk	686,556		
VIII	**CARNATION CO. (ALBERS MILLING CO.)**	56,166		
	Friskies Dog Food			
V	**CARTER PRODUCTS INC.**	649,428	1,554,801	—905,373
	Carter's Little Liver Pills & Arrid			
VIII	**CHAMBERLAIN LABS INC.**	10,670		
	Chamberlain's Lotion			
VI	**CHAMPION SPARK PLUG CO.**	283,954	252,619	+31,335
	Spark Plugs			
IV	**CHESEBROUGH MANUFACTURING CO.**	1,253,206	754,924	+498,282
	All Vaseline Products	505,266		
	Hair Tonic, Lip Ice & Vaseline Petroleum Jelly	367,792		
	Hair Tonic, Vaseline Petroleum Jelly, Lip Ice, Cuticle Cream, Eye Cream	380,148		
VI	**CHRISTIAN REFORMED CHURCH**	255,197	208,295	+46,902
	Religion			
V	**CHRYSLER CORP.**	898,326	819,297	+79,029
	DeSoto & Plymouth Cars			
V	**CITIES SERVICE OIL CO.**	613,410	630,108	—16,698
	Gas & Oil			
VII	**CLUB ALUMINUM PRODUCTS CO.**	143,352	125,422	+17,930
	Aluminum Household Utensils			
IV	**COCA-COLA CO.**	1,549,542	2,519,887	—970,345
	Coca-Cola			
VIII	**COLE, H. C. MILLING CO**	27,795	46,821	—19,026
	Omega Flour			
III	**COLGATE-PALMOLIVE-PEET CO.**	3,877,804	4,342,245	—464,441
	Colgate Dental Cream & Palmolive Soap, Super Suds, Colgate Shave Cream, Brushless Shave & Rapid Shave Cream, Halo Shampoo, Palmolive Shave Cream, Lustre Cream Shampoo			
VIII	**CONGRESS OF INDUSTRIAL ORGANIZATIONS**	22,924		
	Institutional Textile Workers	11,184		
	Institutional Steel Workers	11,740		
VIII	**CONTI PRODUCTS INC.**	67,070	24,710	+42,360
	Conti Castile Shampoo			
V	**CONTINENTAL BAKING CO.**	798,309	756,889	+41,420
	Wonder Bread & Hostess Cake			
VI	**CREAM OF WHEAT CORP.**	368,325	356,624	+11,701
	Cream of Wheat Cereal			
VI	**CUDAHY PACKING CO.**	490,257	626,881	—136,624
	Old Dutch Cleanser			
VIII	**CURTISS CANDY CO.**	15,851	272,855	—257,004
	Candy			
VIII	**DAWN BIBLE STUDENTS ASSN.**	48,757		
	Institutional			
VIII	**DELAWARE & HUDSON CO.**	49,088	49,088	
	Coal			
VII	**DOUBLEDAY & CO.**	218,194	36,022	+182,172
	Books			
VII	**DRACKETT CO.**	146,971	248,573	—101,602
	Drano, Windex & Windex Wax			
V	**duPONT de NEMOURS, E. I. & CO.**	710,820	695,736	+15,124
	Institutional			
V	**ELECTRIC AUTO-LITE CO.**	814,365	904,413	—90,048
	All Products			
V	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	734,538	539,131	+195,407
	Institutional			
V	**EMERSON DRUG CO.**	873,033	829,580	+43,453
	Bromo-Seltzer			
V	**EQUITABLE LIFE ASSURANCE SOCIETY OF U. S.**	909,193	876,747	+32,446
	Insurance			
VIII	**EVANS CASE CO.**	15,471		
	Handbags, Compacts, Cigarette Lighters			
IV	**EVERSHARP INC.**	1,129,699	1,852,006	—722,307
	Pens & Pencils	74,166		
	Razors, Razor Blades, Pens & Pencils	365,533		
VIII	**FALSTAFF BREWING CORP.**	87,696	127,860	—40,164
	Beer			
VIII	**FAULTLESS STARCH CO.**	65,660	13,876	+51,784
	Starch			
VIII	**FAYDREX CORP.**	4,324		
	Giant Rubber Balloons			
VIII	**FERRY-MORSE SEED CO.**	97,642	98,946	—1,304
	Seeds			
V	**FIRESTONE TIRE & RUBBER CO.**	791,700	776,163	+15,537
	Tires & Tubes			
VI	**FIRST CHURCH OF CHRIST SCIENTIST**	324,448	309,938	+14,510
	Christian Science Monitor			
VIII	**FIRST CHURCH OF CHRIST SCIENTIST**	51,827	51,848	—21
	Religious Talks			
VIII	**FIRST NATIONAL STORES INC.**	38,472	71,448	—32,976
	Food Products, Institutional			
VIII	**FISHER FLOURING MILLS CO.**	13,330	29,303	—15,973
	Fisher's Cereal & Flour Products			
IV	**FORD MOTOR CO.**	1,251,459	1,629,102	—377,643
	Ford Cars	799,955		
	Ford Dealers	451,504		
VIII	**"42" PRODUCTS LTD.**	509	76,716	—76,207
	All Products			
VIII	**FRAM CORP.**	44,405		
	Oil, Air & Gas Filters			
VIII	**FRANK, WALLY, LTD.**	4,904		
	Wally Frank's Pipes			
VII	**FRUEHAUF TRAILER CO.**	225,631	125,497	+100,134
	Trailers, Institutional			
VI	**GENERAL CANDY CORP.**	402,016	526,086	—124,070
	Oh Henry Candy Bars			
VI	**GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS**	424,454		
	Religious Talks	299,065		
	Institutional	125,389		
IV	**GENERAL ELECTRIC CO.**	1,624,324	3,283,378	—1,659,054
	All Products	19,814		
	Household Appliances	977,168		
	Institutional	627,342		
II	**GENERAL FOODS CORP.**	7,456,943	6,774,603	+682,340
	Swansdown, Minute Rice, Instant Swansdown, Jell-O Rice Pudding, Certo, Jell-O, Jell-O Puddings, Calumet, Grape-Nuts, Post's Corn Toasties & Raisin Bran, Post's Bran Flakes, Instant Postum, Maxwell House Coffee, Sanka, Instant Sanka, Sure-Jell, Gaines Dog Food			
II	**GENERAL MILLS INC.**	6,742,004	7,190,599	—448,595
	Bisquick, Crustquick, Ginger Cake Mix, Gold Medal Kitchen Tested Flour, Pyequick, Soup, Cereals, Cake Mixes, Sperry Pancake & Waffle Flour, Cheerios, Kix, Wheathearts, Wheaties, Drifted Snow Flour			
IV	**GENERAL MOTORS CORP.**	1,079,572	1,976,764	—897,192
	Chevrolet Passenger Cars	7,850		
	Institutional	607,314		
	Pontiac Motor Cars	21,500		
	Electric Refrigerators	442,908		
III	**GILLETTE SAFETY RAZOR CO.**	3,858,294	6,267,319	—2,409,025
	Safety Razors, Blades & Shaving Cream, Gillette Brushless, Lather Shave Creams, Toni Creme Shampoo, Home Permanent Wave, Creme Rinse			
VIII	**GLEN ALDEN COAL CO.**	83,696	86,246	—2,550
	Blue Coal			
IV	**GOLD SEAL CO.**	1,521,304	547,548	+973,756
	Gold Seal Glass Wax & Wood Cream			
VI	**GOODYEAR TIRE & RUBBER CO.**	436,736	541,500	—104,764
	Institutional			
VI	**GOSPEL BROADCASTING ASSN.**	344,384		
	Institutional			
VIII	**GREEN SPOT INC.**	11,036		
	Green Spot Orangeade			
VIII	**GREYHOUND CORP.**	21,160	3,856	+17,304
	Bus Transportation			
VII	**GREYSTONE PRESS INC.**	112,495		
	Publishers			
VII	**GROVE LABS INC.**	122,652		
	Fitch Hair Tonic & Shampoo, 4-Way Cold Tablets			
VI	**GRUEN WATCH CO.**	251,100		
	Watches			
V	**GULF OIL CORP.**	646,806	612,714	+34,092
	All Products	541,209		
	Gasoline, Oil, Lubricants, Tires, Insecticides	105,597		
V	**HALL BROS. INC.**	649,530	843,801	—194,271
	Hallmark Greeting Cards			
VIII	**HALLICRAFTERS CO.**	6,600		
	Television Sets			
VII	**HEINZ, H. J., CO.**	214,224		
	All Products			
VI	**HELBROS WATCH CO.**	363,093	478,002	—114,909
	Helbros Watches			
VIII	**HISS, DR., SHOES, INC.**	2,160		
	Dr. Hiss Shoe Stores			

(Continued on page 88)

CIGAR SMOKING
WOR Cites Radio Influence

RADIO is effective in influencing men to smoke cigars, and especially certain brands, according to a report issued by researchers at WOR New York, covering two programs aired Monday through Saturday. The research department found the percentage of cigar-smokers among listeners almost double that of non-listeners.

In one case, the station found that 47% of men listeners were cigar smokers with 24% among men who had not heard the programs. Additionally, listeners to WOR's 6:30 p.m. newscasts showed a 3½ to 1 preference over non-listeners for Consolidated Cigar Corp.'s Dutch Masters; listeners to Stan Lomax's 6:45 p.m. sports program indicated a 4½ to 1 preference over non-listeners for Rialto and La Primadora cigars.

Both studies, designed to measure sales impact of WOR programs, compared matched samples of listeners and non-listeners for purchases. Surveys — sixth and seventh of a series—were conducted by The Pulse Inc. in 10 metropolitan counties.

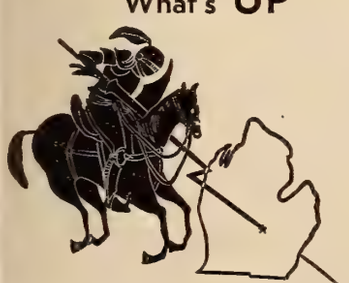
URGES TAX REPEAL
C of C Hits Wartime Levies

REPEAL of all wartime excise taxes was urged last week by the U. S. Chamber of Commerce because "business again is faced with a buyers market." The plea was placed before the House Ways and Means Committee.

A Chamber spokesman cited a Commerce Dept. survey which lists 17 items as "highly sensitive to demand factors" and subject to federal excise taxes. Among the items are radios, phonographs and records. The survey indicated that lowered excises on these articles would mean an increase in sales volume of from one to three times the amount of tax reduction. The Chamber asked for tax elimination on long distance telephone and telegraph (and wire service) and the 15% levy on local telephones.

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What's UP



IN LANSING ?

SEE PAGE 16

YANKEE NETWORK
Opens New Boston Sales Office

SALES office, the function of which will be to sell broadcast time for Yankee Network-owned stations outside of Boston, has been opened in Boston, the network announced last week. Stations to be served by the office are WEAN Providence, WONS Hartford and WICC Bridgeport.

Joseph Lopez, manager of WEAN, will be in charge of the new sales office. During his absence from Providence, Mowry Lowe, member of the WEAN sales department, will act as manager of the station and be responsible for all phases of its operation, the network stated.

Mr. Lopez' office will be at 21 Brookline avenue, Boston, in the Yankee Network Bldg.

IRE SESSION SET
Boston Meet Is April 15

WITH its theme "Progress Through Research," the 1950 New England Radio Engineering meeting will be held at the Somerset Hotel, Boston, on Saturday, April 15. Sponsored by the North Atlantic Region of the Institute of Radio Engineers for the past three years, this year's one-day session will include a morning and afternoon technical program.

Also scheduled are a visit to the television facilities of WBZ-TV Boston and inspection of the toll dialing equipment of the New England Tel. & Tel. Co. In addition, mutual problems of IRE's North Atlantic Region, comprised of the Boston and Connecticut Valley sections, will be discussed under leadership of Herbert J. Reich, IRE regional director. Other speakers will include Lawrence B. Grew, engineer for the Southern New England Tel. Co., and Hermon H. Scott, president of H. H. Scott Inc. and Boston section chairman.

SENATE HEARINGS
FCC 1950 Funds on Agenda

A SENATE Appropriations subcommitttee is expected to begin hearings today (Monday) on fiscal 1951 funds for FCC and other independent offices, with testimony from the Commission slated to be taken this week or next. All hearings are due to be completed by March 15.

A House Apppropriations subcommittee already has concluded similar sessions on 1950-51 funds. FCC Chairman Wayne Coy, other Commissioners and FCC staff members were heard on President Truman's budget request for roughly a 2½% increase in FCC appropriations [BROADCASTING, Feb. 6].

WIBC Indianapolis has become Indiana's first all-night station. Station runs around the clock five days a week Monday through Friday.

THE "BIG 3"

Top-Selling Disc Jockeys in the Detroit Market!



THE TOBY DAVID MORNING SHOW

★



EDDIE CHASE'S MAKE BELIEVE BALLROOM

★



HAL O'HALLORAN'S DAWN PATROL

• Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS
Middle of the Dial
at 800 kc.

CKLW

Guardian Building • Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc.
National Rep.

WGY is the **BIG** audience coverage station of the Great Northeast

16 to **1** in *YOUR* favor, for with WGY an advertiser can actually cover *sixteen* metropolitan markets with *ONE* station!

WGY and *only* WGY can deliver audiences in so many individual markets!

WHERE? . . . **IN NEW YORK**

Albany	Hudson	Rome
Amsterdam	Johnstown	Saratoga Springs
Glens Falls	Norwich	Schenectady
Gloversville	Oneonta	Troy
	Utica	

IN MASSACHUSETTS
North Adams — Pittsfield

IN VERMONT
Rutland
- - - And all the territory in between

HOW? . . . . **COVERAGE**—50,000 power-*full* watts serving 16 cities with a metropolitan population of 1 million, 247 thousand. This 16 city area alone can claim retail sales of 1 billion, 162 million, 225 thousand dollars. A Hooper Survey *just completed* proves that WGY reaches 55% *more* evening radio listeners in the 16 markets than the next best station.

WHY? . . . . **WGY** is the only clear channel station serving the area...50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the *ONLY* NBC station in the area. Other network audiences are divided among: 3 stations for CBS, 5 stations for ABC, 6 stations for MBS.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHEN? . . . **RIGHT NOW** if your product is distributed in upstate New York and Western New England. Your message on WGY will assure you of domination of the listening audience in the area, because WGY provides:

More Markets than any other upstate New York station.

Larger Audiences than any other station in the area.

Wider Coverage than any other station in the area.

Lower Cost than any combination of stations in the area to reach the 16 markets.

Represented Nationally by NBC Spot Sales

For the complete story on WGY, its programs and availabilities, call your nearest NBC Spot Salesman!

810 on your dial 50,000 Powerful watts affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

UN NETWORK PROGRAMS

1950 Schedule Includes 6 Documentaries On MBS

UNITED NATIONS network program schedule for the remainder of 1950, including a series of six one-hour documentaries to begin over the coast-to-coast MBS March 26, was announced by UN information officials in New York last Wednesday.

The Mutual series, *The Pursuit of Peace*, will be under the supervision of Norman Corwin, UN's special projects radio director, and will emanate from New York, Hollywood, Canada and India. A one-time program, *Eleven Memory Street*, was aired this past Friday. The six-week stint will comprise such topics as UNESCO, human rights and the technical assistance program.

A similar schedule of documentaries currently is being broadcast once a month over NBC, in addition to the CBS-TV Ford Motor Co. daily UN sessions feature, CBS' *Memo From Lake Success*, and the weekly *UN Story*, heard over 400 stations coast-to-coast. First two programs also are heard over Canada's dominion network.

Another Series Planned

Simultaneously, it was revealed that another series, to be aired by ABC, is in stage of preparation for use sometime next spring. Additionally, discussion is underway with major television networks for program to start this fall.

The MBS package, which also was announced by William H. Fineshriber Jr., Mutual vice president in charge of programs, will call on an all-star Hollywood cast for the opening program. Noted writers will contribute their services throughout the series.

UN does not plan to set up its own TV station in the future, according to UN information officials, though it could well do so within the framework of charter provisions of the International Telecommunications Union, Geneva, of which UN is a member—and probably with little more than nodding acquiescence to a requested channel by FCC.

During the Wednesday luncheon session, held at the Waldorf Astoria Hotel for UN and radio press representatives, UN was criticized for lack of liaison with press channels and failure to acquaint editors with UN objectives. Benjamin Cohen, assistant secretary-general, UN Dept. of Information, readily conceded the present relationship was inadequate but said that UN radio operation had been "experimental" until this year.

STATE NEWSMEN

Find Second Bid Blocked

SHOULD State Dept.'s Voice of America reporters be denied full U. S. Capitol press gallery credentials while representatives of Tass, the Soviet news agency, and the New York *Daily Worker* continue to enjoy such privileges?

That question evoked widespread discussion on Capitol Hill the past fortnight as the State Dept. had "indefinitely delayed" its second bid for accreditation of Voice Reporters Joseph Sitrick and Grattan McGroarty. Both news-gatherers may sit in on gallery proceedings and use Senate Periodical facilities, but are forbidden to take notes on floor action and must depend on memory.

Controversy revolves around whether the Standing Committee of Correspondents may logically make exceptions in the State Dept.'s case, thus opening the door to other government executive reporters or so-called "propagandists." A hearing on Voice applications was deferred by the committee at the request of State Dept.

SOUTHERN BELL

Ga. Group Urges Radio Use

SOUTHERN Bell Telephone Co. has been urged to use radio advertising as well as newspapers with Ed Mullinax, WLAG La-Grange, making the contention on behalf of the Georgia Assn. of Broadcasters. Mr. Mullinax, president of the Georgia association met with Lane Hubbard, general manager of Southern Bell Telephone Co.



Mr. Mullinax

Complaint has been made by southeastern broadcasters that Southern Bell has been buying newspaper space but submitting free-time material to stations [BROADCASTING, Feb. 20].

Mr. Hubbard told Mr. Mullinax Southern Bell recently started buying time when emergencies develop. He added that "Southern Bell feels that newspapers can do a better job on the type of advertising we do." Mr. Mullinax contended Georgia stations can do an effective institutional as well as emergency job for Southern Bell.

If the company started radio it would have requests for schedules from stations in all its states, Mr. Hubbard said. Mr. Mullinax replied that this, too, is proper since radio "does a good job everywhere." Mr. Hubbard wrote Mr. Mullinax after the interview that the company will consider use of radio.

The Georgia association is exploring ways of selling radio to utilities and manufacturers in the area.

HIGHLIGHTS of weekly Washington Touchdown Club meeting aired Monday, 6 p.m., by WWDC Washington.

GOOD ADVERTISING Will Boost Economy—Cone

LACK of experienced sales management, "wise in the ways of advertising," may well be the softest spot in America's economy, Fairfax M. Cone, board chairman of Foote, Cone & Belding, asserted Tuesday at a luncheon meeting of the Chicago Junior Assn. of Commerce and Industry.

Answering his own question—"Is advertising keeping pace?"—Mr. Cone concluded that "either advertising has been tried and found wanting or it isn't being properly and sufficiently used. I think the latter is the case."

Stressing that the miracle of America is one of mass distribution and not of mass production—and that advertising is the backbone and strength of distribution—Mr. Cone explained why it is important to know if advertising is keeping pace.

Competitive Factors

He traced the history of the past eight years, "a unique period when experience died and many came of age without being told the competitive facts of life. We are just beginning to learn that you can't sell a $2.50 white shirt for $5.50 in 1949 and for $4.50 in 1950, because someone will always come along to make a better shirt and sell it for $2.95. This is the history of success, and history will repeat itself.

Although advertising was a luxury for eight years, circumstances are different now, he asserted. "Prospects must be sold and sold hard against competition, or there will be no sales. This is especially true for items of daily use above the level of necessity," he said. "This is the measure of the difference between American standards and those of other countries. Our economy is based on sale of these items, and it has been termed an economy of luxury."

Hits at Fetishes

Discussing advertising fads and fetishes, Mr. Cone said fads continue to be part of "badly planned and executed advertising now used." One of the "newest and dopiest" types, in his opinion, is merchandise advertising prepared and placed to sell dealers and get their support. "We don't need much of this, and certainly not a continuing stream. During the war we could sell anything, but it won't work now because advertising was invented to sell users." He indicated the only advertising that impresses dealers is name, size and price advertising, without the why, and this builds no product demand with consumers.

Citing a mail survey by Frigidaire among its clients, Mr. Cone said the concern found that 54% of purchasers said their minds were made up as to brand before talking with a dealer or salesman. This percentage would be much higher in food and drug products, where there is no demonstration and with comparison only after purchase, he claimed.

Merchandise advertising is a "silly and dangerous business, doomed to failure because of the number of small advertisers who amply and adequately advertise to consumers," he asserted.

Mr. Cone said the answer to profit in any advertising program is to invest shrewdly. Unit advertising costs go down if the budget is well spent, and this is the aim of users and makers of advertising for the future. Advertising may well pace all consumer goods business to a new high volume, he concluded.

Alabama Club Elects

PRESS & Radio Club Inc., Montgomery, Ala., has announced election of the following persons connected with radio in Montgomery, as officers for 1950: Treasurer, Ed Brown, WJJJ; board of directors, John Allen Wolf of WSFA, Dave Manners, WAPX, and Billy Smith, WSFA; membership and house rules committee, Lou Benton of WMGY, chairman.

SESAC EXPANDS

NAB Meet To See Unveiling

STAGE will be set at NAB's Chicago convention next month for the first industry unveiling of SESAC Inc.'s expanded transcription library service for 1950, the New York firm disclosed last week.

Announcement at the convention will herald the firm's doubling of transcriptions available to stations, SESAC said. A number of features have been added, K. A. Jadassohn, general manager, pointed out. SESAC now will offer as many as 3,500 recorded musical numbers in comparison to 1,800 offered last year.

In addition, the service will make available a "script service" of salable programs. These will feature folk music, military band music and concert series. This package will be made up of three blocks of 13 shows for a total of 39 programs. Stations can sell these programs in 13 segments and can make use of program notes provided. Another innovation is a catalog of bridges, moods and themes to meet particular demands of TV stations and also applicable to AM-FM stations. These can be used as background music for dramatic and film shows. SESAC's basic rate will remain unchanged, Mr. Jadassohn said.




MBS
the difference is MUTUAL!

Solo Arias for Your Sales Areas

Radio's versatile voice, on *any* network, is bravo'd from family circle to parterre box (and office box) as man's best means of reaching folks and selling goods. And *Mutual* is the network which raises this voice in more markets than any other.

Like the others, we sing it out fortissimo in all the larger centers, wherever the score calls for lung-top volume. But sellouts at the Met are not enough: how do you do on the road?

Your sales overtures today can succeed or fail on performance in the rest of the nation. And here a significant Mutual "difference" can mean a vital plus for you in your present sales arrangements.

Mutual offers a selection of over 300 markets, coast to coast, where no other network has a station; 300 extraordinarily *response-able* markets (56% above the U.S. average in sales per capita) where *your* voice dominates and audience ratings soar 2 to 6 times above their big-city levels.

In these markets Mutual literally steals the scene for you, enabling you to win customers and dealerships where other networks are remote.

Finally, to the steady obbligato of the greatest homes-per-dollar values in network radio, you can sing it solo in more markets on Mutual than on all other networks *combined*. The stage is yours.

The Difference is MUTUAL!

+

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.
Largest Audiences per Dollar in All Network Radio.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-to-Buy-It' Cut-Ins Available at No Extra Cost.

the **mutual** broadcasting system

Editorial

Rating Armistice

THE NATIONAL Hooper rating, after a 15-year reign, goes by the radio boards. Henceforth it will be the Nielsen—exclusive in the national AM and TV network fields and in Pacific Coast network radio.

The sale of these Hooper units—at a reported figure of under half-million—to Nielsen should help clear up what had been an increasingly confused rating situation. Whether it is the millennium, of course, is not now predictable but it should have a salutary effect.

Nielsen has an enviable reputation in the marketing research field. The networks are subscribers. Its audimeter method of reporting has had its shortcomings, but there have been constant improvements. A more accurate reporting system now has been devised with higher speed units, and ratings should be available on a two-week basis within a few weeks.

The fusion is logical. Neither service could make money. And Hooper had gone into new fields. Hooper, which has had its bumps lately, now concentrates on city ratings for AM and TV as well as area indexes.

There always has been a latent demand in radio (and it is likely in TV too) for what would amount to a radio-controlled rating service, a counterpart of Broadcast Music Inc. Hooper, until it hit the formidable Nielsen competition, wielded more influence on the economics of radio than any other entity.

Whether the move to set up an audience rating service which would be cooperatively owned gains impetus will depend upon the manner in which Nielsen handles its new and highly sensitive responsibilities, as well as the equity and impartiality of the new localized Hooper operations.

So far, from where we sit, the new order looks wholesome and healthy.

All A-Board

MOST hopeful sign on the NAB horizon comes with results of the election of directors.

Last month when the present board met, there were dire forbodings because at least nine and perhaps a dozen of the 27-man board were slated to leave, either because of disqualification under the revised by-laws limiting continuous service, or of refusal to run again. Among these men were some of radio's youthful "elder statesmen." There was fear that their replacements would have tough going in this critical period in NAB affairs.

The results are refreshing and encouraging. The dozen newcomers are formidable broadcasters—several of them in station ownership. NAB members, despite the dark clouds, have taken this election seriously. They have voted their convictions.

We are constrained to single out two new directors for special—and honorable—mention. A. D. (Jess) Willard, for nearly five years second-in-command at NAB, returns to the councils but in this new capacity as regional station director from WGAC Augusta, Ga. And Edgar Kobak, former Mutual president, snaps back on the NAB board as co-owner of the booming little WTWA Thomson, Ga. This is not to minimize the importance of those elected or reelected.

It must be the pixey in us.

FCC's Own Ripper Bill

WONDERS NEVER cease at the FCC. A majority, speaking as nearly always through its omnipotent Law Bureau, now essays to write the very legislation to govern its affairs.

You have one guess where the applicant or licensee would stand.

Despite usual secrecy shrouds, we report in this issue the substance of a letter sent by the FCC to Chairman Sadowski of the House Radio subcommittee. It is an astounding document. It has as its purpose demolition of the McFarland Bill (S-1973) passed by the Senate last session to invoke desperately needed reforms in FCC processes. It would make a mockery of the Administrative Procedure Act, intended to give litigants a fair break.

Indeed, there are passages which the Senate, having unanimously approved the McFarland Bill, could regard as impudent and arrogant. It is a frontal assault, designed to retain for the FCC's lawyers the power to influence Commission policies.

There was a lone dissent. Comr. Robert F. Jones, who for a decade served in Congress, lays bare the purposes of the ambitious FCC legal minions. He wants Commissioners to act like judges in quasi-judicial proceedings—a prime purpose of the McFarland Bill. He wants no *ex parte* proceedings wherein the lawyers lead the FCC around ring-in-nose. He wants the FCC staffers to plead their cases in "open court" rather than in star chamber.

The FCC, of course, will trot out that business of being duty-bound to give Chairman Sadowski the information he sought, since the request had been made in writing. That is only part of the story—and an entirely different story than was told the Senate on the identical legislation. FCC members previously had advised the Senate committee that they favored McFarland's Bill in most particulars.

How the FCC majority will justify its about-face will be a neat trick. What has transpired since to induce the majority to renounce its previous benediction? Our guess is that the Cottones and the Plotkins and the Solomons can chalk up another "mission accomplished."

For example, the majority insists it must have staff advice at almost all times (which the McFarland Bill would limit). If that is so, then the FCC's decisions are not the decisions of seven men but of 10 or 12 or 20. We string along with Comr. Jones' view that if that is the case, then the Senate "is not confirming enough employes of the Commission."

The FCC would delete the McFarland Bill provision which says that when a court hands down a decision reversing the Commission then it shall be the duty of the Commission to follow the court's mandate and, unless otherwise ordered, to do so upon the basis of the original record. That's about as opaque as a freshly polished wind-shield.

The lawyers do not want disturbed the unbroken record of court decisions wherein, by reopening hearings, they have trumped up enough evidence to justify the original action.

But they have to reckon with Congress and with Sen. Ernest W. McFarland (D-Ariz.). There are those in Congress who will see in the measure, which we will call the "Plotkin Bill" for short, an effort not only to justify past FCC actions but to lay the ground-work for actions the lawyers are about to take through a Charlie McCarthy FCC.

Framers of the Administrative Procedure Act won't stand by idly as the FCC lawyers seek to flaunt that hard-won statute. Nor will Sen. McFarland take it lying down. He has the confidence and respect of Congress and the White House.

This time the FCC lawyers may have overreached. They may have played footy-footy with the wrong side.

Our Respects To —



NORMAN BOGGS

IT IS a matter of record that WMCA New York, a 5 kw independent, has in the past 12 months gone from "red" to "black," and that the station currently is realizing a 40 to 50% increase in quarterly gross billings over comparable periods anteceding February 1949.

It is more than coincidence that this enviable record has been achieved during the comparatively brief tenure of Norman Boggs as general manager of the station.

To Mr. Boggs, who once toured the Orient as a piano-player in a hastily organized college dance band, the results must seem "sweet music" indeed. In fact, WMCA's sales' till began jingling just 60 days after Mr. Boggs assumed the managerial helm; furthermore the station's revenue has continued to lea and bound.

Norman Boggs had been schooled in sale success, having freshly arrived in Februar 1949 from WLOL Minneapolis-St. Paul, a 5 k outlet owned primarily by Ralph Atlass, ge eral manager of WIND Chicago, who serve as consultant to WMCA. WLOL also pro pered under Mr. Boggs' leadership.

The WMCA resurgence under "Red" Bogg is neither coincidental nor awe-inspiring view of the credo which motivates this sh native-born Hoosier.

In a word it is basically, strict adheren to a "realistic rate structure"; a re-stressi on personnel duties, particularly with respe to sales; and the belief that radio should nev be "sold short."

A staunch contention of Mr. Boggs is th radio need never slash rates indiscriminate nor offer free time as a come-on to prospecti local advertisers. Rather hesitantly, he w point out that, in his opinion, local business New York is "far under" what it should for a market of its size, and that Chicago st tions gross more revenue on that level.

"We are convinced that the lack of a realis rate structure, as far as the market and co petitive situation are concerned, is one reas for that comparison of local figures betwe Chicago and New York," Mr. Boggs says. "Y must restore the confidence of the local adv tiser in radio; he has been weaned for yea on black-and-white and he still is not sold radio. But the situation is improving."

He cited the case of a 27-year-old adv tiser who has stuck pretty steadily wi WMCA but who thought radio should ma concessions (time contributions by the stati or short-term contracts) not usually demand of printed media. The advertiser still is

(Continued on page 77)

WSAI MERCHANDISE DIRECTOR TELLS GREATER CINCINNATI GROCERS HOW TO DISPLAY MERCHANDISE AND SELL WSAI ADVERTISERS' PRODUCTS.



WSAI "SHELF LEVEL" SELLING CINCINNATI

The WSAI "SHELF-LEVEL" Selling Plan FOLLOWS THROUGH

This is the story of SPRY, and how it was sold by the copyrighted WSAI "Shelf Level" SELLING plan. (59 other products have been sold the same way!) "Shelf Level" means exactly what it says . . . Radio advertising backed by merchandising . . . right down to the shelf . . . yes, right down to the customer in the store and supermarket. We know it works . . . and so do our satisfied sponsors. (And evidently others do, too, 'cause we just copped the Billboard Merchandising Award on a national level!)

WINDOW DISPLAYS LIKE THIS ARE A RESULT OF THE CLOSE RELATIONSHIP BETWEEN WSAI AND THE GROCERY RETAILERS.



AND POINT OF SALE DISPLAYS LIKE THIS



ALL OF WHICH ADDS UP TO INCREASED SALES OF WSAI-ADVERTISED PRODUCTS.



CINCINNATI

WSAI

A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL

A·B·C

KPHO STAFF

8 Resignations Announced

RESIGNATIONS effective Feb. 22 of Commercial Manager J. R. (Dick) Heath and the entire sales staff of KPHO Phoenix, including Frank Orth, Charles Stauffer, J. R. Heath Jr. and John Nelson, have been announced by the station.

Gil Lee, formerly with KOOL Phoenix and more recently with Montano-Alzua Agency of Phoenix, has been appointed commercial manager. Agnes McGillvra, formerly owner of KWRZ Flagstaff, Ariz., joins KPHO as saleswoman. Names of other salesmen have not been announced.

Three other resignations also were announced. Leonard Burkland, announcer, resigned Feb. 15 to join KYUM Yuma, Ariz., as announcer. He is succeeded by John Harrington, formerly with KSTP St. Paul-Minneapolis and KYCA Prescott, Ariz. Robert Vache, production director-announcer, left March 1 to become program director-assistant manager at KCLF Clifton, Ariz. Ann Licklidder, secretary to Rex Schepp, KPHO president, resigned Feb. 15. Her future plans have not been announced.

ENSIGN FRANK J. ROEHRENBECK Jr., son of general manager of WMGM New York, last week won his wings as a Naval flyer.

Management



NEIL HESTER, former front page editor of *Raleigh* (N. C.) *News & Observer,* appointed manager of WNAO Raleigh, *News & Observer* station. He has been with *News & Observer* for 30 years. He succeeds **DUDLEY TICHENOR,** now commercial manager at WKBW Buffalo, N. Y. **GEORGE T. CASE,** WNAO program director, has been acting manager since Mr. Tichenor's resignation.



Mr. Hester

ROLAND LOOPER, commercial manager of WLBH Mattoon, Ill., since September 1946, resigns to become general manager of WHOW Clinton, Ill. He assumed his new duties March 1.

CARL D. SOREST, former executive editor of *World Press,* Washington, appointed assistant general manager and program director at WHOM New York. He had previously been with *New York Daily News* and Associated Press in Washington.

WALTER E. BENOIT, vice president, Westinghouse Radio Stations Inc., and Mrs. Benoit are in Havana where Mr. Benoit is conferring with U. S. and Cuba NARBA representatives.

HUGH B. TERRY, KLZ Denver vice president and general manager, named one of four Denver business leaders to head committee to explore possibilities of Denver Safety Council.

JAMES V. MELICK, for past two years executive assistant to **J. Kelly Smith,** CBS vice president in charge of station administration, named executive assistant to management for CBS Hollywood. He will work directly with CBS West Coast administration set up headed by **Howard Meighan,** CBS vice president and chief executive officer on West Coast. In addition he will be in charge of fiscal affairs in Hollywood. He has been with CBS for past 18 years.



Mr. Melick

JAMES M. LEGATE, general manager of WIOD Miami, recipient of distinguished service citation from National Conference of Christians and Jews. He was cited for his "steady support of community activities that benefit all groups, for his vigorous efforts toward international understanding and for long and loyal cooperation with the *Miami Round Table of the Air.*"

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, named chairman of public relations committee of 1950 Cancer Crusade, to be conducted in April by Philadelphia Division of the American Cancer Society.

WILLIAM R. TEDRICK, general manager KNEM Nevada, Mo., announces opening of station's new studios and offices in Fort Scott, Kan. **ROBERT MOREY,** KNEM sportscaster will be in charge of Fort Scott operations.

WALTER HAASE, station manager of WDRC Hartford, is author of article, "Talking on Tape," in magazine section of *Hartford Courant,* Feb. 26.

WALTER M. WINDSOR, general manager WGBA-AM-FM Columbus, Ga. is the father of a boy, Anthony Beck

F. W. Geisler

F. W. GEISLER, 65, account executive at Ruthrauff & Ryan, Chicago for 15 years until his retirement three years ago, died Feb. 21 in Chicago. Funeral was conducted Feb. 23. He entered advertising in 1911 and worked for N. W. Ayer & Son, Charles H. Fuller Co., Thomas F. Logan and Lord & Thomas.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHETHER YOU'RE TESTING THE ACCEPTANCE OF A NEW PRODUCT
OR
INTERESTED IN INCREASING THE SALES OF AN ESTABLISHED ONE

55,000
SIOUX FALLS RESIDENTS
ARE READY, ABLE AND AVAILABLE

IN THE KELO PACKAGE

Plus THE WEALTH AND BUSINESS STABILITY OF THE NATION'S TOP FARM MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

U. S.-Cuba Pact

(Continued from page 23)

tested to the State Dept. against the proposal to grant Cuba rights on 1150 kc. He contended the service of WDEL Wilmington on that frequency would be seriously curtailed by the proposed operation.

On the recall of the NAB representative from Havana, NAB President Justin Miller issued a statement protesting the failure to give advance notice to all U. S. stations which would be affected by the proposed agreement.

He pointed out that stations involved in the proposals considered at Montreal last fall were advised of the arrangements being contemplated, and added:

"In the present instances, there is equal reason for notifying affected stations before negotiations have ripened into agreement. Accordingly NAB is, today, notifying all member stations whose frequencies are involved."

FCC Comr. Rosel H. Hyde, chairman of the U. S. NARBA delegation, was advised of Judge Miller's recall of Mr. McNaughten in a letter transmitted by the engineering director before he left Havana.

The terms tentatively agreed upon were submitted by the U. S. delegation as the maximum this country could sanction, and were given initial approval by a 5-2 vote of the Cuban industry advisory delegation, authorities reported. Subsequently, Cuban communications officials were reported to have signified "agreement in principle."

The Cubans, however, were understood to have reserved the right to make further demands if the full NARBA conference results in additional assignments to other signatory nations via any breakdown of U. S. clear channels or realignment of regional facilities.

Whether this might mean renegotiation of the U. S.-Cuban settlement in event of a pre-NARBA decision in the clear-channel case was not known. The Commission has indicated, however, that it is deliberately delaying its clear-channel decision until NARBA is an accomplished fact.

Increases in the limitations on at least seven other U. S. regionals were said to be under discussion, but it was pointed out none of these increases would amount to more than about 0.6 millivolts as compared to the last NARBA agreement. These seven reportedly were:

WDBO Orlando (580 kc); WSUN St. Petersburg (620 kc); WJAX Jacksonville (930 kc); WDSU New Orleans (1280 kc); WCSC Charleston, S. C. (1390 kc); WALA Mobile (1410 kc); and WCOA Pensacola (1370 kc).

N.Y. BASEBALL

Added Regional Coverage Set for Three Clubs

PLANS were being blueprinted on a number of fronts last week to further expand regional radio coverage of New York area's three major league baseball teams to a host of stations in various parts of the country, as the fancy of sports fans began to turn lightly to thoughts of baseball.

It was learned that negotiations are nearly set for a proposed New York Giants baseball network to include stations in New York, Pennsylvania, and through New England, and which would serve to augment the 35-station midwest baseball network.

Arrangements covering identity and number of stations comprising that hookup had not been completed, but it was revealed that the Giants and midwest network would have a maximum of from 50 to 60 outlets, to be linked for broadcasts of Giants or Chicago Cubs contests.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) reportedly is set to add the Giants network to its schedule of major league broadcasts. Cunningham & Walsh is the agency.

The new Giants network, while sponsored by Chesterfield, would, however, provide for local participating spots on stations throughout the network structure on a kind of co-op basis. As key to the network WMCA would feed a full schedule of all daytime games, including Sundays, to stations in the eastern zones, and additionally those on the midwest network.

Reports of similar plans on other fronts point up this activity. The Dodgers last week were reported to be interested in baseball network coverage similar to that of the Giants.

The world champion Yankees have been approached, too, but officials gave no inkling of any plans looking toward coverage adtional to that of its "Home of the Champions" network covering 12 stations.

ABC PROGRAMS

Two Below Cost Shows Offered

AMERICAN Broadcasting Co. is offering two network programs below production costs to advertising agencies in an attempt to build network time billings, BROADCASTING learned last week.

The two programs, *Blondie* and *Date With Judy*, were offered for $2,000 production price for each, for the first 13 weeks, $2,500 for the next 13 and $4,500 for the third 13-week cycle.

Both programs have been on ABC since Oct. 30, 1949, but before that they were CBS shows.

Network salesmen were understood to be explaining the unusually low production price on both programs to agency executives by saying "we're losing money on the show, but the sale of time would allow us to break even."

KLZ

DENVER'S No. 1 HOOPER STATION

. . . and getting better all the time

Latest Hooper reports* show KLZ Audience increases in every time bracket—the *only* Denver station to do so.

*Dec.-Jan., 1950 Hooper Share of Audience reports compared to Nov.-Dec., 1949

MORE THAN EVER

...Your Best Buy in the Rocky Mountain Market

KLZ

DENVER

5000 W CBS 560 KC

Represented by

THE KATZ AGENCY

National Hoopers Sold

(Continued from page 27)

possibly as early as September. Meanwhile, the telephone-based TV reports will be prepared by the Hooper organization under an operating contract with the Nielsen company, which now owns and will henceforth sell and service these ratings.

Smooth Transition

"Arrangements have been made with utmost care . . . to insure for all Hooper network customers a smooth and satisfactory transition to Nielsen network services," a joint release stated. Amplifying this statement on his Wednesday news conference, Mr. Hooper explained that in connection with the preparation of the City Hooperatings reports for more than 100 cities, Hooper interviewers will continue to collect the information on which the 36-city national network programs reports were based. During the first half of March these data will be compiled as usual, he said, so that any advertisers or agency subscriber to the Hooper network program service can get his March report just as if there had been no sale.

After March 15, Hooperatings for his own program and the direct competition will be made available, on order through the Nielsen organization, at "a reasonable charge" which he said would be lower than was formerly charged for the complete pocket piece. This arrangement can be terminated at any time by either Hooper or Nielsen, Mr. Hooper said, adding that it probably will be continued for those clients who want seven-day reporting service until such time as Nielsen introduces a more speedy delivery of the Nielsen pocket pieces, which now are issued six weeks after the measured period. But the overall rating service will henceforth be issued only by Nielsen from its audimeter records, he said.



COWBOYS ALL were these broadcasters who visited Tucson with their spouses following mid-February NAB board meeting at nearby Chandler and were greeted by Tucson Sunshine Climate Club. L to r: James D. Shouse, Avco-Crosley executive, being 10-gallon-hatted by Mrs. Shouse; Clair R. McCollough, Steinman Stations president, getting similar treatment from Mrs. Mc, and Glenn "Sunshine" Snyder, receiving orthodox protection from Old Sol via Mrs. Snyder.

Nielsen

(Continued from page 27)

that this is a private matter," he said.

In Mr. Nielsen's opinion, the "steady cancellations" of Hooper network accounts were due to the "big impetus" of television. Noting that the Hooper network service covered only the larger urban areas with telephone homes, he observed:

"This is only 20% of the country. Television has hit radio in urban telephone homes very hard. Radio is going to pieces in the areas formerly measured by the Hooper network services. But it is not going to pieces in 80% of the nation's homes. It was an utterly unrealistic measurement when the Hooper company a few months ago began ignoring TV homes in its network radio surveys. They have fooled a few people for a few months, but their steady cancellations have caught up with them."

$7 Million Investment

Mr. Nielsen pointed to an investment by his company of $7 million in the creation of NRI, "the largest investment ever made in the business of audience ratings." This amount included research on not only Audimeters but also on decoders which tabulate Audimeter records onto cards. He traced the history of the Nielsen Co's interest in audience measurement dating from 1936.

At the outset, three years were given over to laboratory work and subsequently four years in a pilot operation in 200 homes. During the war, "we took it on the chin" because of the shortage of researchers, but after V-J Day the company recruited a large research staff of electronic experts to develop the Audimeter of today.

The first actual installations of this exclusive Nielsen device were in 1942 in 800 homes in the eastern and central states covering an area comprising 25% of the country. In 1947 the service was expanded coast to coast with 1,100 homes spotted over 63% of the nation. By 1948 1,500 homes had blanketed 97%, or all but the mountain states.

Mr. Nielsen calls his service "not merely a rating facility but a compiler of analytical and diagnostic data as well." He says it measures turnover of audience and minute-by-minute audience curves. His company's inventory of "goods on the shelf" in Audimeter homes is a service augmenting the audience research.

Mr. Nielsen received a flood of wires Wednesday and Thursday from not only all branches of the broadcasting industry but from advertisers and agencies as well. A message from Samuel C. Gale, vice president in charge of advertising of General Mills, said:

Hope this will represent major forward step in evaluation of radio and television. The consolidation should minimize costly duplication and confusion and provide greater efficiency in development of improved audience measurements of network radio and network television. We are confident the A. C. Nielsen Co. is capably staffed and well qualified to meet the challenge of this expanded responsibility.

Stanton Comments

From Frank Stanton, president of CBS, came the "certainty that this step will be welcomed by advertisers, advertising agencies and the broadcasting industry because it will eliminate duplication and confusion and should result in a reduction in cost to all concerned."

Mr. Stanton continued:

I am sure you know how solidly the entire Columbia organization has supported and advocated the use of the Nielsen Radio Index over a period of years. This was based upon our independent analysis of the validity of your technique. I have also watched and followed your development with special personal interst because of the part I played in introducing the automatic recording device 15 years ago . . . Advertisers, agencies and the industry need badly the best possible measurement service at the lowest possible price because it is imperative that unit costs of advertising and distribution be reduced. I am glad to give you my vote of confidence and support.

Leonard T. Bush, vice president and secretary of Compton Advertising Inc., said:

We believe that the Audimeter method of measurement, when properly done, gives a truer picture of the actual facts than any other method yet devised, and that the material so gathered represents a more useful tool to all segments of the industry than was possible through previous measuring services. We hope that the industry will recognize this as a great step forward through the elimination of the confusion resulting from two different yardsticks, and we further hope and believe that the Nielsen organization with the support of the industry will be able to provide even better yardsticks at a lower cost to its subscribers.

NEW program series of Dixieland ja has been announced by Thesaur RCA Victor's transcribed library se ice. Series, called *Old New Orlea* features Jimmy Lytell and Delta Eig

WORD
of
Spartanburg

takes pleasure in announcing
the appointment
of

George P. Hollingbery Company

as national representative

The Spartan Radiocasting Company
WORD and WDXY-FM

Walter J. Brown, *President*
J. W. Kirkpatrick, *Gen. Mgr.*

SPARTANBURG, S. C.

Hooper

(Continued from page 27)

1949-January 1950 average showed TV's share of the New York evening audience had grown to 44.7% with radio's share down to 55.3%. In the same time the weekday afternoon use of TV in New York grew from 9.6% of all broadcast reception to 22.5%—higher than TV's share of the evening audience a year before.

In Los Angeles, which he described as running about five months behind New York in TV reception, Mr. Hooper reported the average evening TV audience now accounting for 36.4% of all sets-in-use up from 10.5% 11 months earlier. The Los Angeles weekday afternoon TV audience has meanwhile grown from 2.8% to 14.3% of the city's total broadcast audience, he said.

"No good statistician would attempt to average New York and Los Angeles radio audiences with those of Portland or Denver, where there is no TV and radio listening gets 100% of the broadcast audience," he said. The fundamental assumption of the 36- network Hooperatings has been, he said, "that the conditions under which the measurement is taken remain relatively constant and that the change in size of the index or rank order of the 'rating' is, therefore, a valid indication of change of 'popularity.' That assumption is no longer valid."

Local Emphasis

With the single national index now "comparatively meaningless," the important thing for the national advertiser and his agency to watch is the analysis of individual markets and the variation between them, Mr. Hooper said. "Our new plan calls for interviewing in all cities to continue uninterrupted," he explained in a letter to all subscribers to his program Hooperatings.

"The real change is in packaging the information to shift the accent away from emphasis on information in one average index toward analytical reporting of differences between markets," he said.

Details of the new national "packaging" process have not been announced, but they may be expected to follow to some extent the plan proposed to subscribers to Pacific Hooperatings. This plan calls for local audience ratings on TV and radio reported 12 times a year (each report based on a two-month moving average) on Los Angeles, San Francisco-Oakland and the Northwest (Portland-Seattle-Spokane).

"The combined reporting of the three Northwest cities is valid currently because Portland and Spokane are without TV and in Seattle TV's audience is fractional," Mr. Hooper's letter explained.

The three reports will be issued in pocket piece form, with radio and TV audiences reported on three different bases: Random homes to furnish directly comparable ratings between radio and TV, "radio only" homes to compare radio with radio; TV homes to compare TV with TV. Chartbooks of radio-TV comparisons will be issued monthly for Los Angeles, San Francisco-Oakland and San Diego.

The new West Coast service will start with a February-March report, to be published April 20. It is being offered to Pacific Coast advertisers agencies and networks at the same price as the former Pacific Hooperatings.

Upcoming

March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.
March 18: West Virginia Broadcasters Assn., Chancellor Hotel, Parkersburg, W. Va.
March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

CBS SESSION

Coast Group Sees Good Business Year

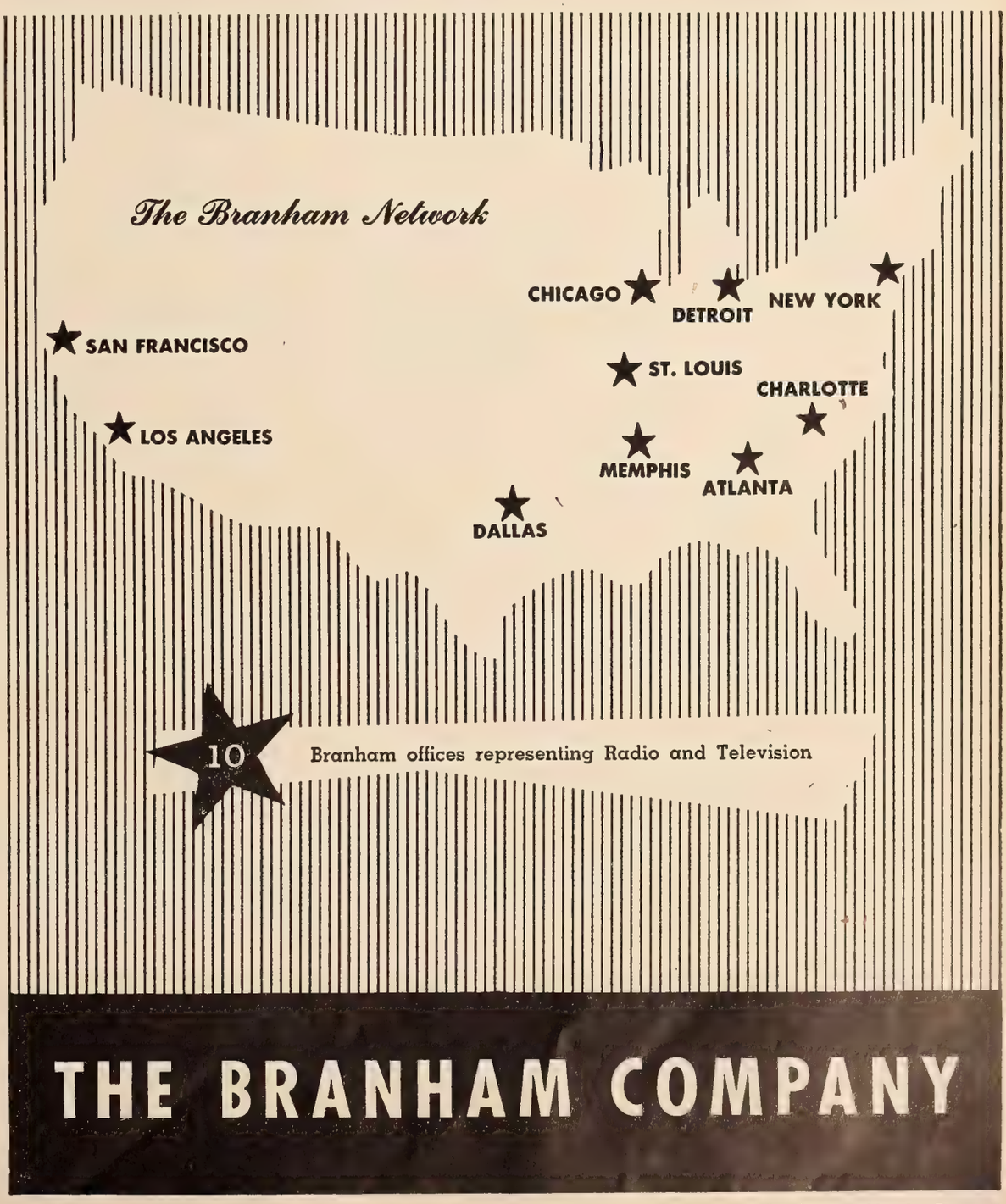
BUSINESS optimism keynoted the CBS 9th District affiliates meeting held Feb. 27 at the Beverly Hills Hotel, Beverly Hills, Calif. Some 35 station owners and managers attended.

In sales, programming and promotion, 1950 will be a "high year" for West Coast radio, they agreed. Attitude of those present was decidedly aggressive and hopeful, said Clyde Coombs, general manager of KROY Sacramento and director of CBS 9th District Affiliates Advisory Board.

Frank Stanton, CBS president and key guest speaker, at the open session told attending affiliate broadcasters of "things to come" during 1950.

Attending the meeting were:

Norman R. Loose, KAVE Carlsbad, N. M.; Frank Reardon, KBOW Butte, Mont.; Roland Vaile, KCMJ Palm Springs, Calif.; Westerman Whillock, KDSH Boise, Ida.; Walter Baziuk, KERN Bakersfield, Calif.; J. P. Wilkins, KFBB Great Falls, Mont.; Paul R. Bartlett, KFRE Fresno, Calif.; Mrs. Edith Smith, KGDM Stockton, Calif.; A. R. Hebenstreit, K G G M Albuquerque, N. M.; J. Howard Worrall, KGMB Honolulu; A. J. Mosby, KGVO Missoula, Mont.; R. Lee Black, KIMA Yakima, Wash.; Loren B. Stone, KIRO Seattle; Hugh B. Terry, KLZ Denver; William W. Phraener, KLAS Las Vegas, Nev.; H. G. Wells, KOLO Reno, Nev.; Harry H. Buckendahl, KOIN Portland, Ore.; Cecil L. Trigg, KOSA Odessa, Tex.; Charles H. Garland, KOOL Phoenix; Val Lawrence, KROD El Paso, Tex.; Charles E. Salik, KCBQ San Diego; C. R. Evans, KSL Salt Lake City; Carl Dunbar, KSIL Silver City, N. M.; Roscoe A. Grover, KSUB Cedar City, Utah; Paul Merrill, KCKY Coolidge, Ariz.; E. S. Mittendorf, KOPO Tucson; Everett Shupe, KVOR Colorado Springs; Ivan Head, KVSF Santa Fe; Ed Craney, KXLY Spokane; Lincoln Dellar, KXOC Chico, Calif., and William Conine, Manila, P. I.



First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE
MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period-

INDEX	"A"	"B"	"C"	"D"
HOMES USING SETS	WKDA 21.7	22.0	18.3	10.1
25.3	26.1			
Total Rated Time Periods				

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

January Business

(Continued from page 24)

higher than the $62,265,105 gross CBS time sales for 1948, making CBS the only network whose 1949 time sales exceeded those of the year before.

ABC ranked third in 1949 with gross time sales of $42,342,854, a drop of 4.4% from the ABC gross of $44,304,245 during 1948. MBS had gross time sales of $18,040,596 in 1949, down 20.6% from its time sale gross of $22,728,802 in 1948.

For the month of December, the combined network gross time sales totaled $16,408,884, a decrease of 8.6% from the December 1948 gross of $17,950,632. CBS had top gross billings for the month, topping second-place NBC by $143,296, with ABC third and MBS fourth. December gross time sales of each network were lower than those of the network for December 1948. (See Table I for gross billings of all networks for December and the full year of 1949 compared with the same month and full year of 1948.)

Combined network total of $187,800,329 was 5.6% below the 1948 network gross time sales of $198,995,742.

* * *

TABLE IV

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949 AND FOR JAN.-DEC. 1949

	Dec. 1949		Jan.-Dec. 1949	
Agriculture & Farming	Allis Chalmers	$41,378	Allis Chalmers	$439,264
Apparel, Footwear & Access.	Frank H. Lee Co.	43,425	Brown Shoe Co.	442,198
Automotive, Automotive Acces. & Equip.	Electric Autolite Co.	93,600	Electric Autolite Co.	814,365
Aviation, Aviation Access. & Equip.	.....		.....	
Beer, Wine & Liquor	Pabst Sales Co.	75,915	Pabst Sales Co.	766,092
Bldg. Materials, Equip. & Fixtures	Johns-Manville	103,290	Johns-Manville	1,211,695
Confectionery & Soft Drinks	Coca Cola Co.	176,766	Coca Cola Co.	1,549,742
Consumer Services	Electric Cos. Adv. Program	67,566	Amer. Tel. & Tel.	845,556
Drugs & Remedies	Sterling Drug Co.	579,284	Miles Labs Inc.	6,650,431
Entertainment & Amusements	Paramount Pict. Co.	2,904	Shipstad & Johnston	5,340
Food	General Foods Corp.	732,409	General Foods Corp	7,613,546
Gasoline, Oil & other Lubricants	Sun Oil Co.	88,832	Sun Oil Co.	1,049,984
Horticulture	.....		Ferry Morse Seed Co.	97,642
Household Equip. & Supplies	Philco Corp.	136,412	General Electric Co.	1,624,324
Household Furnishings	Armstrong Cork Co.	43,276	Armstrong Cork Co.	455,638
Industrial Materials	U. S. Steel	107,970	U. S. Steel	1,452,089
Insurance	Prudential Co.	116,930	Prudential Co.	1,378,695
Jewelry, Optical Goods & Cameras	Bruner-Ritter	62,736	Longines-Wittnauer	985,248
Office Equip., Writing Supplies & Stationery	Hall Bros.	84,135	Eversharp Inc.	764,166
Political	.....		.....	
Publishing & Media	Christian Science Monitor	25,008	Christian Science Monitor	324,448
Radios, TV Sets, Phonographs, Musical Insts. & Access.	Int'l Tel. & Tel.	11,112	Philco Corp.	372,054
Retail Stores	Dr. Hiss Shoes	2,160	First Nat'l Stores	38,472
Smoking Materials	American Tob. Co.	551,477	Liggett & Myers Co.	5,228,772
Soaps, Polishes & Cleansers	Procter & Gamble	999,216	Procter & Gamble	11,042,947
Sporting Goods & Toys	Wilson Co.	27,807	Wilson Co.	90,581
Toiletries & Toilet Goods	Procter & Gamble	407,725	Lever Bros. Co.	4,503,899
Transportation, Travel & Resorts	Assn. American Railroads	66,036	Assn. American Railroads	990,961
Miscellaneous	Lutheran Church, Mo. Synod	71,487	Lutheran Church, Mo. Synod	534,074

Networks' Reactions

(Continued from page 27)

by Oscar R. Katz, director of research:

The absorption by Nielsen of Hooper's national AM and TV services will do more than eliminate costly duplication. Such a step, by reducing the confusion stemming from quarrels on points of methodology, should result in increased industry acceptance of rating research.

As Nielsen's first network subscriber, CBS has had many years of close contact with the Nielsen company. We are confident that the Nielsen organization will continue to improve its service, so that the industry might have the benefit of the best possible rating service at the lowest possible cost.

Niles Trammell, NBC board chairman, wrote to Mr. Nielsen:

Congratulations on your purchase of the Hooper national services. I am confident under your leadership you will give to the broadcasting industry and to the advertisers the radio measurement service that will be beneficial to all concerned. Now that you have a clear field I am confident that the broadcasting industry will benefit from the elimination of wasteful duplication and be the recipient of the many improvements in NRI which have been discussed from time to time. Best wishes.

RICHARDS HEARING

FCC Refuses Postponement

AN FCC hearing examiner refused last week to grant a motion for a six-week postponement of the hearing scheduled to start in Los Angeles next Monday (March 13) on the news policies of G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

In his ruling, however, Examiner J. Fred Johnson Jr., who is slated to preside, left the way open for a recess of the proceeding after the Commission has completed presentation of its case in the KMPC phase of the hearing.

The ruling came in a pre-hearing conference of FCC counsel and attorneys for Mr. Richards last Wednesday, after the Commission denied a Richards bid for a bill of particulars spelling out the charges against him [BROADCASTING, Feb. 27].

Hugh Fulton, of New York and Washington, Mr. Richards' newly appointed trial counsel, protested FCC's refusal to divulge the documents it intends to rely upon, and claimed he needed at least six weeks to prepare for the hearing.

FIRST celebrity to salute WEAM Arlington, Va., as new MBS affiliate, was Kate Smith, who is a native of Arlington.

WQQW

(Continued from page 26)

and "less than 0" benefits from sales activities.

Labor relations benefits, he said, were "excellent" and legal benefits "miniscule," but added that these services could be obtained from WQQW's own counsel.

As to Broadcast Advertising Bureau, he said, "Your sales organization, BAB, sends us a lot of material promoting BAB, but the only specific time when we asked for help with a problem our query was brushed off by a functionary."

Mr. Rogers concluded, "We regret to observe NAB rapidly moving toward becoming the NABB—The National Assn. of Big Broadcasters. Certainly there is room and a need in the United States for a trade organization in the broadcasting industry that treats all of its members on a democratic basis.

"If NAB revises its thinking along these lines, WQQW would be the first station to reapply for membership. Otherwise, we can only hope that some other group will be formed."

Murine on Don Lee

MURINE Co. Inc., Chicago (eye lotion), March 7 starts five-week sponsorship of *Breakfast Gang* on full Don Lee network (45 stations) Tuesdays through Saturdays (7:15-7:30 a.m. PST) for 13 weeks. Agency is BBDO, Chicago.

RUSH

Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's
RUSH RUSH RUSH
Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.
At your food dealer or drug store
or write to
Kevo and Kevetts E-1
Azusa, California

NAB Election

(Continued from page 26)

the job to the secretary-treasurer as an economy device.

New directors will assume their duties at a special meeting to be held during the convention. Main announced purpose of this meeting is to ratify the selection of an NAB general manager to serve under President Justin Miller, relieving him of administrative duties. A special board committee is to study candidates for the general manager's post.

Running against Mr. Fay in District 2 was Gunnar Wiig, WHEC Rochester. In District 4 Mr. Essex won over E. J. Gluck, WSOC Charlotte, N. C., and Ray P. Jordan, WDBJ Roanoke, Va. Mr. Bitner was the only candidate running against Mr. Higgins in District 8. J. P. Wilkins, KFBB Great Falls, Mont., ran against Mr. Grove in District 14.

In the large station category, Messrs. Shouse and Ryan won over Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville, and Lloyd E. Yoder, KOA Denver.

Medium Group Nominees

Nominees in the medium station group running against Messrs. Willard and Esau were Mr. Brown; H. Quenton Cox, KGW Portland, Ore.; Rex Howell, KFXJ Grand Junction, Col.; Leonard Kapner, WCAE Pittsburgh; James H. Moore, WSLS Roanoke, Va.; J. Arch Morton, KJR Seattle; Robert Tincher, WNAX Yankton, S. D.; O. F. Uridge, WQAM Miami; F. Van Konynenburg, WTCN Minneapolis.

In the small station group candidates who ran against Messrs. McDonald and Kobak were Burton Bishop, KTEM Temple, Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; M. L. Greenebaum, WSAM Saginaw, Mich.; Hugh M. P. Higgins, WMOA Marietta, Ohio; Harry McTigue, WINN Louisville; Marshall Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOY Decatur, Ill.; Frank Logan, KBND Bend, Ore.; R. T. Mason, WMRN Marion, Ohio.

FM candidates who ran against Messrs. Fletcher, Strouse and Lawrence were Leonard Asch WBCA (FM) Schenectady; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Willard D. Egolf, WBCC-FM Bethesda, Md.; Gerald S. Harrison, WMAS-FM Springfield, Mass.; E. [illegible] Jones, WBBB-FM Burlington, N. C.; Martin L. Leich, WMLL (FM) Evansville, Ind.

Messrs. Swezey and Thomas were unopposed for the two TV directorates, with Mr. Swezey elected to two-year term and Mr. Thomas to a one-year term.

Votes received by winning candidates for directorships, with percentage of members voting in each group and number of ballots returned, follow:

District 2—William A. Fay, WHAM Rochester, received 51 votes of 85 cast and 113 ballots mailed; 75.2% of members voted.

District 4—Harold Essex, WSJS Winston-Salem, N. C., received 89 votes of 166 cast and 206 ballots mailed; 60.8% of members voted.

District 6 — Harold Wheelahan, WSMB New Orleans, unopposed, received 79 votes of 130 ballot mailed; 80.8% of members voted.

District 8—George J. Higgins, WISH Indianapolis, received 27 votes of 48 cast and 74 ballots mailed; 64.8% of members voted.

District 10—William B. Quarton, WMT Cedar Rapids, Iowa, unopposed and re-elected, received 68 votes of 104 ballots mailed; 65.4% of members voted.

District 12 — Jack Todd, KAKE Wichita, Kan., unopposed, received 40 votes of 57 ballots mailed; 70.2% of members voted.

District 14 — William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 81.4% of members voted.

District 16—Calvin J. Smith, KFAC Los Angeles, unopposed and re-elected, received 39 votes of 53 ballots mailed; 73.6% of members voted.

Large Stations—James D. Shouse, WLW Cincinnati, re-elected, received 30 votes, two-year term; William B. Ryan, KFI Los Angeles, received 22 votes, one-year term; 78 ballots mailed, 60 returned, 77% of members voted.

Medium Stations—A. D. Willard Jr., WGAC Augusta, Ga., received 129 votes, two-year term; John Esau, KTUL Tulsa, Okla., received 88 votes, one-year term; 550 ballots mailed, 373 returned, 66.8% of members voted.

Small Stations — Patt McDonald, WHHM Memphis, received 160 votes, two-year term; Edgar Kobak, WTWA Thomson, Ga., received 85 votes, one-year term; 504 ballots mailed, 372 returned, 73.8% of members voted.

FM Stations—Frank U. Fletcher, WARL-FM Arlington, Va., re-elected, received 93 votes, two-year term; tied for one-year term with 89 votes each, Craig Lawrence, WCOP-FM Boston, and Ben Strouse, WWDC-FM Washington; 502 ballots mailed, 324 returned, 64.5% of members voted.

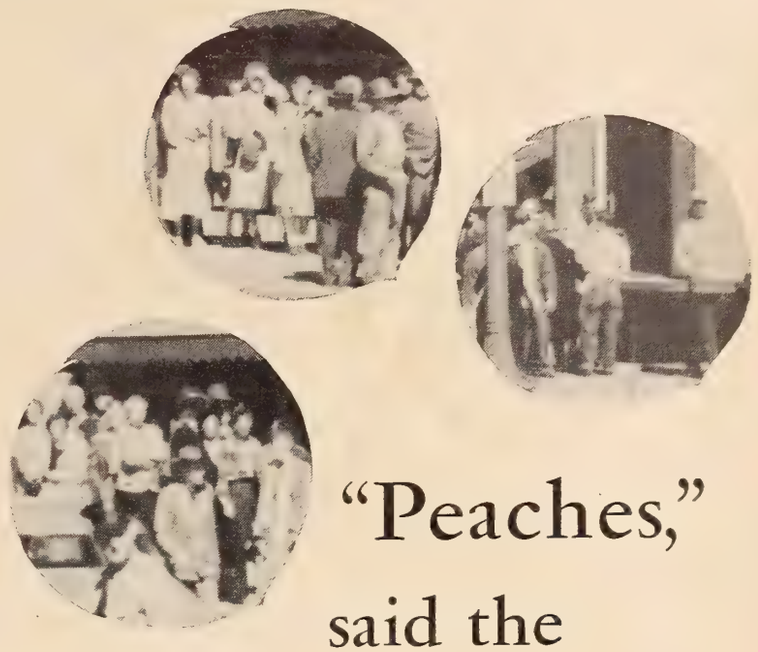
TV Stations—Robert D. Swezey, WDSU-TV New Orleans, re-elected, received 32 votes, two-year term; Eugene S. Thomas, WOIC (TV) Washington, re-elected, received 26 votes, one-year term; 38 ballots mailed, 32 returned, 84.2% of members voted.

TED MacMURRAY

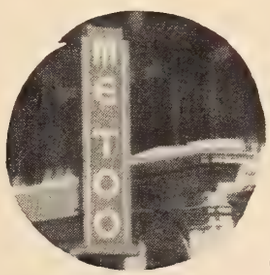
Is Pacific's Sales Head

TED MacMURRAY, formerly manager of Radio Features Inc., has been named sales manager for the newly-organized Pacific Regional Network by Cliff Gill, general manager, KFMV (FM) Hollywood and head of the new network [BROADCASTING, Feb. 27]. Coincident with the appointment, Mr. Gill announced that five additional stations had requested affiliation with the network, bringing the total to 16.

No date is yet available as to when the network will start operations. The chain will be fed by KFMV, 58 kw FM station.



"Peaches," said the Musical Clock...



● In 1948 three carloads of Colorado peaches consigned to *ME TOO Supermarkets* were delayed en route to Cedar Rapids; the fruit arrived ripe. It had to be sold in one day.

● It was — by noon.

● Announcements on a single WMT program — the Morning Musical Clock — did it.

● The story of ME TOO, a regular WMT advertiser since the first store opened in 1937, is told in *Lightning That Talks,* the All-Radio documentary film which depicts radio's impact on the U.S.A. The peach sale is no fluke; ME TOO's daily radio specials sell from 1,000 to 5,000 units. Last May 8,400 sales resulted from a three-for-a-dime soap offer; last November Jello-O at 5c brought 5,700 sales. No attempt is ever made to trade on the established worth of ME TOO specials by trying to slip over a mediocre buy. Each special is an outstanding value. The ME TOO marketing philosophy is simple: buying and selling food at the right prices—plus smart radio.

In Eastern Iowa smart radio means WMT. Ask the Katz man for full details.

Now in our 27th year



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC Model Bill

(Continued from page 25)

shall advise or consult with the Commission with respect to decisions by it after formal hearing in any adjudication within the meaning of . . . the Administrative Procedure Act."

They felt the Commission should be permitted to consult such staff members on questions relating to "whether applications, complaints, petitions or other matters should be designated for hearing, the issues to be considered at such a hearing, requests for changes in hearing issues, petitions for reconsideration and grant without hearing, and similar matters not involving decisions on the merits of the hearing record."

The majority contended that the position taken by Comr. Jones advocating a ban on "behind-the-door staff assistance" is tantamount to a charge that Commissioners "are incapable of carrying out their oaths of office and of fairly administering the duties assigned to them." Such a charge, they said, "is a canard upon both the members of the Commission and its staff which has no basis in fact."

Staff Advice Public

To this Comr. Jones replied that in contested cases he merely wanted the Commissioners to "act like judges," and that under his proposal the Commission could get all the staff advice it wants so long as it gets it publicly, on the record, where it can be subject to cross-examination or challenge by the applicants involved.

At present, he said, the Commission operates "almost exclusively by what some term 'completed staff action'," and "there is a tendency to delegate more and more of the Commission's discretionary work to the staff so that in the end the discretion exercised by the Commission is more of form than of substance."

There was no claim by the majority or Comr. Jones that the principle of non-consultation should apply in rule-making or quasi-legislative proceedings.

But under the procedures advocated by Comr. Jones and provided in the McFarland Bill for adjudication cases, the majority held, the Commissioners would be "cut off from any substantial assistance by members of their staff, even where such staff members might have no functions whatsoever of a prosecutory or investigative nature in respect to such proceedings."

Chairman Coy's letter said:

The majority of the Commission believe . . . that the principle espoused in the McFarland Bill and in Commissioner Jones' separate views is fraught with inherent fallacy and is at variance with the basic purpose underlying the establishment of administrative agencies. The nature of the functions, powers, duties and responsibilities of an administrative agency are such that it is completely unrealistic to analogize the role of a commissioner to that of a judge. . . . Indeed, the courts themselves have consistently recognized the fundamental differences. . . .

It is obvious, moreover, that the fields of radio and wire regulations committed to the care of the FCC are highly technical in nature, involving substantial engineering, legal and accounting problems. The entire theory establishing an administrative agency dealing with these problems is that they can properly be disposed of only by bringing to bear the expert knowledge of a large number of persons experienced in the various fields subject to the Commission's jurisdiction and skilled in the handling of the problems coming to the Commission's attention.

No one or seven Commissioners, with or without the aid of a professional assistant, can hope to achieve such knowledge, experience or special skill in all the aspects of radio and wire regulations subject to the Commission's jurisdiction. To cut the Commission off from all of its expert staff by denying the Commission the right to consult with its staff could only result in uninformed judgments based on insufficient knowledge of the complex factors which should determine any of the decisions in this field.

No Reason Cited

The majority's "principal objection to complete isolation of the Commission from its staff as proposed in the McFarland Bill," Chairman Coy's letter said, "stems from the complete lack of any demonstrated necessity for any such action."

"Both in its rules and regulations and in the proposal submitted herewith," the letter said, "the Commission has gone beyond the terms of the Administrative Procedure Act to extend to initial licensing cases the separation of the Commission's quasi-judicial activities from its prosecutory and investigatory activities.

"But when this separation of functions is achieved there would appear to be no reason whatsoever for taking further steps to cut off the Commission from the members of its staff who are not engaged in prosecutory or investigatory activities."

The letter continued:

It cannot be seriously contended that members of the staff having no function of advocacy in contested proceedings would be inclined to color their recommendations or advice or that they would necessarily be predisposed to an unobjective approach to the problems of public interest which concern the Commission. It must be assumed that the evil which it is believed might ensue . . . is that the commissioners cannot be trusted to make their own independent judgment on the matters concerning which they would receive advice and assistance . . .

In protesting against a proposal in which such an assertion is implicit we are refusing to concede that our judgments would be any less the product of our own thinking and conscience merely because we would receive the expert advice and assistance of individuals employed by us.

In the light of the position taken by Comr. Jones in the statement and supplemental statement of his views, we believe this point needs more emphasis. To the extent that those views suggest that staff members who have had no connection with the investigative or prosecutory aspects of adjudicatory proceedings may be able to influence the Commission by means of colored or biased views, we believe that they do not present a fair picture of the manner in which the Commission exercises its function of making decisions.

Special Staff Operating

On the McFarland Bill's proposal to create a special staff to aid in consideration of intermediate reports and preparation of final decisions, the majority noted that FCC has set up a similar staff and that originally the Commission had approved the McFarland plan. Withdrawing this approval, the majority said:

Experience with the Commission's present review section . . . convinces us that any such narrow limitations on functions and personnel of the staff with which the Commission might consult would be unfortunate.

It would seem particularly unfortunate if the Commission were to be deprived of the opportunity to consult with the general counsel, the chief engineer or the chief accountant and their principal assistants who, under the plan contemplated by both the McFarland Bill and the Commission's redraft thereof, as well as by plans of staff reorganization now being developed in the Commission, would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

The fact that these members of the staff might have other duties such as the participation in rule-making, international conferences and litigation, or the making of recommendations to the Commission on proposed legislation, would appear to be additional reasons why they should not be prevented from being available for consultation with the Commission. For it is the sum total of their knowledge, experience and expertise in exercising these duties which render them most useful to the Commission in the making of decisions in contested cases.

Opposing the majority's stand, Comr. Jones asserted that "the basic change made by the McFarland Bill would be to require the Commissioners to act like judges." He said it "does not deprive [them] of the assistance of the staff but does require them to exercise their quasi-judicial functions personally."

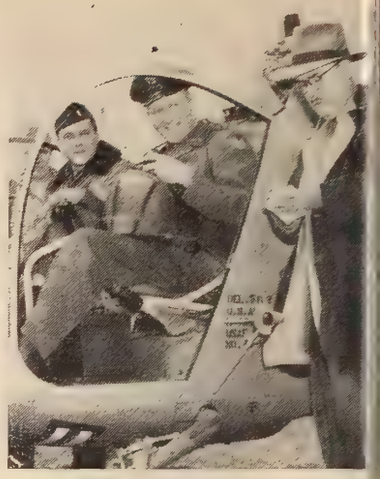
He contended the selection of licensees is a function that deserves "more judicial treatment than even civil cases that are tried before judge." He saw "no reason wh administrative tribunals when the are sitting in quasi-judicial pr ceedings cannot act with the sam dignity and make up their ow minds in the same way as judges in their courts of law."

Courts Decide Problems

The Circuit Courts of Appeal ar the Supreme Court, he pointe out, "frequently decide complicat and technical questions involvir all the administrative agenci without the aid of *ex parte* advi from the experts. The theory th is followed is that the litigants wi in their briefs and argument, su ply the courts with the technic information which is needed . .

He emphasized that he was n referring to rule-making and oth quasi-legislative proceedings, whe "a more flexible procedure, inclu ing extensive *ex parte* consultatic with experts, is often desirable."

Referring to the McFarland Bill provision with respect to Commi



Mr. Mooney (right) interview Maj. Wright (center) and Lt. Rod ney J. Collins, flight instructor.

LEOPARD HUNT

KTOK Records Air Chas

OKLAHOMA CITY's wild chas for the leopard who escaped his zo cage last week found local station on the job telling the dramati story to listeners. As a featu of its animal-hunt coverage, KTO wire recorded the chase from a Air Force helicopter.

As the Air Force would not pe mit a civilian to ride in a servic plane, the aid of Maj. Louis W Wright, public relations officer Tinker Air Force Base, was ob tained. The major sat in the plan with the wire recorder on his la because of space limitations.

Dow Mooney, of KTOK's new staff, took notes from Majo Wright upon the plane's landing t fill out the station's reporte leopard-hunt "scoop" via birdsey coverage. The leopard was returne to his cage Wednesday morning a ter devouring an 8 lb. piece of ba meat dosed heavily with dope.

PROGRAMS-PICTURE ALBUMS

PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

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sion-staff consultation, Comr. Jones said:

. . . The only limitation is that [the staff] gets its licks in in open court rather than behind the backs of the opposing parties in the private chambers of the Commission while the decision is being rendered . . .

Where I separate from the majority is in my feeling that the staff, whether it be the functional staff or the non-functional staff, should present recommendations in open court so that the adversary parties, whose economic stake in the proceedings is of the highest order, may have an opportunity to answer contentions made by any part of the staff. There is no reason why all expert advice cannot be given in open court . . .

. . . I do not believe that behind-the-door consultation with the staff is necessary in order for the Commission to receive substantial assistance. I believe that administrative agencies in adjudicatory proceedings can operate in accordance with the normal standards of Anglo-American jurisprudence which require open and public proceedings based on open and public records. I cannot believe that administrative agencies must violate these standards of justice in adjudicatory proceedings in order to perform their duties.

Comr. Jones pointed out that FCC has put the non-consultation principle into effect where its hearing examiners are concerned.

"I can see no reason," he said, "why the examiners who have to make exactly the same kind of quasi-judicial decisions as the Commissioners are required to make should be able to fully perform their functions without behind-the-door staff assistance while the Commissioners should, under exactly the same procedure, be unable to carry out their duties."

His statement added:

There is another aspect of staff participation in the decisional process which should not be overlooked. The Commission operates almost exclusively by what some term "completed staff action." The staff, before it comes to the Commission for instruction, performs all the functions of the Commissioners themselves.

It weighs the evidence, decides which witnesses to believe, evaluates the relative importance of the issues or the substance of the issues. This all culminates in written or oral recommendations which the Commission as a whole or individual Commissioners may accept or reject.

To state the problem in another way, in view of the heavy workload of the Commission there is a tendency to delegate more and more of the Commission's discretionary work to the staff . . . This situation must be viewed in the background of the fact that the area of the Commission's discretion is limited almost exclusively by a number of precedents—many of which reach diametrically opposite results on seemingly parallel facts.

By operating with staff comments and recommendations, the Commission is subjected to precedents that the staff is emphasizing at the moment of the decision rather than those precedents cited at a time when other counsel in a case would have an opportunity to move, plead, or argue. Commission decisions are supposed to be the personal decisions of the Commissioners, based upon the record and arguments publicly made and pleadings or motions publicly filed. Otherwise the U. S. Senate is not confirming enough employes of the Commission.

Comr. Jones said he did not consider it satisfactory to say that the Administrative Procedure Act does not require complete exclusion of quasi-legislative procedures in contested cases.

"The Administrative Procedure Act as I understand it," he said, "draws the low-water mark of standards of fairness and decency applicable to all agencies, no matter what the type of proceedings before them. This low-water mark does not, in my opinion, supply a proper procedure for adjudicatory proceedings such as come before the FCC."

Two Statements

Comr. Jones' views were presented in two statements—one prepared for the Commission's consideration when studying the subject in his absence; the other written to amplify his position after studying his colleagues' stand.

Only one other Commissioner took exception to a majority recommendation—Comr. Hennock dissented from the proposal to enact a firm requirement that FCC reorganize its staff along functional lines. Experience with a functional organization, she felt, might lead to the conclusion that the present or some other type of organization is better.

Comr. Sterling was reported as having joined the majority on two points of earlier difference. Upon reconsideration, the report showed, he concurred in majority proposals to (1) retain the present law's provision giving FCC discretion to divide itself into panels, and (2) drop the McFarland Bill's plan of requiring FCC to renew a license upon a finding that public interest would be served (rather than the existing requirement that renewals be based on the same considerations that apply to original grants).

On the latter point, the majority also revised its earlier position. Comr. Sterling had felt the McFarland plan "would provide an adequate safeguard against any claim of a property right in radio facilities." The majority had thought it would provide an adequate safeguard against the fear that a newcomer, on the basis of untested promises, might win the facilities of an existing station which had a demonstrated record of service.

On its deletion of the McFarland Bill's requirement that FCC act on hearing cases within six months and non-hearing cases within three, the majority said:

. . . Enactment of fixed periods of time within which action is supposed to be taken by the Commission does not make such action possible within such periods, and any requirement that the Commission make reports to Congress every time a goal is not met with respect to any particular case would only result in further delay.

FCC also would delete a McFarland Bill provision requiring FCC, before setting an application down for hearing, to notify the applicant and give him a pre-hearing opportunity to answer whatever objections the Commission might have raised.

Nor was FCC satisfied with the McFarland Bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant.

The majority, which opposed this provision from the outset, claimed it "would cast grave doubts upon the right of the Commission to prevent trafficking in broadcast licenses" or other violations.

The FCC bill also would leave intact the present law's provision, deleted by the McFarland Bill, permitting FCC to revoke licenses of persons found guilty of violating anti-trust laws in the radio field. FCC's opposition to removal of this section of the existing law figured in a heated debate in Senate hearings on the McFarland Bill.

The question of providing additional administrative sanctions to the Commission—the power to suspend licenses, issue cease-and-desist orders, etc.—was not touched in the Commission's comments. The majority felt the subject was treated "in a more comprehensive manner" in the pending Sadowski Bill, upon which the Commission had previously offered its views.

The majority said that "with certain exceptions" its bill's provisions with respect to appeals are identical with those in the McFarland measure. One exception is deletion of the McFarland Bill's requirement that, when the courts have set aside an FCC decision, FCC shall give effect to the court ruling without further hearings unless otherwise ordered by the court.

HARDY NAMED

Heads NAB Govt. Relations

RALPH W. HARDY, director of the recently eradicated Radio Division of NAB, has been named director of the Dept. of Government Relations, NAB President Justin Miller announced Thursday.



Mr. Hardy

The action is the first staff change since the NAB board meeting last month in Arizona, revamped its 1949 structural setup. Radio and TV Divisions were created last summer by the board with Mr. Hardy heading the former and G. Emerson Markham, formerly of WGY Schenectady, heading the TV unit. The divisions were inserted in the structure between the departments and the president.

As reorganized, the TV Division is on the same level as the departments. Division directors were hired at $17,500 a year. NAB is engaged in drawing up details of a new $796,000 budget.

A number of changes are pending in the NAB headquarters operation. A special board committee is considering candidates for the new post of general manager, who will handle administrative work and report to President Miller. The general manager must be ratified by the board, an action slated during the Chicago convention in mid-April.

Donald S. Farver, NAB auditor for several years, has accepted a position as business manager of the American Forestry Assn. and has submitted his resignation.

Appointment of a field director in the office of general manager was directed by the board last month. He will concentrate on new memberships.

Mr. Hardy, who came to NAB last September from KSL Salt Lake City, succeeds Forney A. Rankin as government relations director. Mr. Rankin resigned in February to return to the State Dept.

1950 **March 6** 1950

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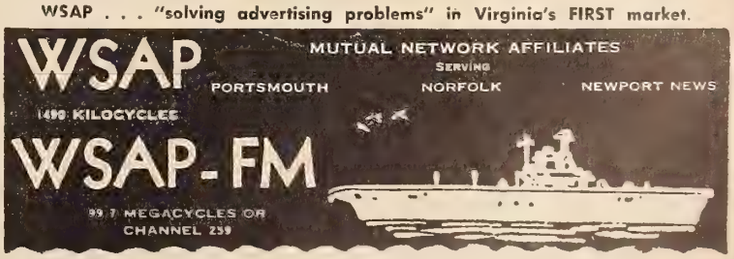
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager Ask Ra-Tel!

NAB Meet Agenda

(Continued from page 25)

er, is handling detailed arrangements with the Stevens Hotel.

The hotel, with 2,675-room capacity, has reserved 1,400 sleeping rooms, 60 suites and 100 display rooms as well as the basement of Exposition Hall for NAB's use. Reservation forms have been mailed to member stations and associates, with the hotel holding its block of rooms until April 1. Mr. Arney has asked members desiring space at the Stevens to make early reservations.

Broadcast Music Inc., headed by President Carl Haverlin, is making plans for a 10th anniversary celebration. BMI will use increased space in Exposition Hall and plans a special entertainment program at the annual banquet.

Registration for the Management Conference will be $30. Engineering Conference fee is $17.50, with a $5 fee for the Sunday Independent's Day meeting. No fees will be charged for the FM and foreign language sessions the morning of April 17.

Under present plans, Management Conference meetings will be held in the Eighth St. Theatre, connected to the second floor ballroom by a ramp. Engineering sessions will be held in the north ballroom on the third floor.

Basic themes of the Monday management meetings will be the responsibility of broadcasters in world affairs, industry and advertising. After the business session Tuesday morning, the topics will be responsibility in government, world economics, agriculture and duty to coming generations.

A new feature this year, authorized by the board at its February meeting, will be appearance of some of the Voice of Democracy contest winners during the three years the contest has been in operation.

The Wednesday morning television program is being arranged by G. Emerson Markham, director of the NAB TV Division, working with Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOIC (TV) Washington, the two board members for television.

This program, it is understood, will interest both TV and non-TV station operators. Industry leaders will take part and down-to-earth discussions are planned. TV receiving and transmitting equipment will be demonstrated.

The annual equipment exhibit will occupy over 25,000 feet in the Stevens Exposition Hall, under the lobby. The hotel is cutting a special entrance through the service building wall so exhibitors can back up 34-foot trailers into the basement, avoiding costly unloading and reloading in Chicago. This entrance is being provided at NAB's request.

Exhibits Open April 12

In charge of exhibit arrangements, as in past years, is Arthur C. Stringer, NAB director of special services. Exhibits in the basement are to open April 12. Convention registration takes place in the basement.

Light equipment as well as transcription and program services will be displayed on the fifth floor, which is called the "Magic Fifth Floor." Station managers are being urged by NAB to bring program directors and sales managers.

Exhibits will run for seven days —Wednesday April 12 through Tuesday, April 18—and exhibit rooms can be occupied to 3 p.m. Wednesday. Exhibitors will be billed for nine days.

Exhibitors in the Exposition Hall will be:

Andrew Corp., Broadcast Advertising Bureau, Broadcast Music Inc., Collins Radio Co., Daven Co., Allen B. DuMont Labs., Federal Telecommunication Labs., Gates Radio Co., General Electric Co., General Precision Lab., and RCA.

Light equipment and other exhibitors on the fifth floor will be:

Altec Lansing Corp., Amperex Electronic Corp., Ampex Electric Corp., Capitol Records Broadcast Division, Columbia Transcriptions, Bruce Eells & Assoc., Federal Telephone & Radio Corp., Harry S. Goodman Radio & Television Productions, Gray Research & Development Co., Graybar Electric Co., International News Service, Keystone Broadcasting System, Lang-Worth Feature Programs, London Library Service, C. P. MacGregor Electrical Transcriptions, Machlett Labs., Magnecord Inc., McIntosh Engineering Labs., Charles Michelson Inc., Presto Recording Corp., RCA, RCA Recorded Program Services, Raytheon Mfg. Co., SESAC, Standard Radio Transcription Services, Westinghouse Electric Corp., World Broadcasting System, and Frederic W. Ziv Co.

Programming of the Engineering Conference will be 60% television. This formula is based on a survey conducted among stations by Neal McNaughten, director of the NAB Engineering Dept. Mr. McNaughten will preside at conference sessions along with members of the NAB Engineering Committee headed by A. James Ebel, WMBD Peoria, Ill., committee chairman.

Among papers already on the agenda is one covering an engineering history of the broadcasting industry. It will be read by Raymond F. Guy, NBC manager of radio and allocation engineering.

RCA and NBC engineers will discuss in detail their UHF television experimental station at Bridgeport, Conn. NBC will go into objectives of the tests, with RCA engineers handling antenna and transmitter angles.

Six FCC and six industry representatives will meet in the annual FCC-Industry Roundtable to be held Saturday morning as the final formal event of the Engineering Conference. Prior to the formal Thursday opening, a Wednesday evening reception will be held.

The NAB Recording & Reproducing Standards Committee, meeting Saturday afternoon, will discuss new standards covering factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

The second annual Independent's Day is being programmed by Lee W. Jacobs, KBKR Baker, Ore., program chairman, and Ted Cott, WNEW New York, who recently retired as chairman of the NAB Unaffiliated Stations Committee. Mr. Cott has agreed to serve as program consultant on the Sunday all-day meeting, which he directed last year. Two recently elected members of the board will take active parts in the independents' meeting—Edgar Kobak, business consultant and president of WTWA Thomson, Ga., and Patt McDonald, WHHM Memphis. Both have been elected directors effective with the convention (see board election story, page 26).

Mr. Kobak's topic has not been announced. Mr. McDonald will be chairman of a panel discussion on means of capturing and increasing out-of-home audience including promotion material and special programming.

Dr. Sydney Roslow, president of The Pulse Inc., is to speak on the composition of the out-of-home audience and he will provide printed material covering his talk. William B. McGrath, WHDH Boston, will be chairman of a sports session in which sponsor and agency representatives will participate. NAB's legal staff is to supply a review of legal aspects of sports broadcasting.

The all-day independents' meeting will include a session on use of magnetic tape in programming and sales expansion, with demonstration of techniques including tape editing. Per inquiry and mail order business will be explored. Other topics include new programming tools, BMI services, and government and overseas program sources.

FM Meeting Set

At the FM meeting Monday morning the FM Committee will be in charge. New chairman of the committee is Matthew H. Bonebrake, KOCY-FM Oklahoma City. He succeeds Cecil D. Mastin, WNBF-FM Binghamton, N. Y., who has relinquished the post. Edward L. Sellers, director of the NAB FM Division, will handle details of the advance preparations.

A meeting of the committee will be held March 13 at NAB headquarters in Washington.

Tentatively scheduled for the agenda are such topics as store-broadcasting, transit and functional (leased receiver) services, from which many FM outlets obtain substantial income. AM-FM duplication, methods of promoting FM locally, audience studies, survey of receiver performance and mail-pull techniques will be on the FM program.

The foreign language meeting, running at the same time as the FM session, will be in charge of Ralph Weil and Arnold Hartley, vice presidents of WOV New York. Agenda for this meeting has not been announced.

NAB President Justin Miller will formally open the Management Conference at the noon luncheon Monday.

TAYLOR ADDITIONS

Halsey, Feihel Join Sales



Mr. Halsey



Mr. Feihel

BATES HALSEY and Robert Feihel have joined the New York sales staff of The Taylor Co., station representative, it was announced last Friday by Lloyd George Venard, vice president and eastern sales manager.

Mr. Halsey has been with the New York office of Weed & Co. for the past four years, and Mr. Feihel was with Edward Petry & Co.

WANNA SPIN A WEB AROUND SPIDER (Ky.)?

If you're bugged up about increasing your sales in Spider (Ky.), don't call on WAVE, Brother! We ain't squeamish — we just don't catch any audience up in them thar mountains!

Instead we set our NBC trap for the Louisville Retail Trading Area. WAVE's signal spins in every nook and cranny of these 27 high-income counties, delivering a real sales-sting to 215,000 radio families who have *almost as much buying power as all the rest of the State combined!*

Why be bugabooed by Spider when you can *flit* with WAVE? Quick, Henry, the contract!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

MARCH 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Avoid Mediamyopia*!

Keep SALES In SIGHT With



SPOT TV

...the advertising medium that sells direct

EDWARD PETRY & CO., INC.

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DETROIT • ST. LOUIS • SAN FRANCISCO
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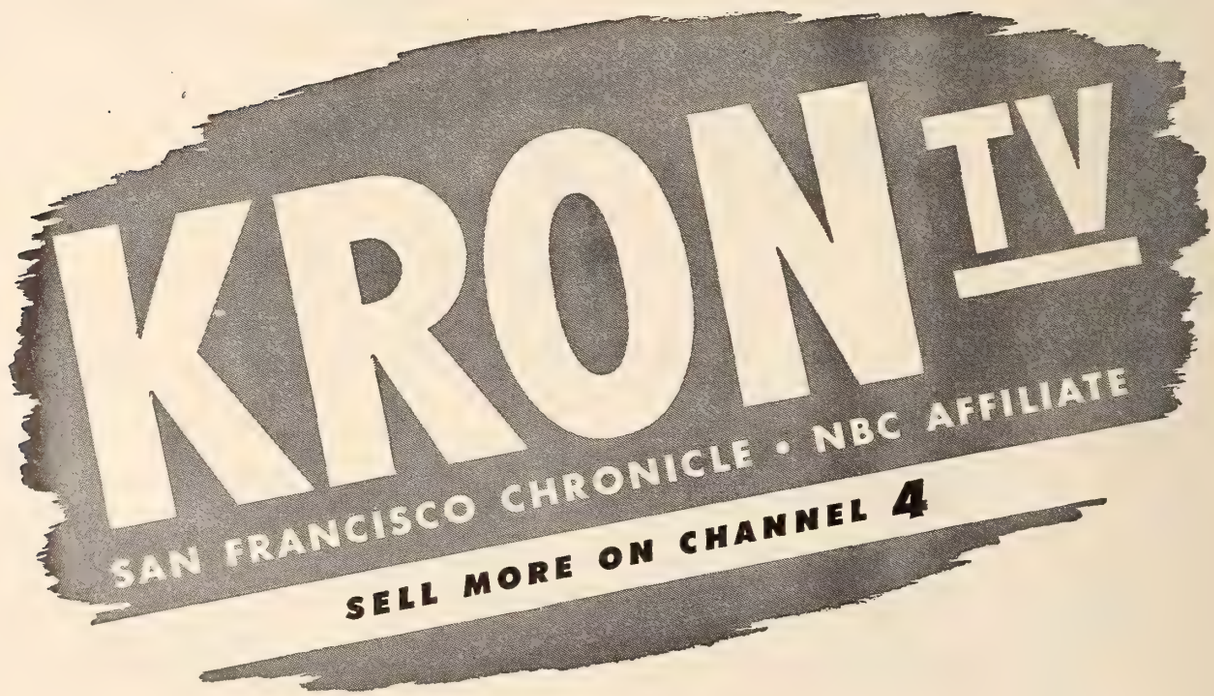
WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M'p'l's-St. Paul)
WTAR-TV (Norfolk)
KPHO-TV (Phoenix)
WOAI-TV (San Antonio)

*shortsightedness in selection of advertising media.

In This Issue: National TV Conference Agenda—Page 10
Film Buyers' Directory—Page 16

For all the favorite NBC network television programs...and really good local productions...everybody's watching KRON-TV...exciting new "Clear Sweep" television station that...

MAKES THE SAN FRANCISCO BAY AREA A "HOT" TELEVISION MARKET



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TELECASTING

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TV NETWORK GROSS

$12,294,513 in 1949

THE FOUR TELEVISION networks' gross time sales for the year 1949 totaled $12,294,513, according to data compiled by Publishers Information Bureau and released to BROADCASTING last week.

Analysis of the billings by networks shows NBC first in TV network time sales by a wide margin, with slightly more than half of the combined total accounted for in the NBC gross of $6,500,104. CBS ranked second with gross time sales of $3,446,893 for the year, followed by ABC with a gross of $1,391,991 and DuMont with $955,525.

Month-by-month data show TV network business following the normal network curve, rising to a peak in the spring, falling off to a midsummer low point, which was still well above the starting level, and climbing again at a higher level in the fall and winter.

Combined Gross Up

Combined network TV gross time sales rose from $423,285 in January to $897,221 in May, dropped to $625,564 in July (between the February and March levels) and hit a new high each month from September on, winding up the year with December time sales of $1,921,166.

RCA was the leading user of video network time during the year, purchasing $900,405 worth to advertise its radios, TV sets and 45 rpm records and turntables. RCA also led the field in December, when its gross purchases of TV network time amounted to $113,430.

RCA's advertising agency, J. Walter Thompson Co., was leading agency in video network time purchases during the year, spending $1,642,513 for this company and other clients.

The other TV network advertisers under the JWT aegis in 1949 were P. Ballantine & Sons, Ford Motor Co., Lever Bros. Co., Libby, McNeill & Libby, National Dairy Products Co., Scott Paper Co., Textron and Wine Advisory Board.

R. J. Reynolds Tobacco Co., second largest TV network user last year, ranked sixth in December. General Motors Corp., third for the year, stood fifth in the final month of 1949. Liggett & Myers Tobacco Co. ranked fourth both in the month and the year. (See Table II and Table III for the top 10 TV network advertisers for the year and the month of December.)

Young & Rubicam ranked second among agencies in the purchase of TV network time during 1949, spending $1,027,191 for time for the video programs of Bigelow-Sanford Carpet Co., Cluett, Peabody & Co., General Electric Co., General Foods Corp., Goodyear Tire & Rubber Co., Gulf Oil Corp., International Silver Co., Lever Bros. and Time Inc.

Kudner Agency ranked third, buying $1,013,966 worth of TV network time for Admiral Corp., General Motors Corp., Texas Co. and U. S. Tobacco Co. William Esty & Co. was fourth, spending $890,500 for network video time for Colgate-Palmolive-Peet Co. and R. J. Reynolds Tobacco Co. Newell-Emmett Co., which on Jan. 1 changed its name to Cunningham & Walsh, ranked fifth, with network TV time

(Continued on Telecasting 22)

TABLE I
TOTALS—NETWORK TELEVISION

	ABC	CBS	DuMont	NBC	Total
January	$ 6,273	$ 104,989	$ 51,330	$ 260,693	$ 423,285
February	18,674	135,036	72,200	353,055	578,965
March	26,352	190,865	81,352	476,800	775,369
April	47,359	186,616	87,851	477,843	799,669
May	132,146	243,241	61,394	460,440	897,221
June	119,835	198,161	58,646	399,790	776,432
July	119,674	114,401	73,714	317,775	625,564
August	115,002	164,471	66,154	284,160	629,787
September	155,480	271,938	91,556	470,080	989,054
October	217,199	590,626	80,143	937,294	1,825,262
November	214,660	677,836	124,435	1,035,808	2,052,739
December	219,337	568,713	106,750	1,026,366	1,921,166
January-December Total	$ 1,391,991	$ 3,446,893	$ 955,525	$ 6,500,104	$12,294,513

* * *

TABLE II

TOP 10 NETWORK TV ADVERTISERS IN 1949

1. RCA	$900,405
2. R. J. Reynolds Tobacco Co.	726,400
3. General Motors Corp.	664,511
4. Liggett & Myers Tobacco Co.	594,440
5. Admiral Corp.	471,816
6. National Dairy Products Corp.	453,990
7. Ford Motor Co.	443,705
8. P. Lorillard Co.	397,781
9. General Foods Corp.	365,696
10. DuMont Labs	340,671

TOP 5 ADVERTISING AGENCIES BUYING TELEVISION NETWORK TIME IN 1949

1. J. Walter Thompson Co.	$1,642,513
2. Young & Rubicam	1,027,191
3. Kudner Agency	1,013,966
4. William Esty & Co.	890,500
5. Newell-Emmett Co.	600,120

TABLE III

TOP 10 NETWORK TV ADVERTISERS FOR DECEMBER 1949

1. RCA	$113,430
2. Ford Motor Co.	106,980
3. National Dairy Prod. Corp.	88,765
4. Liggett & Myers Tob. Co.	79,300
5. General Motors Corp.	72,165
6. R. J. Reynolds Tob. Co.	68,380
7. Mohawk Carpet Mills	57,510
8. General Foods Corp.	52,990
9. Philip Morris Co.	43,053
10. Texas Co. and Westinghouse Electric Co.	41,900

* * *

COLOR HEARING RESUMES

3-Day Sessions

By LARRY CHRISTOPHER

FCC'S CONTROVERSIAL color television hearing, recessed since last Nov. 22, resumed last week for a three-day session to collect further direct testimony on progress since that time. This included:

● Announcement by RCA that its direct-view tri-color tube developments would be ready for demonstration this month and would lead to a comparatively inexpensive color receiver.

● Statement by both RCA and CTI that their systems were at stage now where they felt ready to sit down with FCC and draw up color standards.

● New demands by CBS for prompt adoption of color, based on six weeks' intensive testing as requested by FCC and which it was claimed failed to reveal a single deficiency fundamental to the CBS system.

● Indication by Color Television Inc. that in a couple of days it would have ironed out technical kinks which plagued earlier showing of its system to FCC and would be ready to re-demonstrate, if FCC wished.

Last week's sessions were held Monday, Tuesday and Wednesday and took a substantial bite out of the direct presentation still to be heard. The hearing was recessed again until March 15 following the Institute of Radio Engineers' 1950 convention in New York. It will be heard in three-day segments until conclusion [TELECASTING, Feb. 27].

End of Testimony

The average guess last week indicated the direct testimony may be completed within another three or four days. Then cross-examination would begin. FCC reported applications pending for cross-examination call for the return of practically every witness who has given direct evidence so far. Time estimates for the cross-examination total in excess of 50 hours, but it was explained this figure can range widely either way. With this intensive cross examining, it was believed an undetermined number of additional days might be taken up in rebuttal testimony.

When such rebuttal might be concluded and the way cleared for FCC to call for resumption of its general TV reallocation proceeding is still open to speculation in all quarters [TELECASTING, Feb. 6].

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs. Division, on Monday detailed technical developments in RCA's "compatible, all-electronic" color TV system since last November and reviewed results of test projects requested by the Commission. Of new achievements he particularly cited automatic sampling synchronization and color phasing to stop color and registration "wandering" [TELECASTING, Jan. 23, Feb. 13]; high level receiver sampling, which cuts video amplifier channels from three to

(Continued on Telecasting 18)

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Color Hearing Resumes 3
National TV Conference Agenda . . . 10
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Directory of Film Buyers 16
DuMont To Introduce Color System 19
Talent Groups Dispute Film Issue . 21

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Telefile:

Three-Year Old KSD-TV Alone Serves St. Louis Televiewers



MORE THAN 10 years of planning preceded the inaugural of KSD-TV St. Louis on Feb. 8, 1947, as the first completely post-war-equipped television station in the United States.

The idea of a sister station for KSD, 5 kw AM outlet operated by the *St. Louis Post-Dispatch*, was conceived by George M. Burbach, KSD's general manager. On November 4, 1936, Mr. Burbach wrote a letter to the Radio Corp. of America expressing the station's interest in television and its desire to be the first in St. Louis with a TV outlet.

Three years old last month, KSD-TV still is the only television station in America's ninth largest market.

Even during the early war years, discussions and correspondence between Mr. Burbach and RCA officials continued, and by November, 1943, KSD boldly requested RCA to assign precedence ratings for TV equipment to be ordered by the station. Six months later the Pulitzer Publishing Co. board of directors approved KSD's television plans and within two weeks an application for a TV construction permit was filed with the FCC.

KSD-TV had to wait two years to order its equipment, but, once it was ready, lost no time in getting delivery. Part of the equipment was flown to St. Louis by the *Post-Dispatch*-KSD plane in time to telecast the city's famous Veiled Prophet Parade and Ball, Oct. 8 and 9, 1946. These events, carried over a closed circuit, were viewed by 100 special guests of the station in a viewing room set up in the newspaper building. By Feb. 3, 1947, KSD-TV was ready with its first test program, using temporary studios and a 500-watt transmitter located in the old KSD plant on the roof of the Post-Dispatch Building. A group of RCA dealers watched the program at Hotel Statler, six blocks away. It included a man-on-the-street program, a sportscast, interviews with RCA executives, and films.

Five days later station was on the air with *News and Views*, *Ball Room Dancing*, and man-on-the-street and sportscast shows similar to those telecast on the test program. Within two days KSD-TV had signed 13 sponsors: Union Electric, Trimfoot Shoes, American Packing, Elgin Watch, Monsanto Chemical, Bulova Watch, Dazey Manufacturing, Botany Inc., Hyde Park Brewery, Johnson Shoe, Shell Oil, Bemis Bag, and the Missouri, Kansas, and Texas Railroad.

INAUGURATION of NBC Midwest Television Network in St. Louis' Kiel Auditorium Sept. 20, 1948 was featured by an entire program originated through the facilities of KSD-TV.

By July 1947 a new transmitter and tower were placed in service and in September 1948 KSD-TV had an opportunity to demonstrate the excellence of its facilities by originating, in conjunction with NBC, the first Midwestern Television Network show from the city's big Kiel Auditorium. And as if this were not enough to convince St. Louisans that television was there to stay, KSD-TV carried the Cleveland end of the 1948 World Series games via Midwestern Network.

* * *

SINCE the linking of the eastern and midwestern TV networks in January 1949 the station not only has picked up such headline events as the inauguration of President Truman but has originated nationally important programs of its own. Last November, KSD-TV covered both the wedding and subsequent reception of Vice President Alben W. Barkley and the former Mrs. Hadley. It was the first time the station had handled two remotes consecutively.

KSD-TV fed the Barkley-Hadley events to the NBC television network, with which it is affiliated. However, the station has agreements with CBS, ABC, and the DuMont TV networks as well.

* * *

The station's investment in equipment is approximately $500,000. Its main studio, in the Post-Dispatch Building, is 29 x 24 feet, with a 22-foot ceiling. The wall and ceiling treatment is of rock wool blanket and perforated transite, and the floor is isolated from the rest of the structure to eliminate unwanted sounds. A lighting grid is suspended two feet below the ceiling to facilitate the mounting of lights, microphones, props, etc. One of the permanent sets in the studio is a complete kitchen. A second smaller studio also is available.

The control room is elevated slightly above the studio floor giving the director a commanding view of the studio and the various monitors. The projection screening and film storage facilities are located on a mezzanine floor convenient to the television studio and general offices.

Two image orthicon cameras are normally used in the studio, but remote cameras can be transferred there easily when needed. Audio facilities consist of a six-channel consolette with the necessary auxiliary amplifiers for feeding outgoing lines. Facilities of the KSD master control room are available when required.

KSD-TV's projection room is equipped with an iconoscope film camera, a 16mm projector, two automatic slide projectors and a custom-built balopticon. The layout of equipment lends itself to smooth transition when the picture is changed from one device to the other.

The station's 5 kw transmitter and tower are located on the Post-Dispatch Annex Building, adjacent to the studios. Antenna is an RCA Superturnstile and is 544 feet above street level. KSD-TV operates with 16 kw ERP. Mobile unit, also RCA, is equipped with two image orthicon camera chains. A voltage regulator and the usual remote audio and lighting facilities also are included. The studio master switcher is a custom-built job.

Directly above KSD-TV's control room a clients' observation room has seats for 20 persons who may watch a program on the screen of a TV set or look down into the studio through a glass panel. Another observation room extends 49 feet across an entire side of the main studio, with seats for an audience of 40. Window areas of this room are unglazed so that laughter and applause can be picked up by microphones on the stage below.

The visitor to this balcony notes that the stationary studio facilities and the flexibility of portable equipment make it possible to have as many as four stage settings in use at the same time, with each set properly lighted and "dressed" for its part in a video show. There are complete stage facilities for producing virtually every type of studio telecast, from an informal interview between two persons over a tea table to elaborate musical and dramatic productions requiring large casts and many changes of scene.

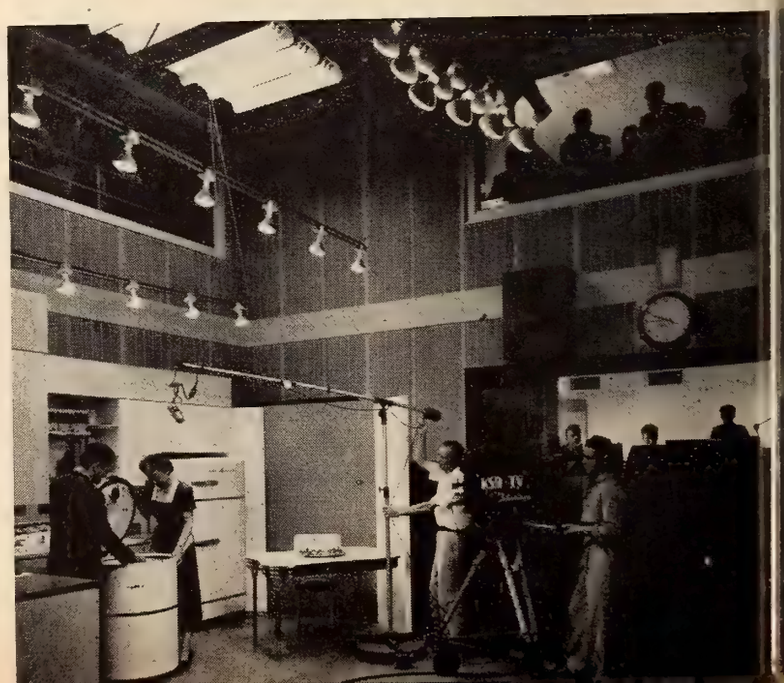
* * *

THE entire St. Louis metropolitan area of 1,500,000 is blanketed by KSD-TV's transmission. Although the theoretical range of reception is about 50 miles, regular program service reaches out 65 to 90 miles, and good reception has been reported from places many miles farther away.

Six months after the station took the air, there were less than 2,000 TV sets in the area. Today there are approximately 90,000, and research analysts report a numerical audience many times greater. Manufacturers and dealers of sets

(Continued on Telecasting 8)

* * *



KITCHEN set at north end of KSD-TV's main studio, shows clients' observation room above control room and audience observation balcony at upper left.



CIRCLE *Four* . . . CHANNEL *Four* . . . *Four* O'CLOCK

This brand can pull audience for *your* brand in Washington, D. C. Just a few short weeks ago, (five, to be exact) WNBW began the *"Circle Four Roundup,"* providing an organized vehicle for Western movies at four o'clock each afternoon, Monday through Friday. To *prove audience* and measure reaction, WNBW offered the *"Circle Four Roundup Rangers"* membership card to youthful viewers.

The results have been literally overwhelming. Over 20,000 members have written in to date. The one-hour-and-fifteen-minute period holds a 24 rating, ten times the highest rated competition on three other stations at the time.* These loyal WNBW fans are waiting for your message. Participation in regular meetings of the *"Circle Four Rangers"* is available. Call WNBW salesmen, or NBC Spot Sales.

Reasons for the sensational audience acceptance of *"Circle Four"* promotion and programming hint of other choice locations. A hard-hitting threesome is yours on WNBW . . . . habit viewing, strong promotion and choice programming. In a recently concluded survey,* it was not by chance that WNBW, with at least two other stations on the air, held 76% of the 1949 quarter-hour periods rated as either first or second in popularity.

*American Research Bureau

WNBW

NBC TELEVISION IN WASHINGTON

Telestatus

Estimates 1950 Set Production at 5 1-3 Million

(Report 101)

NEW HIGH estimate for 1950 TV set production—5⅓ million—was made last week by Television Shares Management Corp, Chicago TV investment firm, after extensive research with manufacturers of receivers and components. This figure is three-quarters of a million more than the previous top estimate, made informally by board members of the Radio Mfrs. Assn. at their quarterly meeting in Chicago three weeks ago.

New statistics were gathered by Edgar N. Greenebaum Jr., of TV Shares, who interviewed executives of the top 20 manufacturing firms, checking their projected figures with those of components suppliers.

Possible factors which could reduce demand and production drastically, however, according to Mr. Greenebaum, are (1) impairment of the general economic health, (2) critical shortages of component parts, such as cabinets, condensers, receiving tubes and resistors, (3) imposition of the proposed excise tax, and (4) prolonged continuation of the freeze.

Expected set production for the top 20 manufacturers follows:

Manufacturer	Units	Average Factory Price	Total Value Factory Price
Admiral	800,000	$145.00	$116,000,000
RCA	700,000	155.00	108,500,000
Philco	625,000	145.00	90,625,000
Motorola	535,000	135.00	72,225,000
Zenith	330,000	165.00	54,450,000
Emerson	330,000	145.00	47,850,000
General Electric	300,000	150.00	45,000,000
DuMont	190,000	225.00	42,750,000
Teletone	175,000	125.00	21,875,000
Hallicrafters	170,000	140.00	23,800,000
Westinghouse	150,000	155.00	23,250,000
Avco (Crosley)	150,000	150.00	22,500,000
Meck	150,000	115.00	17,250,000
Raytheon (Belmont)	140,000	135.00	18,900,000
Sylvania	120,000	155.00	18,600,000
Magnavox	100,000	215.00	21,500,000
Capehart-Farnsworth	100,000	160.00	16,000,000
Olympic	100,000	145.00	14,500,000
Garod (Majestic)	100,000	145.00	14,500,000
Hytron (Air King)	100,000	135.00	13,500,000
TOTALS	5,365,000	$149.78	$803,575,000

The next 12 manufacturers in order of expected production are Bendix, Fada, Hoffman, Muntz, Noblitt-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Wells-Gardner.

* * *

New Across-the-Board Rate for WPTZ (TV)

NEW rate policy for across-the-board advertisers on WPTZ (TV) Philadelphia has been announced by Alexander W. Dannenbaum, the station's commercial manager.

Mr. Dannenbaum disclosed that all local programs of five minutes or more in length which are telecast on five consecutive days per week will be available at the new rate of four-fifths of the regular card rate for the five programs per week. Under the new structure, he said, a sponsor using a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday cost. Mr. Dannenbaum explained that the new rate was instituted to compensate and encourage across-the-board program advertising.

Frequency discounts on WPTZ are accrued at the rate of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks of telecasting.

* * *

Woodbury College Starts TV Survey

WOODBURY COLLEGE, Los Angeles, March 1 started two-week survey in Los Angeles area on television audience habits. Among information being sought is program choice; sports attendance, reading and viewing habits; television's impact on viewer's home life; social and economic influences of television. In addition to Los Angeles study, the college will conduct special "fringe area" study in counties of San Diego, Riverside and Santa Barbara.

Professor Hal Evry is conducting the survey, the college's third. Students are assisting in the door-to-door operation.

* * *

WMCT Promotion Increases Set Sales

HEAVY promotion by WMCT (TV) Memphis of interconnection to coaxial cable (see TELECASTING 15) has resulted in a large increase of television set sales in station's coverage area. During February 4,675 sets were sold, the station reports, with many dealers reporting large back orders on hand.

Station also has completed a survey of set sales by factories direct to dealers. WMCT previously had reported only sets which passed through the hands of distributors.

Weekly Television Summary

March 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. Estimate	
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	16,414	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	10,269	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 59; Stations on Air, 101 Sets in Use 4,400,488

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

AM-TV RATING

Texaco TV Show Tops in N. Y.

A TELEVISION show, *Texaco Star Theatre*, had the largest New York audience of any program, either radio or TV, broadcast in that city in the first week in December, C. E. Hooper Inc. reported Wednesday. Coincidental telephone interviews with New York families showed six TV programs among the December first 15, which were:

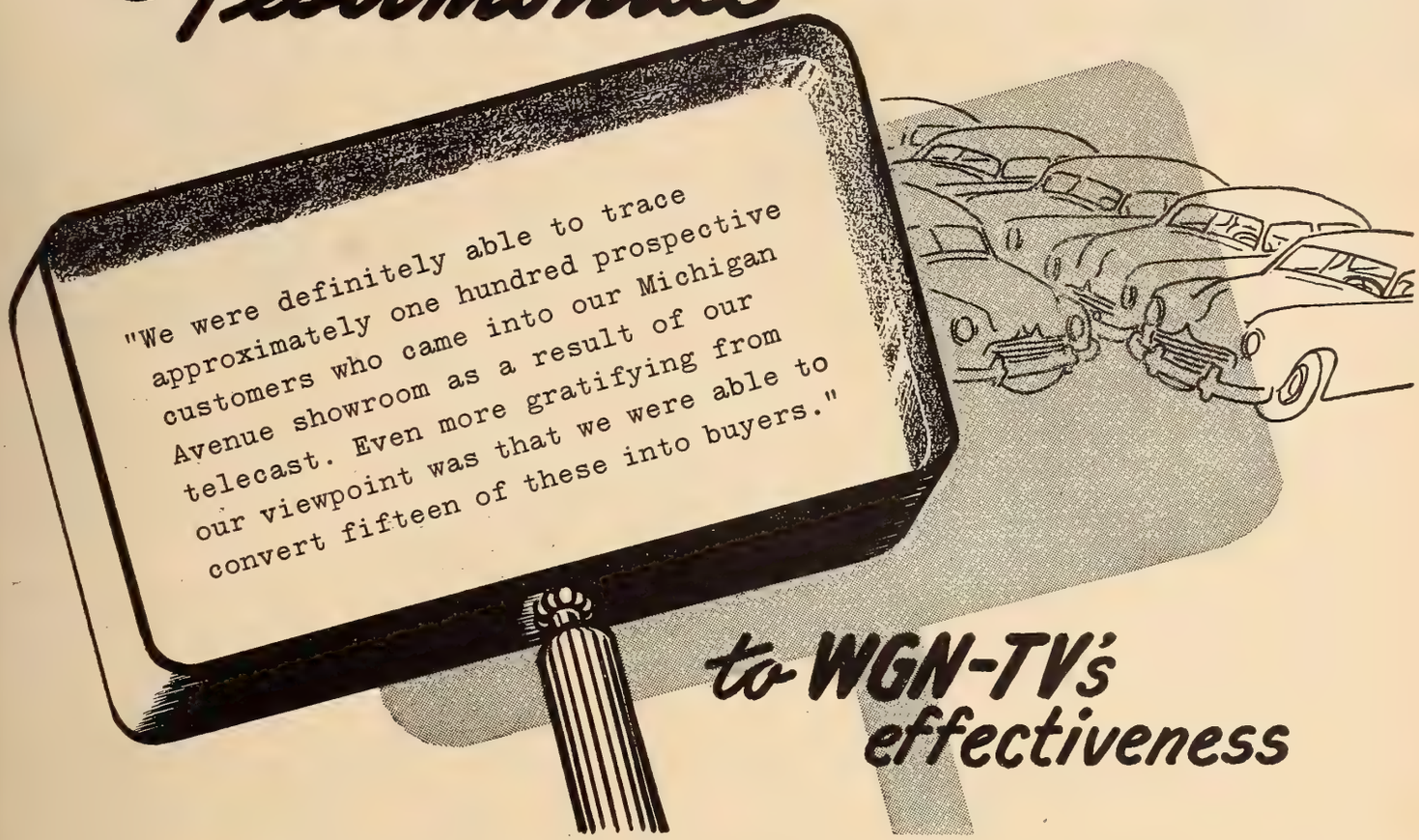
Program	Rating
1. Texaco Star Theatre (TV)	21.
2. Jack Benny (radio)	17.
3. Radio Theatre (radio)	17.
4. Toast of the Town (TV)	15.
5. Godfrey's Talent Scouts (TV)	14.
6. Godfrey's Talent Scouts (radio)	13.
7. Goldberg's (TV)	13.
8. Godfrey and His Friends (TV)	12.
9. Walter Winchell (radio)	12.
10. Bing Crosby (radio)	11.
11. This Is Your FBI (radio)	11.
12. My Friend Irma (radio)	11.
13. Amos 'n' Andy (radio)	11.
14. Suspense (radio)	11.
15. Fireside Theatre (TV)	11.

If the combined TV and radio audience for *Godfrey's Talent Scouts*, a simulcast, are taken as a single audience, that program would rank first with a total rating of 27.7.

Booklet for Doctors

BOOKLET titled "Color Television at Medical Conventions" has been mailed to more than 125,000 physicians throughout the country Smith, Kline & French Labs, manufacturer of pharmaceuticals, announced last week. Purpose of the booklet, the firm said, is to give schedule of the labs' color television demonstrations at medical conventions.

Testimonial



to WGN-TV's effectiveness

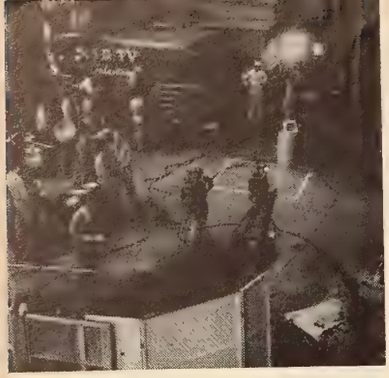
Yes, if it's sales success you want—it's WGN-TV in Chicago.

This testimonial to WGN-TV's effectiveness came from a Chicago automobile dealer. The amazing record of 15 cars sold, plus the one hundred prospective buyers, resulted from the firm's *first* program on WGN-TV.

Add this to WGN-TV's growing list of result stories, and you'll see why more and more advertisers recognize WGN-TV as the top television station in Chicago.

In Chicago . . . Channel 9
is more than a number
. . . it's a habit

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station



KSD-TV field crew set up equipment in Monsanto Chemical Co.'s St. Louis pilot plant to telecast demonstration of a wood preservative.

EDUCATIONAL TV
WBAL Sets Seminar March 8

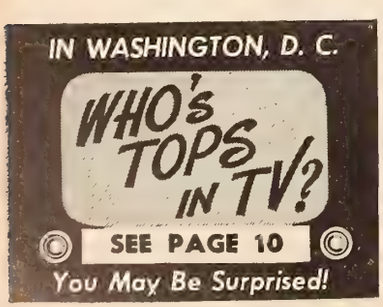
WBAL-TV Baltimore will hold a day-long conference March 8 on "Television and Education" to highlight the significance of telecasts directed to all TV-equipped schools (sets loaned by WBAL-TV) throughout the city.

Scheduled from 10 a.m. to 4 p.m., the session will open with a discussion on the effects of television on education and what has been accomplished to date. Participants will include Dr. Edwin W. Adams, associated superintendent of schools, Philadelphia; Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, Washington; Mrs. Gertrude G. Broderick, division of radio-visual education, U. S. Office of Education, and Dr. Roy K. Marshall, director of Morehead Planetarium, U. of North Carolina; P. T. Hines, WFMY-TV Greensboro, N. C.; Dr. Ormand L. Hunter, WFIL Philadelphia; L. V. Hollweck, RCA Victor, Camden, and other educators from Baltimore and eastern cities.

The conference members also will sit in on an actual lesson telecast to schools 2-2:45 p.m. Material for this feature, to be preceded and followed by introductory and supplementary exercises in the classroom, is prepared by members of the public school staffs under the direction of Mrs. Eleanora B. Kane, radio and television specialist for the Baltimore Board of Education.

L. A. Academy Day

LOS ANGELES Advertising Club will hold "Academy Day" at its regular meeting March 28 in honor of the Academy of Television Arts and Sciences, Los Angeles. Lloyd Dunn, vice president of Abbott Kimball Co. of California, will be chairman of the day.



Telefile: KSD-TV

(Continued from Telecasting 4)

bought more than 500,000 lines of advertising space in the *Post-Dispatch*, in 1949 alone, to stimulate more sales. The two other St. Louis newspapers sold an estimated 150,000 lines between them, it is reliably reported. (The *Post-Dispatch* netted more than $249,000 last year from strictly TV set advertising.)

KSD-TV's average time on the air during 1949 was 45 hours each week. Local programming took 776¼ hours, or 33.1% of the total air time for the year. Studio presentations took 397¼ hours, or 16.9%; remotes, 247¼ hours, or 10.6%; and film, 131¾ hours, or 5.6%. Total network programming for the year was 1,564 hours, of which 1,324¾ hours was cable (56.7%) and 239½ hours kinescope or film (10.2%).

Total commercial time was 1,533 hours, or 65.5%, with network commercial programs consuming 1,090 hours and local commercial shows 442¾ hours. Network sustaining programs took 473 hours, and local sustaining, 335 hours.

Special local remote programs carried during 1949 included, in addition to Vice President Barkley's wedding, the inauguration of Mayor Darst of St. Louis, Shriners program at Sportsmen's Baseball Park, the Veiled Prophet Ball and Parade, Shrine Parade, and Armistice Day Parade. Sports remotes included 60 baseball games, 20 basketball games, 10 hockey games, 8 horse racing dates, 4 college football games, 3 Golden Gloves fights, 1 wrestling match, 1 bowling contest, and 1 midget auto race. The station also telecast two St. Louis Symphony Concerts and an industrial program from the Monsanto Chemical Co.

* * *

KSD-TV's appeal to advertisers and effectiveness of the television medium in St. Louis are revealed by the following letter:

In 1947, the station had 30 sponsors, five days a week; in 1948, 57 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods during the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from mail response to sales and increase in dealerships. However, these few reports show the trend:

Russ David Entertains, sponsored by RCA Distributor 30 minutes one night weekly, started more than two years ago and is still very popular. It features a pianist playing request tunes, and a woman vocalist. During the show four phone calls are made to the TV audience for answers to a musical quiz. Mail has been consistently good. For a test, a small mechanical pencil was offered to anyone requesting a tune to be played or sung. A total of 4,985 pencils were awarded in one week.

Yur-Favorit Cakes. One announcement on a local show of records and chatter (4 to 4:15 p.m.) brought more than 500 requests for cards entitling viewer to a free cake.

PiDo Company. Nine one-minute announcements at 5 p.m. once a week brought 1,900 requests for free samples of company's products, PiDo, BisDo, and a plastic apron. No box tops or evidence of purchase was necessary, only a postcard with viewer's name and address.

Garland's. In a series of programs during which furs were modelled, three sales of mink coats, each costing $3,000, resulted from the one program devoted to mink coats.

Purity Bakeries. Sponsorship of Cardinals baseball games during a three-month period stimulated sales, and campaign considered highly successful.

Breweries have sponsored various sporting events on KSD-TV with much success reported. Griesedieck, Falstaff, and Stag are continuing sponsorships of baseball, hockey, wrestling, bowling, Golden Gloves fights, harness racing, and midget auto racing.

The station's local rates are $350 an hour for "A" time and $210 for "B" time. Network "A" time is $425 an hour.

KSD-TV is promoting itself outside the columns of the *Post-Dispatch*. Last fall a large display ad in the *Advertising Club of St. Louis Weekly* pointed to the large number of "readily-recognized" brands being advertised to the station's audience. The advertisement stated:

"For the advertiser who is still uncertain whether Television should be given any consideration when preparing his next promotion budget, KSD-TV submits a list of some of the readily-recognized brand names of products which are being advertised to the purchasing-powered KSD-TV audience at the present time:

Chevrolet . . . Pepsodent . . . Gillette . . . Chesterfield . . . Mars . . . Ford . . . Westinghouse . . . Griesedieck . . . Goodrich . . . Vaseline . . . Kellogg's . . . Pepsi-Cola . . . Mohawk . . . RCA . . . Colgate-Palmolive-Peet . . . Sanka . . . International Silver . . . Texaco . . . So-Good . . . Philco . . . Bigelow-Sanford . . . Pabst . . . Jell-O . . . General Electric . . . Kodak . . . Vitalis . . . Pevely . . . Alka-Seltzer . . . DuMont . . . Rival . . . Pall Mall . . . Masland . . . Kraft . . . Cities Service . . . Bulova . . . Mayrose . . . Speidel . . . Camels . . . Sealtest . . . Jaccard's . . . Admiral . . . Lux . . . Falstaff . . . Standard Oil . . . Lucky Strike . . . Seven-Up . . . Poll Parrot . . . Rinso . . . Dodge . . . Gulf Oil . . . Hudson . . . Old Gold . . . Schick . . . Cameo . . . Crosley . . . Firestone . . . Oldsmobile . . . Dill's Best . . . Forstner . . . Ronson . . Stag . . . Philip Morris . . . Drene . . . Hamilton . . . Bond . . . Goodyear . . . Kool . . . Ipana . . . Lustre Creme . . . Ironrite.

"Any similarity between the above names and 'Who's Who in Advertising' should dispel further uncertainty. And here's the payoff: In St. Louis, America's 9th largest market, EVERY Television Advertiser reaches the ENTIRE Television Audience with just ONE STATION . . . KSD-TV."

The station is under the direction of George M. Burbach, one of the broadcasting industry's most able administrators who has managed KSD since it took the air in 1922. Working close under Mr. Burbach is Program Director Harold O. Grams, who has been with the organization 12 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial manager. Ed Risk is chief engineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees include 20 on the technical staff and 17 in administrative and production work.

A definite vote of confidence in KSD-TV's future is voiced by Mr. Burbach who declares: "KSD-TV operated in the red for two and one-half years, however operating profit is now increasing each week. In two or three years profit from our television operation should be comparable with our best radio years. Profits from audio should gradually increase from the low earning level of 1949. The combined earnings from audio and television should far exceed any former record profit of audio only.



THE FORMER Drucie Snyder of St. Louis and Washington, daughter of Secretary of the Treasury Snyder, assists KSD-TV's Frank Eschen in an interview with Margaret Truman at the 1948 Veiled Prophet Ball, an annual event which traditionally opens the St. Louis social season.

AD COUNCIL ISSUE
Plans Bi-Monthly TV Bulletin

THE ADVERTISING COUNCIL has begun to issue a bi-monthly television bulletin to keep the industry posted on major public service campaigns. The bulletins will provide advertisers, agencies, networks, stations and program producers with information on material available from the Council for use in campaigns.

Stuart Peabody, assistant vice president of the Borden Co. and chairman of the radio and television committee of the Council, said the bulletins are to be issued because the Council had received numerous inquiries regarding availability of television material.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

WMAR-TV

Delivers

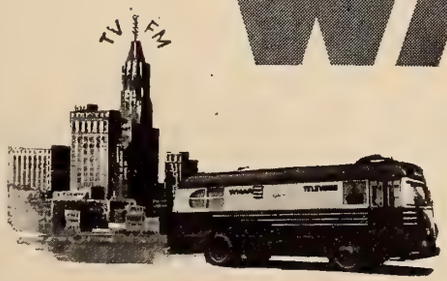
the largest evening audience of any radio or television station in Baltimore*

*Based on C. E. Hooper Inc. Report for Dec. 1949-Jan. 1950.

Average 6 p.m. to 10:30 p.m. Sunday through Saturday audience.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV



CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

National Television Conference
Palmer House, Chicago, March 6-8
Sponsored by the Chicago Television Council

AGENDA

Monday, March 6

10 a.m.-12 noon—Registration.

12-3 p.m.—Luncheon, welcome address by George Harvey, president of Chicago Television Council; Double keynote address, Joseph H. McConnell, president, NBC; John McLaughlin, advertising manager, Kraft Foods, Chicago.

3-5 p.m.—General panel meeting, "Three Viewpoints." James Stirton, general manager, ABC Chicago, moderator. Speakers: Robert Swezey, general manager, WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit; Alexander Stronach, national director of television program operation, ABC, representing the broadcaster who sells television; Seymour Mintz, advertising manager, Admiral Corp., Chicago, representing client who pays for television.

7-9 p.m.—Gridiron dinner, featuring satire on TV. Herb Graffis, Chicago *Sun-Times* columnist, toastmaster, with talent: Burr Tillstrom and Fran Allison of *Kukla Fran and Ollie;* Dave Garroway and stars from *Garroway at Large;* Claude Kirchner with members of the *Super Circus* cast; Al Morgan and Ernie Simon.

Tuesday, March 7

10 a.m.-12 noon — Panel meeting, "New Slants on Creating, Writing, Directing." Fred Killian, director of TV programming, ABC Chicago, moderator. Speakers: Agency viewpoint, Beulah Zachary, producer, *Kukla, Fran and Ollie;* station, Ted Mills, TV program manager, NBC Chicago; agencies, stressing art problems, Fred Bolton, art director, J. Walter Thompson, Chicago.

10 a.m.-12 noon — Panel meeting, "1950 Approach in Station Sales and Management." John H. Mitchell, general manager, WBKB (TV) Chicago, moderator; Speakers: Single station market, E. Y. Flanigan, general manager, WSPD-TV Toledo; multiple station market, Eugene Thomas, general manager, WOIC (TV) Washington; markets removed from coaxial cable, P. A. Sugg, general manager, WKY-TV Oklahoma City and F. Van Konynenberg, general manager, WTCN-TV Minneapolis; new station in new market, Sarkes Tarzian, general manager, WTTV (TV) Bloomington, Ind.

12:30-2:30 p.m.—Luncheon, "Color Now or Later." Clifton Utley, NBC-TV news commentator, moderator. Speakers: Richard Graver, vice president, Admiral Corp., Chicago; John Mitchell, general manager, WBKB (TV) Chicago; Earl Meyers, chief engineer, WGN-TV Chicago.

2:30-5 p.m.—Panel meeting, "TV Pays Off—Or Does It?" Holman Faust, account executive, Schwimmer & Scott, Chicago, moderator. Speakers: For children's shows, A. L. Johnson, advertising manager, International Shoe Co., St. Louis, and Bud Gore, advertising manager, Marshall Field & Co., Chicago; service shows, Phil Creedon, advertising manager, Edward Hines Lumber Co., Chicago; network shows, L. E. Waddington, representing Miles Labs., Elkhart, Ind., and Read H. Wight, radio-television director, J. M. Mathes Inc., New York, for Canada Dry Ginger Ale: spot announcements, William Fisher of the radio department, Young & Rubicam, Chicago for O'Cedar Corp.; participations, A. G. Whitmer, advertising and sales promotion manager of Kelvinator's Chicago territory.

Wednesday, March 8

10 a.m.-12 noon—Panel discussion, "What Research Can Contribute to Television in 1950." Robert Salk, Katz Agency, Chicago, moderator. Speakers: Melvin Beville, research director, NBC, New York; representatives of C. E. Hooper, A. C. Nielsen, The Pulse, Jay and Graham Organization and American Research Bureau. Preliminary report by Dr. Charles L. Allen, research director, Northwestern U., on special project on program costs sponsored by the Chicago Television Council.

10 a.m.-12 noon—Three addresses. Ralph Liddle, Commonwealth Edison Co., Chicago, moderator. "Theatre Television—The Theatre Owner's Contribution to Television," Robert H. O'Brien, secretary-treasurer, United Paramount Theatres, New York; "Phonevision," H. C. Bonfig, advertising manager, Zenith Radio Corp; Chicago; "Future Trends in Television Films," Russ Johnston, vice president, Jerry Fairbanks Films, New York.

12:30-2:30 p.m.—Luncheon. "Television's Place in the Broadcast Industry." Comdr. Mortimer Loewi, director, DuMont TV Network, New York. Introduction by George Harvey, Chicago Television Council president.

2:30-5:30 p.m.—Panel meeting, "Stations, Agencies Solve Program Problems." Arthur Holland, owner, Malcolm-Howard Agency, Chicago, moderator. Speakers: Studio problems—station, Monte Fassnacht, production supervisor, WENR-TV Chicago; agency, Norman Heyne, Ruthrauff & Ryan, Chicago; remote event problems, station, Don Cook, director, field operations. WGN-TV Chicago; agency. Arthur Fielden Campbell-Ewald, Detroit; television commercials producer's viewpoint, Joseph Betzer, Sarra Inc., Chicago; Jerry Campbell, Campbell-Cahill Studio. Chicago; agency viewpoint, Norman Lindquist, Atlas Film Corp., Chicago; Robert Knapp, Schwimmer & Scott, Chicago; music in television, Carl Haverlin, Broadcast Music Inc., New York; public service in television, Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

ADVANCE REGISTRATION

A—B

Ed Abbott, Foote, Cone & Belding; Frank Baker, Reincke, Meyer & Finn; Russell Baker, WOW Omaha; Kenneth C. Banes, Wade Advertising; James F. Brown, WBBM-CBS Chicago; Robert J. Burton, Broadcast Music Inc.

C—D

Clair Callihan, Leo Burnett; Peter A. Cavallo Jr., J. Walter Thompson; William B. Condon, Wade Advertising; Kenneth Craig, CBS Chicago; Jane Daly, Earle Ludgin Co.; Lyle DeMoss, WOW Omaha; Harry F. Dieter, Foote, Cone & Belding; Sam Cook Digges CBS Radio Sales-Television; Mildred B. Dudley, LeVally Inc.

F—G

Monte Fassnacht, WENR-TV Chicago; W. Arthur Fielden, Campbell-Ewald; Dale Fisher, Earle Ludgin Co.; Christ Ford, Needham, Louis & Brorby; C. Gibson Franks, Electric Assn.; Frank Furbuch, Meredith Publishing Co.; Mel Galliart, Joseph W. Hicks Organization; Charles Gay, Kircher, Helton & Collett Agency; W. V. George, Canadian Marconi Co.; L. M. Goodwin, United Film Service; Edward Gorman, Standard Rate & Data; Jonny Graff, WBKB (TV) Chicago; Edgar N. Greenebaum Jr., Television Shares Management Corp.; Lloyd Griffin, Free & Peters.

H

S. Payson Hall, Meredith Publishing Co.; George Harvey, WGN-TV Chicago; Carl Haverlin, Broadcast Music Inc.; Sherman Headley, WTCN-TV Minneapolis; George P. Herro, MBS Chicago; Ivan Hill, Ivan Hill Inc.; Walter N. Hiller Jr., The Toni Co.; L. P. Hillyer, United Film Service; James R. Hoel, Katz Agency; Arthur M. Holland, Malcolm-Howard Agency; Alfred C. Houser, Agency Service Corp.; John R. Howland, Zenith Radio Corp.; W. G. T. Hyer, W. Biggie Levin Agency.

J—K—L

Arthur R. Jones III, Douglas Productions; Kay Kennelly, Olian Advertising; Fred Killian, ABC Chicago; George L. Lahodny, Detroit Edison Co.; Genevieve Lemper, Foote, Cone & Belding; Norman C. Lindquist, Atlas Film Corp.; C. Ross Littig Jr., J. Walter Thompson.

M

MacCormack McEndree, Standard Rate & Data; W. J. McNally, WTCN Minneapolis; James McTighe, Olmsted & Foley; Stephen A. Machcinski Jr., Adam Young Television Inc.; Carroll Marts, MBS Chicago; J. Marty Jr., Admiral Corp.; Howard B. Meyers, NBC Chicago; Charles P. Michels, Gardner Advertising; Ted Mills, NBC Chicago; Jean Minetz, W. E. Long Co.; Maid Marion Montgomery, Stubbs-Montgomery; Mary Kinnavery Moore, American Institute of Baking; John Moser, Chicago attorney; Richard S. Mulford, Roche, Williams & Cleary; Merle K. Myers, Russel M. Seeds Inc.

N—O—P—Q

A. C. Nielsen, A. C. Nielsen Co.; Gordon A. Norberg, Wade Advertising; Irwin A. Olian, Olian Advertising; Garfield C. Packard, Paul H. Raymer Co.; C. B. Peterson, The Branham Co.; Barbara Porter, Wade Advertising; William R. Preston, WRVA Richmond, Va.; Sterling Quinlan, WBKB (TV) Chicago.

R—S

J. Leonard Reinsch, WSB-TV Atlanta; Robert B. Ridder, WTCN-TV Minneapolis; Hal Rorke, J. Walter Thompson Co.; T. L. Rowe, WLS Chicago; Wilson Royer, Eastman Kodak Co.; Jack Russell, Mutual Entertainment Agency; Robert H. Salk, Katz Agency; Ed Sherwood, Admiral Corp.; Larry Sherwood, The Calvin Co.; Harry B. Smart, Blair-TV Inc.; Floyd Smith, Campbell-Ewald Co.; Burt Squires, Broadcast Music Inc.; Hy M. Steed, WLAV Grand Rapids, Mich.; Robert Stone, Sesac Inc.

T—V

Lois M. Thompson, Robert Meeker Assoc.; Russ Tolg, BBDO; W. J. Tynan, Free & Peters; Evelyn Vanderploeg, Schwimmer & Scott; F. Van Konynenburg, WTCN Minneapolis; Gerald A. Vernon, ABC Chicago; Leonard A. Versluis, WLAV Grand Rapids, Mich.

W—Z

L. E. Waddington, Miles Labs.; I. J. Wagner, I. J. Wagner Co.; Allen Wallace, Needham, Louis & Brorby; Tom Wallace, Ivan Hill Inc.; R. W. Welpott, General Electric Co.; Reinald Werrenrath Jr., WNBQ (TV) Chicago; H. R. Williams, Stubbs-Montgomery Inc.; Beulah Zachary, NBC Chicago; A. G. Zink, General Electric Co.

WGN-TV Drops Sox

WGN-TV Chicago last week dropped its option on exclusive telecast rights to Chicago White Sox baseball games because the "asking price was too high" and the station did not sell the entire series. Although Peter Hand Brewery Co. Chicago, for Meister Brau Beer had signed for a third of the games including some pre and post programs, income would not have been enough to justify the expense, station officials said. Charles Comiskey, Sox vice president, is reported to have asked $125,000 for TV rights alone.



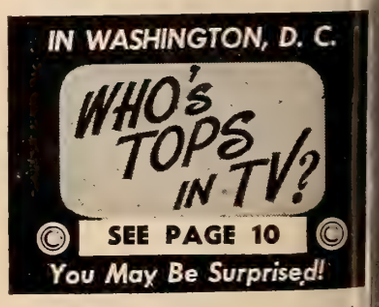
WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

WSYR 570 kc.
WSYR 94.5 mg.
WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
Headley-Reed, National Representatives





MAMA
sponsored by
Maxwell House Coffee, a
CBS Package Program
hailed by the press
as TV's "best regular
on the airways".

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

PM 5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30 45 9:00 15 30 45 10:00 15 30 45 11:00

ABC	Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Hollywood House* F (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (E-M)	*Dr. Fix -Um* L (E-M)	*Think Fast* L (E-M)			
CBS DuMont	*Overseas Press Club*	*Chuck Wagon*		*Mr. I. Magination*	*he Girls*		Crosley This Is Show Business		Lincoln-Mercur Toast of the To			
NBC					Co-op Front Row Center L E-M) (NI)							
	Armed Forces Hour L				*Leave It To The Girls* L		General Foods Aldrich Family L		Chesterfield Perry Como L			C
ABC												
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	International Silver Silver Theatre			
NBC			Co-op Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)	Co-op Manhattan Spotlight L (E)	*Vincent Lopez* L (E-M) (NI)	*Newsweek Views the News* L (E-M)		The	
	Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L		Fire Vo	
ABC												
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		*Lucky Pup* L (E-M)	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*Command Po*			
NBC			Co-op Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L(E-M)(NI)	*Court of Current I* (L) (E-M)			
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)	*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Sh L			
ABC									*On Trial* L (E-M)			
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers To Godfrey and His F L (E-M) K			
NBC			Co-op Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)		Phillips Packing Co. Easy Aces F(E-M)(NI)				
	Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)			Ford Motor Co. Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L			
ABC							General Mills Lone Ranger* F (E-M)		Stop the Mus Admiral & P. Lor L (E-M)			
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		Ipana Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*What's My Line* 3/2, 3/16 3/9, 3/23 *The Show*			
NBC			Co-op Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L (E-M)				
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)	*Wendy Barrie* L	Reynolds News F (E-M)	*The Black Robe* L		O	
ABC									*A Couple of Joes* L (E-M)			
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		Sundial Shoes Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	General Foods Mama		M	
NBC			Co-op Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)	*Manhattan Spotlight* L (E) (M) (NI)	*Vincent Lopez* L (E-M)	*Hands of Murder* L (E-M) (NI)		Broa Editi	
	Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L			
ABC							*Hollywood Screen Test* L (E-M)		Paul Whiteman TV Teen Club L (E-M)			C
CBS DuMont	*Ted Steele Show*	*Chuck Wagon*		TBA	*Lucky Pup*	*In the First Person*	*John Reed King Show*		Anheuser-Bu Ken Murray S 54th Street Re			
NBC							*Captain Video* L/F (E)		*Dinner Date* L (E-M)			
					American Forum of the Air L		*Mary, Kay & Johnny*					

Programs in italics are sustaining. Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L, (E).

CBS Nighttime

Monday, 11:15-25 p.m., *Blues by Bargy*; 11:25-30 p.m., News.

ABC

* Lone Ranger Thurs. 7:30-8 p.m. sponsored on 5 stations in Southeast by American Bakeries Co. General Mills on remainder of network

DuMont Daytime

10:45 Morning Chapel

11:00 Kathi Norris' You Shopper

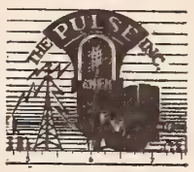
12:00 Headline Clues—F Putnam

PM

...erue ...1)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
	General Electric Fred Waring Show		*Pantomime Quiz*	*One Week In Review*	
	They Stand Accused L (E-M)		*Bowling Headliners* L (E-M)		
...heatre	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)		
Tea ...pouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Doubleday You Are An Artist
...an Show ...1)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
...bber Co. ...restone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	
			Tomorrow's Champions (to midnite)		
	Stage Door L (E)	Auto-Lite Suspense	Co-op Wrestling		*Blues by Bargy*
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
	Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L		Doubleday Ben Grauer Show L
	That Wonderful Guy L (E-M)	Co-op, Wrestling L (E-M)			
	Abe Burrows Almanac	Boxing	Pabst Beer International Boxing Club Bouts		Sunset Appl. J. Matthews Starts: 3/22 11-11:30
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)			
...ros, ...ock	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L		
	Esquire Boot Polish Blind Date L (E-M)	*Author Meets Critics* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
...let ...SA	*Escape*	H. H. Ayer Ilka Chase	*Blues by Bargy*	*Film Theatre of The Air*	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
Family	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L		
...les' ...1)	Libby, McNeill & Libby Auction-Aire L (E-M)	*Majority Rules* L (E-M)	*Roller Derby*		
...nolds ... Crime	Ford TV Theatre of the Air Actors Studio		Household Finance People's Platform	*Capitol Cloak Room*	*After Hours*
...ollywood ...lline Clues	Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)		
...ople	Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates with Life Begins at 80) L	Gillette Fights L	Chese-brough Greatest Fights (F)	
... Polish ...eman Club ...1)	*Roller Derby* L (E-M) (To conclusion)				
	R. J. Reynolds Ed Wynn Show	*Winner Take All*	*Film Theatre Of The Air*		
... King ...ective ...1)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
	Saturday Night Revue L				

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Margaret Johnson—songs
2:00-4:00 Shoppers Matinee

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 6, 1950
Copyright 1950



THE PULSE of ST. LOUIS

Available March 7, 1950, the first Pulse report for the St. Louis metropolitan area will cover radio listening for January-February.

◈

The Pulse of St. Louis will be issued bi-monthly, and will utilize the same interviewing technique employed in other Pulse radio reports.

◈

Other Pulse Radio Cities are:

NEW YORK — PHILADELPHIA
LOS ANGELES — CHICAGO
CINCINNATI — WASHINGTON, D. C.
BOSTON — SAN FRANCISCO
NORTHERN NEW JERSEY

◈

Monthly Telepulse Reports are Issued in:

NEW YORK — BOSTON
CINCINNATI — PHILADELPHIA
CLEVELAND — CHICAGO
LOS ANGELES — WASHINGTON, D. C.

◈

For Radio and Telefacts in These Markets

Ask The PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN



STAGE DOOR
is a warm-hearted,
audience-holding
CBS Package Program
custom-tailored
to the needs of
an alert advertiser.

Louise Allbritton
and Scott McKay
co-starred in a vivid
and suspenseful saga
of the ups and
downs of American
show business.

FASHION SHOW
Live Style Series on WOAI-TV

WITH heavy emphasis on the fashion theme but also pointed up with features aimed at the family audience, Wolff & Marx Co., San Antonio department store, has launched what is claimed to be the first complete, live telecast devoted to style advertising in the Southwest.

Titled *Fashions In Your Living Room*, the program is scheduled Monday nights on WOAI-TV San Antonio. According to Norman C. Netter, Wolff & Marx Co. president, the series is designed to take advantage of the intimacy, informality and timeliness offered by the TV medium adapted to the particular requirements of fashion



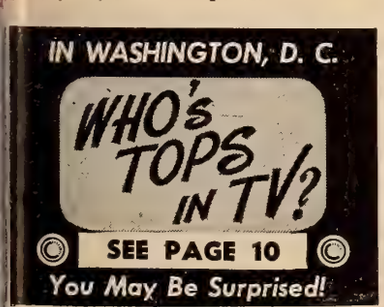
Planning the new style show are (l to r) Wolff & Marx President Norman C. Netter, Mr. Forchheimer and Mr. Vance.

* * *

presentation. Local interest features are introduced to appeal to the family audience.

Invitations to view the premiere presentation in the television homes of San Antonio and vicinity were mailed to the thousands of Wolff & Marx charge account customers in the area. Newspapers also figured in the heavy promotion. Produced and placed by Bernard M. Brooks Advertising, San Antonio, the telecasts are supervised by Carl Proll, Wolff & Marx publicity director. Leona Bender, the store's fashion coordinator and stylist, handles commentaries and presentation of merchandise and models. Also instrumental in arranging the series were Fred Vance of WOAI-TV and Paul Forchheimer of the Brooks agency.

WBAP-TV Ft. Worth, Tex., has reduced its use of film by one-half in past year, station reports.



MEMPHIS TV
AT&T Announces Network Interconnection

AT & T last week announced extension of Bell System's network television facilities to Memphis, Tenn.—the first addition in 1950—with completion of coaxial cable by Southwestern Bell Telephone Co., Southern Bell and AT & T's Long Lines Dept.

Memphis became the 26th city capable of receiving direct network telecasts through Bell facilities, which now extend about 9,000 channel miles. Additionally, Memphis now is the southernmost point served by network television. The new link was made possible by adding special equipment to an existing section of cable running south of St. Louis, according to AT & T's Long Lines Dept.

Network service should be available by the end of this year to more than 40 cities, stretching north to Minneapolis, south to Jacksonville, Fla., and west to Omaha, the Long Lines Dept. said. Network will cover roughly some 15,000 channel miles.

Other Plans

Other cities slated to be hooked up in 1950 include Norfolk, Va., by April and Greensboro and Charlotte, N. C., Atlanta, Birmingham and Jacksonville by September. They will receive video network programs by cable running south from New York via Philadelphia, Washington and Richmond.

Programs from New York reach St. Louis via Chicago. Enroute to Memphis the cable crosses the Mississippi from east to west at St. Louis and again, from west to east, at the Tennessee metropolis.

Network television service also is being provided in some areas of the nation by radio relay. Construction is underway between New York and Chicago, Chicago and Milwaukee, and between other major cities.

Arrival of the cable in Memphis was preceded by radio, TV and newspaper promotion sponsored by WMCT(TV). Since Feb. 1 the station has used a series of teaser ads in Memphis papers, building up to full page advertisements on March 1, "cable day." Jingles also were used on WMCT affiliates. Climaxing the promotion was a parade Feb. 20, arranged by TV distributors and WMCT, in which 28 floats and trucks participated.

'CENSOR' CHARGE
Getschal Accuses Paramount

BUDD GETSCHAL, head of Getschal & Richard, New York advertising agency, has sent a letter to Barney Balaban, president of Paramount Pictures, accusing Paramount of "bullying and intimidation." He charges the firm with seeking to "censor" a series of radio commercials and newspaper advertisements placed in behalf of Frost Television stores which have been broadcast over New York radio and television stations and published in newspapers recently.

The advertising executive said the Frost stores had been employing a sales message which included the fact that it was possible to buy a television set on a credit plan at the rate of "less than the cost of two movie tickets per week" and get "much more entertainment."

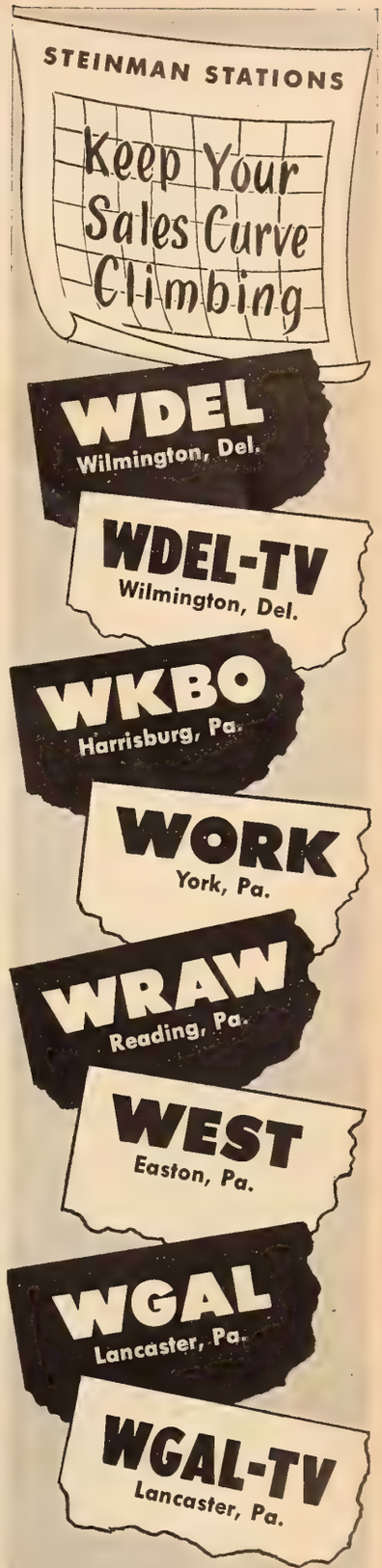
Mr. Getschal said that he was informed that a Paramount official wrote to radio stations threatening that the company would stop all motion picture advertising on the air unless the copy were altered to exclude the phrase.

SET SHIPMENTS
RMA Reports 3,182,351 in '49

A TOTAL of 3,182,351 television receiving sets had been delivered in the United States by the end of 1949, according to an analysis by Radio Mfrs. Assn. The RMA figures cover member manufacturers, who are estimated to produce between 80% and 85% of all television sets turned out in the United States.

TV set shipments by areas for the year 1949 and cumulative since Jan. 1, 1947, as reported by RMA members, follow:

TV Service Area	1949	Accumulative (From Jan. 1, 1947)
Albany	27,032	39,811
Albuquerque	758	1,004
Atlanta	14,242	19,073
Baltimore	62,175	90,276
Birmingham	5,679	5,702
Boston	143,669	182,616
Buffalo	41,201	50,305
Charlotte	7,031	7,262
Chicago	230,845	310,261
Cincinnati	73,890	87,977
Cleveland	75,411	96,719
Dallas	14,802	21,089
Davenport	6,684	7,132
Detroit	109,307	135,643
Erie	4,240	4,543
Greensboro	1,862	1,862
Houston	6,862	9,121
Huntington	2,650	2,650
Indianapolis	14,270	14,842
Jacksonville	3,160	3,160
Kansas City	25,076	25,625
Los Angeles	196,941	273,866
Louisville	9,250	12,369
Memphis	5,356	8,458
Miami	6,228	7,071
Milwaukee	34,335	47,274
Minneapolis	29,440	35,676
Nashville	342	397
Newark	152,080	255,606
New Haven	29,801	46,873
New Orleans	7,239	11,222
New York City	368,655	641,684
Oklahoma City	8,423	8,451
Omaha	10,381	10,418
Philadelphia	206,073	335,312
Phoenix	2,166	2,166
Pittsburgh	48,958	55,096
Portland	1,041	1,175
Richmond	8,753	11,974
St. Louis	45,328	61,580
St. Petersburg	284	328
Salt Lake City	4,218	5,219
San Antonio	4,690	4,690
San Francisco	29,705	42,002
Seattle	9,038	13,607
Syracuse	15,937	18,340
Toledo	25,988	31,618
Tulsa	7,194	7,194
Washington	57,551	88,147
Unallocated	31,732	27,865
TOTAL	2,227,973	3,182,351



Directory of Film Buyers At U. S. Television Stations

As Compiled in Special TELECASTING Survey

FILM fills an important place in television station operation. On stations not interconnected by coaxial cable or microwave relay this place is often vital.

Because of that importance TELECASTING presents this up-to-date list of film buyers and, where available, the number of hours of film used by each station.

Although conditions vary widely from station to station, an average of 10.28 hours of film a week was used by those outlets where figures are available. The average for noninterconnected stations is slightly above the average for all stations—12.46 hours per week—while interconnected stations showed an increase of 8.58 hours per week devoted to film programming.

* * *

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
		ALABAMA			
BIRMINGHAM	WAFM-TV	2029 First Ave., N.	L. F. Baxter Prog. Mgr.	No	10
	WBRC-TV	WBRC Bldg.	G. P. Hamann Mgr.	No	21
		ARIZONA			
PHOENIX	KPHO-TV	KPHO Bldg.	C. Wester Prod. Mgr.	No	8
		CALIFORNIA			
LOS ANGELES	KECA-TV	Prospect & Talmadge	P. Booth Prog. Dir.	No	....
	KFI-TV	141 N. Vermont Ave.	K. Higgins Prog. Mgr.	No	....
	KLAC-TV	1000 N. Cahuenga Blvd.	F. Henry Prog. Dir.	No	....
	KNBH	1500 N. Vine St.	R. V. Brown Prog. Dir.	No	....
	KTLA	5451 Marathon St.	G. Wright Prod. Coord.	No	....
	KTSL	1313 N. Vine St.	C. Glett V.P. charge of TV	No	....
	KTTV	1025 N. Highland Ave.	R. M. Purcell Prog. Dir.	No	....
SAN DIEGO	KFMB-TV	1375 Pacific Blvd.	Al Flanagan Prog. Dir.	No	....
SAN FRANCISCO	KGO-TV	155 Montgomery St.	B. Wright Prog. Dir.	No	....
	KPIX	Mark Hopkins Hotel	S. Spillman Prog. Dir.	No	....
	KRON-TV	901 Mission St.	P. Crafton Prog. Dir.	No	....
		CONNECTICUT			
NEW HAVEN	WNHC-TV	1110 Chapel St.	J. O'Brien Prog. Dir.	Yes	....
		DELAWARE			
WILMINGTON	WDEL-TV	10th & King Sts.	J. Alshead Prog. Dir.	Yes	....
		DISTRICT OF COLUMBIA			
WASHINGTON	WMAL-TV	724 14th St.	C. Bloomquist Film Ed.	Yes	8¾
	WNBW	Trans-Lux Bldg.	G. Dorsy Asst. Prog. Dir.	Yes	....
	WOIC	40th & Brandywine Sts.	Miss M. Ashburn Film Dir.	Yes	6
	WTTG	12th & E Sts.	J. Huber Film Supvsr.	Yes	2
		FLORIDA			
JACKSONVILLE	WJAX-TV	1 Broadcast Pl.		No	Not on Air
	WMBR-TV	605 S. Main St.	P. Acosta Prog. Dir.	No	15
MIAMI	WTVJ	17 N. W. Third St.	C. N. Lucas Prog. Mgr.	No	....
		GEORGIA			
ATLANTA	WAGA-TV	1032 W. Peachtree St.	W. R. Terry Prog. Dir.	No	18
	WCON-TV	11 Forsyth St., S.W.		No	Not on Air
	WSB-TV	10 Forsyth St., N.W.	J. Hendrix Film Dir.	No	13½
		ILLINOIS			
CHICAGO	WBKB	190 N. State St.	A. Rhone Film Dir.	Yes	15
	WENR-TV	20 N. Wacker Dr.	J. D. Berg Film Dir.	Yes	9
	WGN-TV	435 N. Michigan Ave.	Eliz. Bain Film Dir.	Yes	15
	WNBQ	Merchandise Mart	Isabelle Cooney Film Dir.	Yes	7
ROCK ISLAND	WHBF-TV	18th St. at Third	F. W. Cooke Prog. Dir.	No	Not on Air
		INDIANA			
BLOOMINGTON	WTTV	535 S. Walnut St.	R. Petranoff Prog. Dir.	No	....
INDIANAPOLIS	WFBM-TV	48 Monument Circle	H. L. Kibbey Prod. Dir.	No	10



Kling STUDIOS, INC. CHICAGO
601 North Fairbanks Court
Offices: New York, Detroit, Cincinnati

AMERICA'S LARGEST VISUAL ADVERTISING STUDIO

KPHO-TV Names Petry

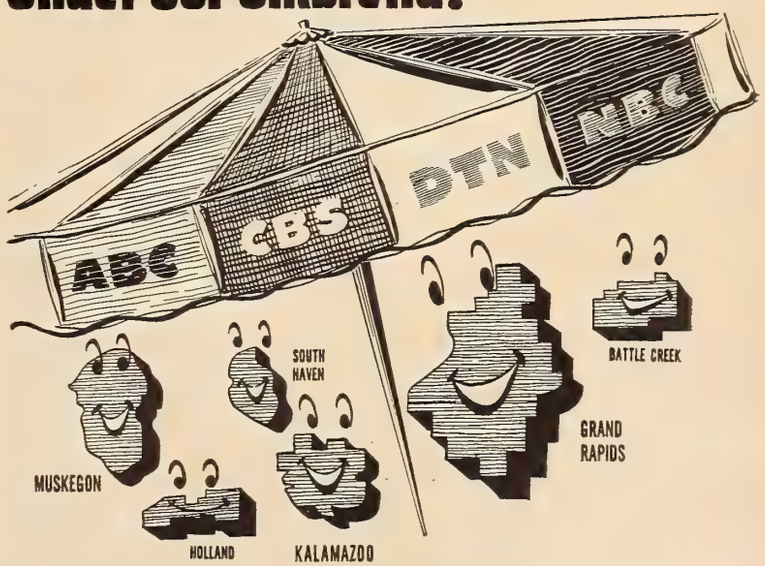
APPOINTMENT of Edward Petry & Co. Inc., as exclusive national sales representative for KPHO-TV Phoenix, Ariz., was announced by the station representative last Wednesday. Petry informed agencies and advertisers that KPHO-TV carries "top programs" of the four major TV networks, and choice spot adjacencies are available.

IN WASHINGTON, D. C.
WHO'S TOPS IN TV?
SEE PAGE 10
You May Be Surprised!

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
IOWA					
AMES	WOI-TV	Service Bldg., ISC Campus	E. Wegener Film-Prod. Dir.	No	20
DAVENPORT	WOC-TV	805 Brady St.	C. Freburg Prog. Dir.	No	....
KENTUCKY					
LOUISVILLE	WAVE-TV	334 E. Broadway	J. H. Boyle Dir. of TV	No	4
	WHAS-TV	6th & Broadway	Ed Driscoll Film Dir.	No	Not on Air
LOUISIANA					
NEW ORLEANS	WDSU-TV	520 Royal St.	Rose Wetzel Film Ed.	No	24
MARYLAND					
BALTIMORE	WAAM	3725 Malden Ave.	H. B. Cahan Prog. Mgr.	Yes	3
	WBAL-TV	2610 N. Charles St.	W. Freiert Prog. Mgr.	Yes	....
	WMAR-TV	Baltimore & Charles St.	D. Stickle Film Dir.	Yes	7½
MASSACHUSETTS					
BOSTON	WBZ-TV	1170 Soldiers Field Rd.	W. G. Swan Prog. Mgr.	Yes	....
	WNAC-TV	21 Brookline Ave.	G. W. Steffy Prog. Dir.	Yes	....
MICHIGAN					
DETROIT	WJBK-TV	500 Temple Ave.	L. Pike Prog. Dir.	Yes	....
	WWJ-TV	622 W. Lafayette	M. Wissman Gen. Prog. Mgr.	Yes	....
	WXYZ-TV	ABC Television Center	Aune Batson Film. Dir.	Yes	4½
GRAND RAPIDS	WLAV-TV	6 Fountain St., N.E.	H. Kaufman Prog. Dir.	No	7¼
KALAMAZOO	WKZO-TV	124 W. Michigan Ave.	E. E. McKean Prog. Dir.	No	Not on Air
LANSING	WJIM-TV	1500 Bank of Lansing Bldg.		No	Not on Air
MINNESOTA					
MINNEAPOLIS-ST. PAUL	KSTP-TV	3415 University Ave.	D. Franklin Prog. Dir.	No	....
	WTCN-TV	50 S. Ninth St.	Judy Bryson Prog. Dir.	No	....
MISSOURI					
KANSAS CITY	WDAF-TV	1729 Grand Ave.	Bill Bates Prog. Dir.	No	8
ST. LOUIS	KSD-TV	1111 Olive St.	H. Grams Prog. Dir.	Yes	....
NEBRASKA					
OMAHA	KMTV	2615 Farnam St.	G. E. Harris Prog. Mgr.	No	12
	WOW-TV	Insurance Bldg.	L. DeMoss Asst. Gen. Mgr.	No	....
NEW JERSEY					
NEWARK	WATV	1020 Broad St.	R. M. Paskow Film Dir.	Yes	40+
NEW MEXICO					
ALBUQUERQUE	KOB-TV	Fifth & Silver	G. S. Johnson Mgr.	No	12
NEW YORK					
BINGHAMTON	WNBF-TV	P.O. Box 48	L. L. Rogers Oper. Mgr.	No	4
BUFFALO	WBEN-TV	Hotel Statler	E. J. Wegman Asst. Prog. Dir.	Yes	5
NEW YORK	WABD	515 Madison Ave.	A. J. Jaeger Dir., Film Dept.	Yes	7¾
	WCBS-TV	485 Madison Ave.	H. A. Theis Dir., Film Operations	Yes	9
	WJZ-TV	7 W. 66th St.	N. Fowler Dir. of Film	Yes	4
	WNBT	30 Rockefeller Plaza	J. Cron	Yes	4
	WOR-TV	1440 Broadway	N. Livingston Dir. of Comm. Prog. Oper.	Yes	4¾
	WPIX	220 E. 42nd St.	Ed Evans Dir. of Film. Progs.	Yes	11
ROCHESTER	WHAM-TV	Rochester Radio City	C. Siverson Prog. Dir.	Yes	7
SCHENECTADY	WRGB	60 Washington Ave.	A. G. Zink Supvsr. of Sta. Progs.	Yes.	4
SYRACUSE	WHEN	101 Court St.	E. P. Roden Prog. Mgr.	Yes	2½
	WSYR-TV	224 Harrison St.			Not on Air
UTICA	WKTV	Smith Hill Rd.	V. Cromwell Film Mgr.	Yes	6
NORTH CAROLINA					
CHARLOTTE	WBTV	Wilder Bldg.	L. Walker Asst. Gen. Mgr. Chg. of TV	No	....
GREENSBORO	WFMY-TV	212 N. Davie St.	T. W. Austin Prog. Dir.	No	4
OHIO					
CINCINNATI	WCPO-TV	2345 Symmes St.	H. LeBrun TV Sta. Dir.	Yes	....

(Continued on Telecasting 20)

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.



THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

CHEAPER-- BUY THE 1/4 DOZEN!

10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—totals 157,900 as of February 1.

WLW-TELEVISION

WLW-T CINCINNATI · WLW-D DAYTON · WLW-C COLUMBUS

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

Color Hearing Resumes

(Continued from Telecasting 3)

one, and portable field pick-up equipment, as well as the tri-color tube work.

Dr. Engstrom, stating the direct-view tri-color tube work was "on schedule" as promised last fall, testified that several types of tubes are in varying stages of progress. "Two of these types are undergoing tests in research model receivers and both show an attractive picture with good resolution and good color," he said. "The other types . . . show considerable promise, although they are not as far advanced in development as the two types which we shall demonstrate. Within the next few weeks we expect to make this demonstration." This meant during March, he said.

The RCA witness explained that this single tri-color picture tube development would mean RCA could produce "in the not too distant future a fully-electronic color television receiver with but 10 to 15 tubes more than for a comparable black-and-white receiver." The RCA 16-inch monochrome table model set now has 27 tubes, he said, and the simplified three-tube color set now at the labs has 64 tubes.

Upon questioning, Dr. Engstrom estimated this meant that a direct view color set will cost only 1½ times a comparable black-and-white set, not counting the tri-color tube itself for which no production cost estimates are available at this early period. He explained that increasing the size of the tri-color tube made its production problem simpler.

He also said the tri-color tube could be used in both the CTI and CBS systems and would eliminate the mechanical features of the latter. Here Comr. Frieda B. Hennock asked what objections of his would then remain to the CBS system and he replied CBS lack of compatibility and performance. He said RCA's system still has better resolution, flicker-freedom, brightness and clarity.

Chairman Wayne Coy pointed out that the Chapin-Roberts automatic adaptor, which allows monochrome sets to reproduce both CBS and RCA color signals in black-and-white, solves the compatibility problem. He indicated that with 4,000,000 sets now on the market and annual production running at the same figure, two-thirds compatibility would be achieved in only two years.

Standards Issue

Regarding standards for color TV, Dr. Engstrom reminded the Commission he had testified last September that within six months RCA could "talk standards" and that it now was ready to do so in view of the great progress realized since that time. He conceded in some respects not all necessary information was available yet, but that these few details would not require further delay.

Reciting considerable detail of RCA field tests and system developments, Dr. Engstrom also informed FCC that "we will shortly have a group of receivers available for use by persons other than members of the RCA technical staff" which would permit public participation in testing of color equipment.

Adrian Murphy, CBS general executive vice president, on Monday afternoon outlined extensive equipment and public reaction tests which CBS has conducted in the field since last November. "Our tests were carried out substantially as planned," he said, "without the assistance of any major equipment manufacturer, and without even the offer of such assistance."

Stressing that CBS has made every effort to supply facts called for by FCC last November upon recessing the hearing, Mr. Murphy invited comparison of the CBS efforts with those of RCA and Radio Mfrs. Assn. "in providing concrete information to assist the Commission in reaching a constructive decision."

He charged that the "delinquence of RMA and RCA in providing their respective shares of the data asked for should not be permitted to frustrate the public interest in the prompt adoption of color."

This charge drew immediate request from Comr. Hennock for specific details. Mr. Murphy said RCA has installed no sets in homes, has given no public showings and not supplied needed cost estimates.

Mr. Murphy outlined the public tests made at the Walker Bldg. in Washington, where 18,000 people saw some 90 shows during Jan. 12-Feb. 1 and Feb. 13-21. These were relayed to Philadelphia and New York where additional public showing was possible. He also reviewed color TV medical demonstrations held in Washington, Chicago and Atlanta in conjunction with Smith, Kline & French Labs., technical tests made by others and equipment refinements. In summary he said:

"The color television tests we have conducted here revealed no specific problems or deficiencies as to fundamental color system, color apparatus, color station operation, or color network operation. Such problems as we did encounter were identical with those met day after day in black-and-white television operations."

Back on the stand Tuesday morning, Mr. Murphy was questioned closely by Edward K. Wheeler, RMA counsel, on CBS' refusal thus far to be represented on RMA's new National Television System Committee, which will work on color standards.

Mr. Murphy said CBS could not join until the network was advised of NTSC objectives, but would participate if assured the committee would consider "non-compatible" as well as compatible color systems and would not be used as a device to delay color.

In response to Comr. Hennock, Mr. Murphy said he felt FCC could adopt either rigid one-system standards for color, or broad standards which would permit the use of more than one system.

He said he would prefer the RCA color system if it were proved to be no more expensive than, and at the same time would out-perform, the CBS system.

Murphy's Stand

Mr. Murphy contended, however, that the RCA system, although "compatible" with present black-and-white standards, could not provide color TV on a network basis at the present time since existing coaxial cables turn RCA color into monochrome. He was reminded that a radio relay now being completed between New York and Chicago will permit transmission of RCA color in color.

Jay W. Wright, CBS chief radio engineer, presented data on color TV interference tests which he said showed that the differences between interferences of the color, CBS 405-line black-and-white, and standard 525-line black-and-white systems to both color and monochrome "are so small that they should permit adoption of the same general allocation standards and the same assignment of channels, regardles of which type of transmission is employed."

In answer to FCC questioning, Mr. Wright said he felt FCC's proposal to separate co-channel stations by about 220 miles should be "modified downward."

Dr. Jack W. Dunlap of Dunlap & Assoc., New York, reported on a survey of doctors' reaction to CBS color TV at the American Medical Assn. meeting in Washington last September.

He said 74.4% of those interviewed considered overall quality of the color pictures to be very

TELEVISION IN MIAMI

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Join the ranks of these and other prominent national advertisers now telecasting in Miami over --WTVJ

16,000 Television sets now in use in South Florida*

SEE THE FREE & PETERS MAN TODAY

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RCA Victor
Sealtest
U.S. Rubber

STOP LOOK LISTEN

WTVJ channel 4 MIAMI

17 N.W. 3rd ST., MIAMI, FLA.

DuMONT'S COLOR SYSTEM

To Introduce Unit for Closed-Circuit Use

ALLEN B. DuMONT Labs Inc. today was to introduce a new color television system, designed for closed-circuit broadcasting and of use in medical, industrial and merchandising fields.

The system was to be introduced at the annual convention of the Institute of Radio Engineers in New York (see story page 28).

The DuMont system consists of a camera head including the DuMont electric viewfinder; a revolving lens turret with position for four lenses and focusing control in the camera panhandle; camera control equipment, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment providing facilities for individual adjustment of each of the system's three basic colors; power supplies in an individual high intensity 12½ inch cathode-ray tube color receiver monitor. The monitors may be installed in quantity.

The system is described by DuMont as high color fidelity, high resolution, wide-band, specifically for non-broadcast applications. It is called model TA-164-A Industrial Color Television System, operates on a broadcast bandwidth of 6 mc, 525 lines at 180 fields per second.

The new system is available commercially, and Dr. Allen B. DuMont, president, DuMont Labs, said its uses would be numerous. "Wherever immediate and accurate sight is necessary for control," he said, "television can help cut time, cut costs and improve efficiency. . . . This system has been designed specifically for the best possible pictorial service and operating efficiency."

good or excellent, with only 5.3% considering it fair or poor; 87.6% said they would prefer a 12½-inch color set over a 16-inch monochrome receiver if the costs were the same; half said they would pay at least $241 for a monochrome set and indicated willingness to pay 26% more for color; 69% of those who had seen TV recently felt color provided greater clearness in detail than black-and-white.

Principal objections to color, he said, were beliefs that certain colors were exaggerated, that color breakup was annoying, that clarity was lacking, and that it was hard on the eyes. Among the 617 persons interviewed, he said, 363 offered only favorable comments, 147 made critical comments, and 90 offered both favorable and unfavorable remarks.

Dr. Dunlap underwent a severe barrage of cross-examination on Wednesday relating to comparisons of color and monochrome made during the Atlanta medical demonstration and their effect on his survey. He indicated he didn't know just what monochrome comparisons were made and felt many other factors besides color vs. monochrome would affect impact, if any, of such comparisons. CBS later told FCC it had not made comparisons. These were first suggested by U. of Pennsylvania physicians and Smith, Kline & French offices directed all comparisons, which were very limited, CBS said.

Asked also why his survey did not include a question on whether the public would pay for a set requiring a mechanical color-wheel, he said he had not been asked by CBS to study this phase. He also said CBS drafted the questions which his firm checked and modified where necessary.

Col. Donald K. Lippencott, San Francisco attorney and engineer, testified at length on CTI technical improvements and equipment, indicating the San Francisco home-base showing was superior to the Washington showing which suffered technical kinks. "Given another year," he said, "we could astonish everyone." CTI's system will not be ready for commercialization until that time, he indicated.

Ready for Standards Talks

Col. Lippencott said CTI was ready for standards talks now, but personally he preferred to wait another year. He contended the CTI system essentially is the simplest, most compatible system and has most possibility of improvement. The witness believed none of the three systems have shown all they can do, but considered CBS' method as complete as it ever will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

The CTI witness commended DuMont for its work on tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. He said Philco supplied two engineers for a month to help develop a color correction control and other components. In all other contacts both in Washington and San Francisco, CTI received willing aid, Col. Lippencott said.

Commdr. Walter Frazer of the Navy's Washington Photographic Center, Research and Development Dept., appeared to relate success in filming the CBS colorcasts in standard 16 mm-color. He felt all color TV systems could be similarly kinescoped.

Dr. Peter C. Goldmark, inventor of the CBS system, said the Navy achievement meant film networking of color TV has become practical.

Because of repeated concern during the hearing over the CBS system's use of a mechanical color wheel, Dr. Goldmark highlighted the history of color development and explained CBS chose the field sequential system after research in all systems during 1940. The field sequential system makes possible either the color disc or all-electronic reproduction, he said, emphasizing that were it not for the color disc —a temporary device to make color TV practical and inexpensive today —"we would not all be here now."

Picture Quality Is Problem

He contended the "sooner FCC gets used to the idea color is here and acts accordingly, the better it will be." He charged that systems cannot be considered without apparatus, since the quality of the picture actually delivered to the public is the practical problem.

Dr. Goldmark admired RCA for its work on the tri-color tube, but felt that such a tube even if developed could not produce for years the definition and color quality now obtained with the wheel. He said CBS demonstrated an all-electronic receiver to FCC a year ago which won praise, but he personally demands a greater degree of picture perfection.

The CBS system inventor said "we are very enthusiastic" about the Chapin-Roberts automatic adaptor and said that "what the [FCC's] Laurel Labs did in connection with the automatic switch is an excellent example of what can be accomplished if one approaches the problem with a constructive attitude instead of mere destructive criticism."

THEATRE HEARING

50 Participants File

SOME 50 appearances, representing multiple movie, radio and manufacturing interests, have been filed for FCC's initial hearing on requests for an over-all proceeding to establish a special movie-television program transmission service, the Commission reported last week.

No date has been set for the initial hearing, ordered by the Commission in January [TELECASTING, Jan. 16]. Monday was deadline for filing of appearances, NAB and Television Broadcasters Assn. have indicated they will participate. Others with radio interests include RCA, DuMont, Paramount Television Productions Inc. and Balaban & Katz.

Meanwhile, Western Union and American Telephone and Telegraph Co., who indicated they wished to participate, told the Commission such a service should be established as a regular common carrier facility.

NBC-TV 'REVUE'

Three Sponsors Buy Time

THE SECOND EDITION of NBC-TV'S *Saturday Night Revue*, two-and-a half hour variety show, was to be telecast Saturday March 4, with one of its five half-hour periods sold.

The first three sponsors were RCA, United Fruit Co. and Swift & Co. Each bought a single one-minute spot in the 9:30-10 p. m. segment. At week's end NBC-TV believed other sales were near.

NBC-TV salesmen were reinforced on their rounds last week by a healthy Hooperating scored by the program on its first presentation Feb. 25. The average rating of the show in a special Hooper survey in Washington, New York, Chicago and Cleveland was 38.4 for the entire 8-10:30 p. m. spread. By half hours, beginning at 8 p. m., the ratings were 35.5, 37, 39.6, 40.2, and 39.8.

The program stars Jack Carter in the first hour, originating in Chicago, and Burgess Meredith, Sid Caesar and Imogene Coca in the second hour and a half from New York. Guest stars scheduled for last Saturday were Don Ameche and Gertrude Niesen in the Chicago portion and Mischa Elman from New York.

IN WASHINGTON, D. C.
WHO'S TOPS IN TV?
SEE PAGE 10
You May Be Surprised!

fast-growing market!

The San Antonio TV market (less than three months old) already has over 10,269 sets and is growing by leaps and bounds. WOAI-TV presents over 11 hours in weekly local programs which are combined with top shows from three great TV networks, NBC, CBS, ABC. We're building and holding an enthusiastic audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

NBC-CBS-ABC
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
Edward Petry & Company, Inc.
New York • Chicago • Los Angeles
St. Louis • Dallas • San Francisco
Detroit • Atlanta

Directory of Film Buyers

(Continued from Telecasting 17)

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
	WKRC-TV	800 Broadway	R. Ostrander Film Dir.	Yes	20
	WLWT	2222 Chickasaw St.	R. Landers Film Buyer	Yes	*
CLEVELAND	WEWS	1816 E. 13th St.	D. E. Pierce Prog. Mgr.	Yes	4
	WNBK	815 Superior Ave.	P. Worchester Prog. Mgr.	Yes	....
	WXEL	4501 Pleasant Valley Rd.	R. Speirs Prog. Dir.	Yes	....
COLUMBUS	WBNS-TV	33 N. High St.	E. Bronson Sta. Dir.	Yes	....
	WLWC	3165 Olentangy River Rd.	R. Landers Film Buyer WLWT Cincinnati	Yes	*
	WTVN	3720 LeVeque Lincoln Tower	C. Male Prog. Dir.	Yes	....
DAYTON	WHIO-TV	45 S. Ludlow St.	J. Hodgkinson Dir. of Oprs.	Yes	8
	WLWD	4595 S. Dixie Highway	R. Landers Film Buyer WLWT Cincinnati	Yes	*
TOLEDO	WSPD-TV	136 Huron St.	Elaine Phillips Film Dir.	Yes	...
		OKLAHOMA			
OKLAHOMA CITY	WKY-TV	Skirvin Tower	H. Andres Adm. Asst.	No	8
TULSA	KOTV	3025 Frankfort	G. Thompson Film Dir.	No	7½
		PENNSYLVANIA			
ERIE	WICU	35th & State Sts.	J. Cook Film Ed.	Yes	1
JOHNSTOWN	WJAC-TV	329 Main St.	F. Cummins Prog. Mgr.	No	10
LANCASTER	WGAL-TV	8 W. King St.	H. Miller Mgr.	Yes	2
PHILADELPHIA	WCAU-TV	1622 Chestnut St.	C. Vanda Dir. of TV	Yes	9½
	WFIL-TV	Widener Bldg.	W. Tillman Dir. of Film Progs.	Yes	18
	WPTZ	1800 Architects Bldg.	Al Mann Film Dir.	Yes	10
PITTSBURGH	WDTV	Clark Bldg.	L. Arries Jr. Prog. Dir.	Yes	...
		RHODE ISLAND			
PROVIDENCE	WJAR-TV	176 Weybosset St.	J. Orchard Prog. Dir.	Yes	...
		TENNESSEE			
MEMPHIS	WMCT	P.O. Box 311	W. Mount Prog. Dir.	No	...
NASHVILLE	WSM-TV	301 Seventh Ave., N.		No	Not on Air
		TEXAS			
DALLAS	KBTV	M & W Tower Bldg.	L. DuPont Prog. Mgr.	No	...
	KRLD-TV	Herald Sq.	R. George Prog. Dir.	No	...
FORT WORTH	WBAP-TV	3900 Barnette St.	L. Trammell Film Dir.	No	45
HOUSTON	KLEE-TV	Milby Hotel	M. Johnson Chief of Oprs.	No	5
SAN ANTONIO	KEYL	Transit Tower Bldg.	J. C. Sanford Gen. Mgr.	No	...
	WOAI-TV	P.O. Box 2641	H. Youngblood Jr. Film Mgr.	No.	6
		UTAH			
SALT LAKE CITY	KDYL-TV	143 S. Main	D. Rainger Prog. Dir.	No	...
	KSL-TV	Union Pacific Bldg.	D. L. Murdoch Dir. TV Oprs.	No	...
		VIRGINIA			
NORFOLK	WTAR-TV	Nat'l Bank of Com. Bldg.	H. Hathaway Prod. Mgr.-Dir.	No	Not on Air
RICHMOND	WTVR	3301 W. Broad St.	C. Rainhard Prog. Dir.	Yes	....
		WASHINGTON			
SEATTLE	KING-TV	Smith Tower	L. Schulman Prog. Dir.	No	....
		WEST VIRGINIA			
HUNTINGTON	WSAZ-TV	W. Va. Bldg.	J. Ferguson Prog. Dir.	No	5
		WISCONSIN			
MILWAUKEE	WTMJ-TV	720 E. Capitol Dr.	J. Robertson Prog. Mgr.	Yes	....

* Crosley stations use a combined total of 21 hours of film a week.

WMAR-TV

Baltimore Station's Evening Hooper Outstrips Radio

WMAR-TV Baltimore, CBS affiliate owned and operated by the *Sunpapers*, reported last week that it is the first television station in a major American market to outstrip standard radio and emerge with the greatest evening audience in its market.

The Baltimore outlet's claim is based on the TV Station Audience Index published by C. E. Hooper Inc. for the two-month period of December 1949, and January 1950. WMAR-TV reported that its Sunday-through-Saturday average for the 6-10:30 p.m. period was 20.2% of the broadcast—radio and television—audience, and 43.7% of the television audience.

In addition, WMAR-TV said Baltimore, ranked as the nation's sixth city in population, also increased its lead as the country's number one television city. Video viewers in Baltimore for the same two-month period—during the 6-10 p.m. Sunday-through-Saturday averages—amounted to 46.1% of the evening broadcast audience, the station claimed. WMAR-TV also pointed out that this Hooper report is the fifth consecutive one which has put Baltimore at the top of the TV list.



TV'S CHALLENGE

Grabhorn Predicts Trends

RADIO's approach to television is one of "cautious reserve" because TV is AM broadcasting's major challenge, in the opinion of Murray Grabhorn, ABC's vice president in charge of O & O stations. He addressed the Chicago Radio Management Club Wednesday. Radio, however, is "facing TV without fear; has its thoughts on the future and isn't looking back. It will have vast new opportunities ahead," he said.

Mr. Grabhorn thinks television will bring about trends including:

(1) New concepts of show frequency because of high expense, for example, of a 15-minute strip, with advertisers taking a more realistic view of cost in relation to impact; (2) purchase of a dozen or so TV shows per year, similar to ordering magazine color pages; (3) emergence of new advertisers who will provide a large percentage of television's revenue; (4) revision of advertising budgets, with a smoother path for video to walk down, and (5) inclusion of television as both a sales and an advertising budget item, with a resultant release of additional appropriations. Durable goods would come under jurisdiction of the advertising department, with consumer goods relegated to sales, Mr. Grabhorn believes.

Film Report

MADEMOISELLE magazine to launch series of one-minute television films based on fashions from each issue, according to **Betsy Talbot Blackwell**, editor-in-chief. Program involves unusual four-way production and distribution tie-up which includes magazine, fashion manufacturers, department stores and **Vista Productions**, New York, which will produce films. Manufacturers whose merchandise is featured will pay production cost. First series of three will be based on bridal fashions from April brides issue. **Edward P. Rosenbaum** of Vista Productions will supervise film production and distribution. **Winik Films Corp.**, New York, to work with Vista on filming.

Cardinal Co., Hollywood, will film its five weekly quarter-hour *Sleepy Joe* program which features **Jimmy Scribner**, and syndicate it for TV as all puppet-marionette show. It was formerly five weekly live feature on KECA-TV Los Angeles. . . . **Telepix Corp.**, Hollywood, has completed one-minute singing commercial for **Lawry's Seasoned Table Salt**. Agency: **California Advertising**, Hollywood. Firm recently completed television slides for **Hudson Dealers**, Los Angeles, through **Lisle Sheldon Advertising**, that city. Same firm produced three one-minute TV film commercials for **Columbia Mills** (window screens), Los Angeles. Agency: **Taggart & Young**, Hollywood.

Guy Warren, radio and television director, **D. P. Brother & Co.**, Detroit, in Hollywood to supervise filming of commercials by **Jerry Fairbanks Productions**, for **Oldsmobile.** Signed to appear in current spots now in production are Eddie Bracken, Virginia Bruce, Gale Robbins, Ginny Simms and Marjorie Reynolds. **Town & Country Topic Productions**, Los Angeles, filmed scenes at **Date Festival at Riverside County Fair**, Indio, Calif., for TV showings.

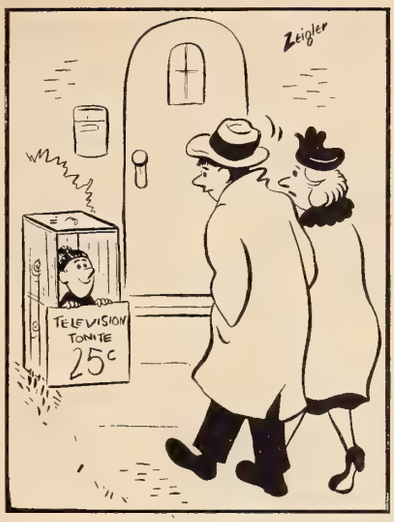
AGENCY GUIDE

AAAA Readies Check Lists

THREE check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up the check lists to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time. Chairman of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

Te-Ve



Drawn for TELECASTING by John Zeigler

PHONEVISION FILM

McDonald Hits RKO Refusal

COMMDR. E. F. McDONALD Jr., president of Zenith Radio Corp., Feb. 27 chided RKO Radio Pictures for being the first to refuse to rent film to Zenith for use on its 90-day commercial test of Phonevision.

In a letter to Gordon E. Youngman of the film concern, Commdr. McDonald noted that "television is hammering on the doors of the movie, radio, theatrical and a number of other allied industries. . . . It's a shame that some of the executives in these industries don't seem to be home."

The Zenith president said it was his opinion that both his company and the film company should "do everything we can to welcome the advent of television and cooperate mutually to make the most and wisest use of its promise. If we don't there are plenty of other people standing in line who will," he stated.

Observing that the movie industry's distribution system "has been traveling in the same old sailing ship for more than 40 years," he said the structure was "never completely sound." He continued:

The sails (exhibitors) have always been too heavy for the hull, but the ship did all right because your industry has, for the most part, enjoyed smooth sailing in the trade winds. Now television has come along and begun shooting the sails full of holes. Moreover the old hull is beginning to show some leaks, and the sails are too far gone for repair. Your industry had better try out the new lifeboat, Phonevision, before your ship sinks any further and leaves you floundering.

Commdr. McDonald said the fundamental question about Phonevision is "how much movie entertainment will people pay for in their homes?"

"If that answer to that question is worth a half million dollars to me," he continued, "it's certainly worth a half billion to you. But this test is on me."

TV FILM ISSUE

TVA Charges SAG Impedes Action

THE TELEVISION AUTHORITY, an amalgam of talent unions, last week charged the Screen Actors Guild with impeding peaceful settlement of the jurisdictional dispute over television film.

George Heller, national executive secretary of TVA, in a letter to the SAG board of directors, accused the guild of taking "a backward step on the road to peace."

A month ago SAG advised TVA that "further exploration of partnership would appear to be a waste of time" if the guild were not granted the right to decide rates and conditions for film television and for the re-use of film on TV stations.

In his letter, Mr. Heller wrote:

TVA is convinced that the principle of re-use of film or kinescope is one of the most important objectives to be obtained in any collective bargaining agreement to be negotiated on behalf of television performers.

SAG's proposal would mean that many thousands of performers who are not members of the Screen Actors Guild must submit to a decision in this vital matter without having their own wishes recognized and without permitting those members a part in determination of this most important issue.

Partnership arrangement presupposes that both partners would have an interest and vote in matters affecting the partnership. What the Screen Actors Guild evidently proposes is an empty partnership arrangement where one partner, the Screen Actors Guild, would have the sole determination of the most important single objective desired by television performers—namely, the reuse of film principle. TVA in good conscience cannot accept such a proposal.

Separate Meetings Proposed

The SAG also had proposed that separate membership meetings of TVA and SAG be held, in contradiction to the TVA stand for joint membership meetings.

Mr. Heller objected to this rejection of the proposal for joint membership meetings. Separate meetings he said, "would continue a deadlock and thus not afford the performers working in television their democratic rights of self-expression and determination."

Mr. Heller told the SAG board that TVA "regretfully concludes that the latest Screen Actors Guild proposals make extremely difficult the resolution of our present differences, and we most earnestly urge that the circumstances warrant that the Screen Actors Guild reconsider its position so that together we can go forward in the interests of our joint membership."

CBS FILM PLANS

Will Explore, Says Stanton

ALTHOUGH CBS does not intend to branch out into motion picture production, it will explore the fullest potentials of filming programs for TV in Hollywood.

So declared Frank Stanton, CBS president at a Hollywood news conference last Tuesday. Such assignments, under CBS supervision, would be farmed out to motion picture units set up for that purpose, he advised. Considerable experimenting will be done on 35mm.

Films are better quality than kinescope, he conceded, but the cost factor makes them prohibitive at present because the medium's circulation is relatively small for high priced shows. Music also is a deterring factor in films for TV at this time, he reminded.

Dr. Stanton stated that a better job can be done by live telecasting, but filming of shows will open up the vast reservoir of talent available in Hollywood.

Spiking contrary reports, Dr. Stanton declared that there are no negotiations under way at this time for the network to acquire its own Hollywood TV station.

"We are happy with our present Los Angeles *Times* partnership," he said, adding, "however, we might find it advantageous to own our own station here due to importance of this originating point."

He was in Hollywood to participate in a CBS affiliates meeting last Monday (see story, page 41).



behind this door

TELEVISION SHORTS

are being made..
to advertise and
sell products.

Vogue-Wright Studios

DIV. OF ELECTROGRAPHIC CORP.

237 EAST ONTARIO STREET
CHICAGO 11, ILLINOIS

TV Network Gross

(Continued from Telecasting 3)

purchases of $600,120 for Liggett & Myers Tobacco Co. and National Biscuit Co.

Smoking materials — cigarettes, tobaccos, lighters—were the leading class of goods advertised on network TV during the year, with automotive advertising second and food advertising third. Advertising of radios and TV sets ranked fourth, with toilet goods advertising fifth. For the month of December the same five product groups led in amount of time used on the TV networks, but their order was different than for the full year: Automotive advertising was first, smoking materials second, radios and TV sets third, foods fourth and toiletries fifth. (See Table IV for product group breakdowns for December and the year.)

Table V lists the leading TV network advertiser in each product group. A full list of TV network users during 1949, with the amount spent by each, follows:

ADMIRAL CORP.	471,816
All Products	300,137
Radios, Radio - Phonographs, TV Sets, Refrigerators, Electric Ranges	171,679
ALLIS CHALMERS MANUFACTURING CO.	4,275
Farm Equipment	
AMERICAN BAKERIES CO.	8,910
Bakery Products	
AMERICAN HOME PRODUCTS CORP.	37,160
Kolynos, Anacin	
AMERICAN JEWISH CONGRESS	1,485
American Jewish Congress	
AMERICAN TOBACCO CO.	271,260
Lucky Strike Cigarettes	223,380
Pall Mall Cigarettes	47,880
AVCO MFG. CO. (Crosley Div.)	259,735
Radios, Television Sets, Home Appliances	
BALLANTINE, P., & SONS	152,878
Beer & Ale	
BARBASOL CO.	39,200
Shaving Cream	
BATES MFG. CO.	32,300
Bates Textiles	
BELL & HOWELL CO.	29,752
Motion Picture Cameras, Projectors & Equipment	
BIGELOW-SANFORD CARPET CO.	193,111
Carpets	
BLOCH BROS. TOBACCO CO.	27,000
Mail Pouch Tobacco	
BONAFIDE MILLS INC.	191,850
Linoleum	
BOND STORES INC.	19,575
Wearing Apparel	
BRISTOL-MYERS CO.	170,946
Ipana Toothpaste	58,730
Mum, Vitalis, Benex	60,166
Other Products	52,050
BRUNSWICK-BALKE-COLLENDER CO.	5,870
Bowling Equipment	
CANADA DRY GINGER ALE INC.	86,082
Ginger Ale, Sparkling Water, Flavor Beverages	
CHESEBROUGH MANUFACTURING CO.	93,165
Vaseline Products	
CITIES SERVICE CO.	41,145
Gasoline & Oil	
CLUETT, PEABODY & CO. INC.	48,720
Neckwear, Sportswear, Men's Shirts, Collars	
COLGATE-PALMOLIVE-PEET CO.	289,535
Dental Cream, Vel, Lustre Cream	
COURNAND, E. L., INC.	1,800
Walco Tele-Vue Lens	
DRUG STORE TELEVISION PRODUCTIONS	161,600
Drug Products	
DUMONT, ALLEN B., LABS INC.	340,671
Television Receivers	
ELECTRIC AUTO-LITE CO.	103,781
Spark Plugs, Batteries, Auto Accessories	
EMERSON RADIO & PHONOGRAPH CORP.	44,000
Emerson Products	
FIRESTONE TIRE & RUBBER CO.	144,840
Tires & Tubes	
FORD MOTOR CO.	443,705
Automobiles	396,630
Automobiles & Trucks	47,075
GENERAL ELECTRIC CO.	192,928
Electrical Appliances	4,238
G. E. Lamps	11,340
All Products	177,350
GENERAL FOODS CORP.	365,697
Jell-O	119,995
Maxwell House Coffee	150,415
Sanka Coffee	95,287
GENERAL MILLS INC.	75,027
Cereals	
GENERAL MOTORS CORP.	664,511
Automobiles	172,520
Chevrolet Cars	309,963
Chevrolet Cars & Trucks	24,813
Buick Cars	147,250
Oldsmobile	7,680
Pontiac	2,285
GILBERT, A. C. CO.	21,760
Model Trains	
GILLETTE SAFETY RAZOR CO.	174,990
Razors & Razor Blades, Shaving Cream	
GOODRICH, B. F., CO.	132,595
Tires, Tubes & Other Rubber Products	
GOODYEAR TIRE & RUBBER CO.	56,855
Passenger Car Tires & Life Guard Tubes	
GULF OIL CORP.	214,770
All Gulf Products	98,910
Gasoline, Oil, Lubricants, Tires, Insecticides	47,550
Gulf Gas & Oil, Tires, Etc.	68,310
HOUSEHOLD FINANCE CORP.	61,375
Institutional	
ILLINOIS WATCH CASE CO.	10,610
Compacts, Cigarette Cases, Lighters, Jewelry Novelties	
INTERNATIONAL CELLUCOTTON PRODUCTS CO.	61,512
Kleenex	
INTERNATIONAL SHOE CO.	46,440
Shoes	
INTERNATIONAL SILVER CO.	80,647
Sterling, 1847 Rogers Bros.	
KELLOGG CO.	128,712
Cereals	
LARUS & BROS. TOBACCO CO.	9,360
Edgeworth Tobacco	
LEE, FRANK H., CO.	30,363
Hats	
LEVER BROS. CO.	162,050
Lipton's Tea & Noodle Soup Mix	65,240
All Lever Products	96,810
LIBBY, McNEILL & LIBBY	24,780
All Products	
LIGGETT & MYERS TOBACCO CO.	594,440
Chesterfield Cigarettes	
LIONEL CORP.	1,560
Lionel Trains, Accessories	
LONGINES-WITTNAUER WATCH CO.	6,925
Watches	
LORILLARD, P., CO.	397,781
Old Gold Cigarettes	
LOWE, JOE, CORP.	36,062
Popsicle	
MAIDEN FORM BRASSIERE CO.	15,840
Brassieres	
MARS INC.	37,350
Candy	
MASLAND, C. H., & SONS	46,320
Rugs & Carpets	
MASON, AU, & MAGENHEIMER CONFECTIONERY MANUFACTURING CO.	28,815
Candy	
MAY, GEORGE S., CO.	5,515
Business Engineering Services	
MILES LABS INC.	70,170
Alka Seltzer & Vitamins	
MOHAWK CARPET MILLS INC.	307,770
Rugs & Carpets	
MORRIS, PHILIP, & CO., LTD. INC.	241,127
Cigarettes	
MOTOROLA INC.	34,230
Radios & Television Sets	
NASH-KELVINATOR CORP.	32,400
Refrigerators & Electric Ranges	
NATIONAL BISCUIT CO.	5,680
Dog Biscuits	
NATIONAL DAIRY PRODUCTS CORP.	453,990
Dairy Products	168,990
Mayonnaise	285,000
PABST BREWING CO.	96,951
Pabst Beer	
PAL BLADE CO. INC.	52,452
Pal Razor Blades	
PHILCO CORP.	327,150
Radios & Television Sets	
PHILLIPS PACKING CO. INC.	46,572
Phillips Soups	
PIONEER SCIENTIFIC CORP.	12,300
Polaroid Filters	
PROCTER & GAMBLE CO.	107,310
Ivory, Crisco, Duz	
QUAKER OATS CO.	4,000
Ken-L-Ration	
RADIO CORP. OF AMERICA	900,405
Various RCA Products, Radio & Television Sets	
REYNOLDS, R. J., TOBACCO CO.	726,400
Camel Cigarettes	
ROCKWELL MANUFACTURING CO.	11,643
Delta Homecraft Power Tools	
RONSON ART METAL WORKS INC.	19,350
Lighters & Metal Giftware	
SAGNER'S, A., SON INC.	10,960
Northcool Suits & Englishtown Men's Clothes	
SCHENLEY INDUSTRIES INC.	34,770
Blatz Beer	
SCOTT PAPER CO.	34,660
Paper Towels	
SEEMAN BROTHERS INC.	15,840
Air Wick	
SHEAFFER, W. A., PEN CO.	21,760
Pens & Pencils	
SOCONY-VACUUM OIL CO.	7,920
Gasoline & Oil	
SPEIDEL CORP.	68,380
Watchbands	
STANDARD OIL CO. OF INDIANA	42,585
Gasoline & Oil	32,385
Amoco Gas & Oil	10,200
STANDARD OIL CO. OF NEW JERSEY	39,016
Gasoline & Oil	
STEIN, A., & CO.	22,844
Paris Garters, Belts, Suspenders	
STERLING DRUG INC.	6,748
All Products	
SUN OIL CO.	72,958
Gas, Oil & Accessories	
SWIFT & CO.	126,998
Meats, Cheese, Other Products	79,410
Peter Pan Peanut Butter	47,588
TEXAS CO.	297,640
Institutional	7,490
Texaco Gas, Oil, Grease	290,150
TEXTRON INC.	18,120
Wearing Apparel	
TIME INC.	131,063
Institutional for Life, Time and/or Fortune	
TRIMONT CLOTHING CO.	20,718
Clipper Craft Clothes	
UNION OIL CO. OF CALIFORNIA	3,575
Institutional	
UNIQUE ART MFG. CO.	59,345
Mechanical Toys	
UNITED CIGARS-WHELAN STORES CORP.	13,050
Various Products	
U. S. RUBBER CO.	38,496
Keds Sneakers	
U. S. TOBACCO CO.	96,960
Model, Old Briar, Dill's Best, Tweed Tobacco	
VICK CHEMICAL CO.	4,200
Vicks, Va-Tro-Nol, Vapo Rub	
WESTINGHOUSE ELECTRIC CORP.	181,390
All Products	
WINE ADVISORY BOARD	41,590
Institutional	
YOUNG PEOPLE'S CHURCH OF THE AIR	31,271
Institutional	

PICTOSOUND PRODUCTIONS

Complete Facilities
for
TV Spots - Programs

Live and Animated
Photography

4010 LINDELL BLVD.,
St. Louis 8, Mo.
LUCAS 5900

TABLE IV

GROSS TV NETWORK TIME SALES FOR EACH PRODUCT GROUP

	December 1949	Jan.-Dec. 1949
1. Agriculture & Farming	$.....	$ 4,275
2. Apparel, Footwear & Access.	15,780	284,801
3. Automotive, Automotive Equip. & Access.	394,030	1,546,287
4. Aviation, Aviation Equip. & Access.	.....	.....
5. Beer, Wine & Liquor	62,901	291,429
6. Building Materials	.....	.....
7. Confectionery & Soft Drinks	22,608	188,309
8. Consumer Services	16,575	66,890
9. Drugs & Remedies	57,058	242,718
10. Entertainment & Amusements	.....	.....
11. Food & Food Products	210,058	1,331,987
12. Gasoline, Lubricants & Other Fuels	107,260	670,544
13. Horticulture	.....	.....
14. Household Equipment	97,120	457,218
15. Household Furnishings	121,288	627,848
16. Industrial Materials	.....	11,643
17. Insurance	.....	.....
18. Jewelry, Optical Goods & Cameras	31,692	105,057
19. Office Equipment, Stationery & Writing Supplies	5,040	21,760
20. Publishing & Media	.....	131,063
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	262,702	1,254,977
22. Retail Stores	8,156	19,575
23. Smoking Materials	312,104	2,290,408
24. Soaps, Polishes & Cleansers	17,280	107,310
25. Sporting Goods & Toys	19,830	88,535
26. Toiletries & Toilet Goods	151,974	914,750
27. Transportation, Travel & Resorts	.....	.....
28. Miscellaneous	10,491	40,851
TOTAL	$1,921,166	$12,294,513

TABLE V

TOP TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949

1. Agriculture & Farming	.....	$.....
2. Apparel, Footwear & Access.	International Shoe Co.	9,540
3. Automotive, Automotive Equip. & Access.	Ford Motor Corp.	106,980
4. Aviation, Aviation Equip. & Access.	.....	.....
5. Beer, Wine & Liquor	P. Ballantine & Sons	22,800
6. Building Materials	.....	.....
7. Confectionery & Soft Drinks	Canada Dry Ginger Ale Inc.	13,278
8. Consumer Services	Household Finance Corp.	16,575
9. Drugs & Remedies	Drug Store Television Prod.	33,750
10. Entertainment & Amusements	.....	.....
11. Food & Food Products	Nat'l Dairy Products Corp.	88,765
12. Gasoline, Lubricants & Other Fuels	Texas Co.	41,900
13. Horticulture	.....	.....
14. Household Equipment	Westinghouse Electric Corp.	41,900
15. Household Furnishings	Mohawk Carpet Mills	57,510
16. Industrial Materials	.....	.....
17. Insurance	.....	.....
18. Jewelry, Optical Goods & Cameras	Speidel Corp.	26,300
19. Office Equipment, Stationery & Writing Supplies	Wm. A. Sheaffer Pen Co.	5,040
20. Publishing & Media	.....	.....
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	113,430
22. Retail Stores	Bond Stores Inc.	8,156
23. Smoking Materials	Liggett & Myers Tob. Co.	79,300
24. Soaps, Polishes & Cleansers	Procter & Gamble	17,280
25. Sporting Goods & Toys	Unique Art Mfg. Co.	8,520
26. Toiletries & Toilet Goods	Colgate-Palmolive-Peet	35,940
27. Transportation, Travel & Resorts	.....	.....
28. Miscellaneous	Young People's Church of the Air	10,491

PIB JAN. REPORT

3 Networks Bill $1,901,294

PUBLISHERS Information Bureau reported last week that gross billings of ABC, CBS, and NBC television networks in January 1950 were $1 901,294. DuMont figures were not available.

PIB figures follow:

NETWORK TELEVISION

	January 1950	January 1949
ABC	$234,069	$6,273
CBS	625,072	104,989
DUMONT	—	51,330
NBC	1,042,153	260,693
TOTAL	$1,901,294	$423,285

JOHNS Hopkins U. and WMAR-TV Baltimore jointly sponsor 16-week lecture course entitled "A General Introduction to Television," open to regular students or any interested persons.

When is a dot not a dot?

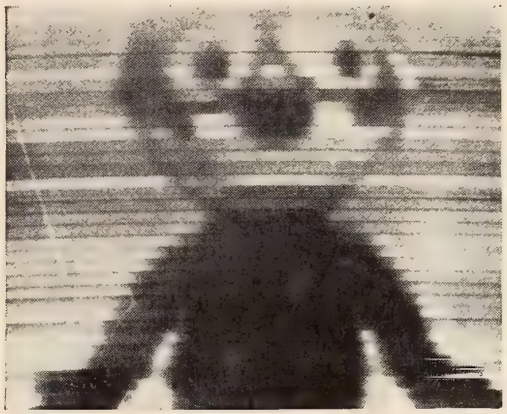
Look carefully at the pictures on this page, to see how television creates an image

•

No. 2 in a series outlining high points in television history

•

Photos from the historical collection of RCA



Felix the Cat was the "stand-in" when this 60-line image was made *mechanically* in tests at NBC's first experimental television station.



Improved definition is obvious to anyone in this *all-electronic* 120-line image of Felix—transmitted in the early days of NBC television.



By increasing the number of scanning lines to 441 lines in each picture frame, RCA scientists gave us a sharper, clearer television image.



And here you see the deep blacks, clear whites, and subtle halftones as transmitted by NBC with our present 525-line scanning system.

• As parlor magicians say: "The hand is quicker than the eye!" But modernize the statement so that it becomes: *Television magic is quicker than the eye*—and that's why you see a photographic image in motion . . . where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

Surprisingly, few people know that newspaper pictures are masses of tiny dots "mixed" by the eye to make an image. Even fewer know that the same principle creates a television picture . . . and, when picture after picture comes in rapid succession—30 a minute—the eye sees motion.

Devising a successful way to "scan" an image—to break it into dots which could be transmitted as electrical impulses—was one of television's first basic problems. Most of the methods dreamed up were *mechanical,* since electronics was then a baby science. You may remember some of the crude results transmitted mechanically over experimental television stations.

Television as we now know it, brilliant images on home receivers, begins with the invention of the *iconoscope* tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic "eye" of the television camera, this amazing tube scans an image—"sees" it even in very dim light—translates it into thousands of electrical impulses which are telecast, received, and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today's home television receivers.

And, just as the first flickering "30-line" pictures—produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today's supersensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots racing in sequence across a television screen, it automatically "mixes" them into a moving photographic image!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

FIRST... ...with a SLIM TRIM DYNAMIC for TV





RESPONSE:
40 - 15,000 C.P.S.
± 2.5 DB

POWER RATING: –53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR 5/8"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

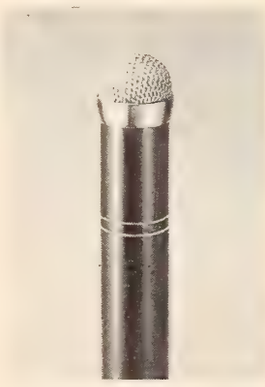
• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time,* you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

You can use the *TV 655* on a stand, in the hand, or on a boom...or you can easily conceal it in studio props. *No additional closely-associated auxiliary equipment is required!* Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy.

Fully field tested and proved...the *TV 655* gives you custom-built quality, *plus* complete, rugged versatility. It's your answer to complex microphone problems in studio and remote telecasting and broadcasting, indoors and outdoors. Ideal, too, for special events announcing, sportscasting, audience participation, street interviews, recording and high quality sound amplification.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Choice of durable, gleaming Alumilite or brown baked enamel finish. **Model 655.** *List Price*.....**$200**



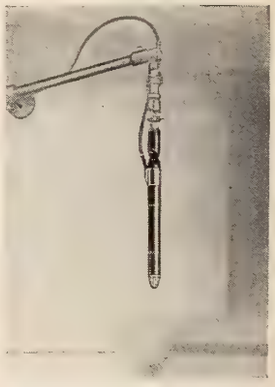
Model 655A. Similar, but with acoustically-treated, pop-proof strong wire-mesh grille head. Stops wind and breath blasts. Eliminates wind rumble in outdoor pickup. List Price **$200**



Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.



Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.



Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Telecasting Insert

Pull Out for Filing

SPORTS RIGHTS

Court Dismisses WMAN Suit

WMAN Mansfield, Ohio's writ of mandamus and an injunction sought against the Mansfield Board of Education, so that the station might broadcast local high school basketball games live [BROADCASTING, Feb. 13], has been dismissed by Richland County Common Pleas Judge G. E. Kalbfleisch.

In handing down his opinion, Judge Kalbfleisch stated that the record evidence in the case did not disclose that the board of education controls, promotes or supervises the events set forth in the WMAN action. "The law in Ohio does not authorize the board of education to promote, finance, conduct, control or supervise said events," the judge said.

After the court ruling Feb. 17, J. Martin O'Hara, WMAN president and general manager, said the question will be taken before the Mansfield High School athletic board.

Prior to the court hearing, the school board expressed willingness to permit WMAN to broadcast the games live on a four year contract. Station heretofore has had to tape record games for broadcast later. However, the two stipulations—to which WMAN would not comply—were that the game broadcasts be unsponsored and that WMAN would have to carry every game for the four-year period, barring mechanical failure, or the contract would be null and void. Seeking to enlist public support, WMAN reported receiving over 10,000 letters supporting its stand.

Will Examine CBC

PARLIAMENT is to appoint a radio committee soon, it was announced at Ottawa last week. The committee will examine operations of the Canadian Broadcasting Corp.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

News

ORLANDO W. BRADEN joins WFCB Dunkirk, N. Y., as news editor and commentator.

MICHAEL BLANCARD, formerly with KFEQ and KRES St. Joseph, Mo., joins news staff at WCAW Charleston, W. Va.

MARK SCOTT, formerly with United Artist Television, named sports director at WLOW Norfolk. He will handle baseball broadcasts for station this year, as he has done for three seasons.



Mr. Scott

HARRISON DILLARD, Olympic track star, now has his own sports program over WERE Cleveland every Wednesday evening, while still participating in track events across the country.

JOSH BARRY, formerly sports director and sportscaster at WFTL-WGOR (FM) Ft. Lauderdale, Fla., joins WNOR Norfolk sports staff.

GRANT HOLCOMB, KCBS San Francisco news chief, named chairman of radio writing division of San Francisco Press Club's annual scholarship contest. Award program will be broadcast over KCBS on April 29.

'BALTIMORE GAG'

Court Repeals Rule 904E

PROVISION of a Baltimore Supreme Bench rule restricting broadcast and published reports of crime news (Rule 904E) has been repealed by the court. The paragraph had been invalidated by the Maryland Court of Appeals [BROADCASTING, June 13, 1949]. This decision was upheld by the U. S. Supreme Court [BROADCASTING, Jan. 16].

Four Baltimore stations and a commentator had been cited for contempt under the rule but the charges were dropped after the state court's decision. The disputed paragraph barred dissemination of news about a crime from time of arrest until trial. The Baltimore court made it plain that the rest of Rule 904, covering contempt, remains in operation.

Helfer Named

APPOINTMENT of Al Helfer, veteran sports personality, as "sports voice" for MBS beginning last Saturday (March 4) has been announced by Paul Jones, Mutual's sports director. Mr. Helfer, who will describe major sports events for the network, began his own sports program Saturday, 6:30 to 6:45 p.m., and an afternoon *Sports Parade*, 4:30 to 5 p.m. He will handle MBS' "Game of the Day" series, to be launched April 18 as a six-a-week weekly network feature [BROADCASTING, Feb. 27].



Advertisement

From where I sit *by* Joe Marsh

How to Get That Homework Done

Miss Gilbert, our grammar school principal, spoke the other night at the regular Parent-Teachers' meeting, on getting children to do their homework when they want to sit and listen to the radio.

"We mustn't give them a flat 'no'," Miss Gilbert said. "If we adults *really* believe in tolerance and moderation, we should instill these qualities in our children. Listening to the radio is fine—in *moderation*—as long as homework gets done, too."

From where I sit, the lady was dead-right. This radio vs. homework problem is a wonderful way to see to it that our youngsters acquire the good, sensible moderate habits they'll need later on in life.

I've never believed in hard and fast rules—except where absolutely necessary. Let the other fellow do as he likes, as long as he's temperate and tolerant. Guess that's why I've never felt we should quarrel with the fellow who is partial to a glass of beer—the "Beverage of Moderation."

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Press breaks down — but $2.88 keeps editions rolling



Press broke down at 5 P.M., at end of evening edition's run. But publisher got replacement parts in a hurry just as he gets electros, mats, news photos —by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.



Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's *fastest* and *most convenient*.



All Scheduled Airline flights carry Air Express. So shipments *keep moving*. Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)



Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

Commercial



CARL WARD named general sales manager of WCCO Minneapolis. He joined station in 1945 as promotion manager and became member of sales staff in 1948. **ARMIN FURCH,** formerly with WMAW Milwaukee, joins station's sales staff.



Mr. Ward

DOUG FISHEL, former commercial manager of KREO Indio, Calif., and KGVO Missoula, Mont., joins KXO El Centro, Calif., as an account representative.

ADAM J. YOUNG Jr. Inc. named as national representative for WINX Washington.

JAMES H. LEE, formerly manager of Ewing outlet, WVIM Vicksburg, Miss., appointed commercial manager of Ewing's WMIS Natchez, Miss.

WESTERN RADIO SALES named Pacific Coast representative of KVOE Santa Ana, Calif. **DONALD COOKE Inc.** appointed KVOE representative for rest of country.

BOB LEE, formerly commercial manager of CKEY Toronto, becomes national sales representative of CHUM Toronto in Toronto area.

JOHN D. ROVICK, director of program operations and film director of KTTV Los Angeles, named sales service coordinator. He succeeds **RALPH G. TUCHMAN,** who was shifted to special assignment on KTTV *Newsreel*.

DORA C. DODSON resigns as southern manager of Joseph Hershey McGillvra Inc., station representative, effective March 13. Successor will be named soon, according to company.

J. LESLIE FOX, formerly Los Angeles manager of Paul H. Raymer Co., station representative, joins KALI Pasadena, as account executive.

TRANSIT RADIO Inc. named national sales representative of The Metropolis Co., operating through WJHP-FM Jacksonville, Fla.

WILLIAM B. ESTES, formerly station manager for WGAA Cedartown, Ga., joins commercial staff of WSB-AM-TV Atlanta, Ga.

FEN JOB appointed commercial manager of CKEY Toronto, replacing **BOB LEE,** (see above).

WARD INGRIM, vice president in charge of sales for Don Lee Broadcasting System, Hollywood, is in New York for two weeks conferring with officials of John Blair Inc., national sales representative, and also contacting clients on future business.

IRA MORTON, formerly of Jones Frankel Agency, Chicago, joins Headley-Read Co., station representative, same city, as salesman. He is author of new syndicated television column, "Watching All Channels."

ROGER STICHT, formerly assistant program director of WWDC Washington and commercial salesman for WWDC-FM, named to WWDC sales staff.

AL MADDEN, formerly CBS network salesman, joins KCBS San Francisco sales staff.

DON MACLEOD, ex-commercial manager of CHUM Toronto, appointed commercial manager of CKNW New Westminster, B. C.



Mr. Macleod

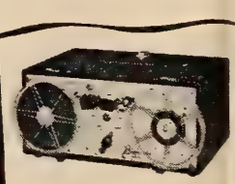
FERDY BAGLO, CKNW music director, leaves that post to become account executive. **AL KLENMAN** leaves CKMO Vancouver B. C., to become account executive at CKNW. **WARREN JOHNSTONE,** on leave of absence from CKNW for past year, returns to station as account executive.

BRUNDIGE TO WPEN
Will Air Phillies Games

BILL BRUNDIGE, sportscaster at WINX Washington, has resigned to handle broadcasts of the Philadelphia Phillies 1950 baseball games over WPEN Philadelphia. Beginning with the exhibition schedule starting March 11, Mr. Brundige and Gene Kelly, formerly with WTOP Washington, will broadcast both home and road games [BROADCASTING, Feb. 27].

In addition to WINX, Mr. Brundige has served with Washington outlets WOL and WOIC (TV) and has freelanced on WMAL-TV and WTTG (TV) and on MBS and NBC. N. W. Ayer, for whom Mr. Brundige has broadcast football for four seasons, is handling the games for Atlantic Refining, Ballantine Ale & Beer and Sealtest.

KCBD
LUBBOCK, TEXAS



PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

Production

DON BRICE named program and production director in charge of program scheduling and local production for WKBN Youngstown, Ohio. **JACK JUREY** succeeds him as news editor. Mr. Brice joined WKBN in 1940 as newscaster. He previously was with KSAL Salina, Kan., for four years.



Mr. Brice

DOUGLAS ARNOLD, announcer. signs from WPAT Paterson, N. J. e will do freelance and promotion ork.

OBERT SUTTON, of WCCO Minneolis production staff, appointed proam director succeeding **LEE BLAND,** o will join radio department of Leo urnett Co., Chicago. Mr. Sutton ined WCCO in 1939 as staff writer.

EORGE A. CRUMP joins WARL lington, Va., as announcer. He was rmerly with WCRO Johnstown, Pa.

E SPINA joins announcing staff at CPO-AM-FM Cincinnati.

CK RAYEL, formerly with DuMont levision Network as daytime proam manager and assistant network ogram director, joins NBC-TV as pervisor of program procurement. e originally worked for NBC guest lations in 1939, and later in NBC's rsonnel and information departments d as a senior staff announcer.

ROY KOPP, KCBS San Francisco aff announcer, is the father of a girl, nthia Jane.

DDIE DIMOND and **TOM LAUER** ve been added to TV program staff NBC Chicago. Mr. Dimond, named age manager for the Jack Carter rtion of network's Saturday night ow, has had more than 20 years of eatrical and stage work. Mr. Lauer, sistant producer on the Carter show, former stage manager of *Inside SA* on video.

ARVIN MILLER takes over lead in ECA-TV Hollywood half-hour weekly *ysteries of Chinatown.* Other recent anges on program include naming of K VOLLAERT as producer-writer; B FINKEL as director, and DICK OWN, assistant director.

RRY LESTER named m.c. of Don television series *Cavalcade of Stars,* ective March 27. He replaces CKIE CARTER.

CTOR FERGIE, music director at NW New Westminster, B. C., arded "Best Actor Award" at British Columbia Drama Festival. He won it on his performance in production of "Papa Is All."

ED STUDNEY formerly with WOL Washington; **SHERMAN BUTLER,** formerly with WASH (FM) Washington, and **WILLIAM H. MILLER,** formerly with WMAL Washington, join announcing staff of WWDC Washington.

LESLIE SPURGEON, formerly continuity writer on *Queen for a Day,* joins KRON-TV San Francisco program department.

FRANK HENNESSY, formerly with WSYR Syracuse, and **FRED JESKE,** previously with WAGE Syracuse, join announcing staff of WNDR Syracuse.

JAMES J. FERGUSON appointed program director at WSAZ-TV Huntington, W. Va. He formerly was with WZIP Covington, Ky., and more recently with WLWT (TV) Cincinnati. He has been with WSAZ-TV as producer for past three months.



Mr. Ferguson

ED SCHAUGHENCY, m.c. at KDKA Pittsburgh, received Certificate of Merit from Disabled American Veterans for his work helping disabled veterans.

JACK CLEVERLY, WKY Oklahoma City staff announcer, is the father of a boy Phillip Thomas.

TED BOOTH joins announcing staff at WJAX Jacksonville, Fla. He formerly was with WGIG Brunswick, Ga.

BOB HAWK, radio quiz m.c., and Mary Rechner will be married April 11.

TED SHERDEMAN, Hollywood writer-producer, assigned to script "The Secret," to be filmed by Santana Productions.

L. W. O'CONNELL, TV production lighting supervisor, and **DARRELL E. ROSS,** stage supervisor, join KECA-TV Hollywood.

SALTY MALLANTS, fishing and outdoor commentator on WIOD Miami, received 1950 citation from Sportsman's Research Institute, Encino, Calif. Award is for writing and editing outstanding outdoor column.

JERRY FLYNN, formerly of WBTA Batavia, N. Y., starts new program at WRNY-AM-FM Rochester, N. Y. He recently left Naval Academy where he was Athletic publicity director.

TEXAS JIM ROBERTSON, western movie star and RCA recording artist, signs to do program over WATV Newark, N. J.

FLETCHER MARKLE, Hollywood radio producer-director, signed to MGM term producer contract.

LEE WILDER, girl record m.c., starts thrice-weekly midnight show, *Lee Wilder Presents the Jazz Tempo,* on KFWB Hollywood.

PAT BREENE, feminine disc jockey at KTUL Tulsa, has written her first song, "Shattered Dreams," which has been recorded by Bullet Recording Co.

DON PHILLIPS, announcer at KXOK St. Louis, awarded "Best in Speech" citation by Morse School of Expression. He previously was with Office of War Information and NBC.

TED TOLL, ABC Hollywood producer, is the father of a girl, Elizabeth Patton.

AL JARVIS, disc m.c., named "Mr. Los Angeles" by Los Angeles County Supervisor Raymond V. Darby in recognition of "many services on behalf of community welfare."

WILLARD WATERMAN of CBS *Leave It To Joan,* starts role in forthcoming Universal-International film "Louisa."

WALTER PHILLIPS takes over morning disc jockey show at WCPO Cincinnati. He succeeds **MALCOLM RICHARD,** resigned. Mr. Phillips also has another show at night.

GORDON ATKINSON leaves CFRB Toronto to become staff librarian at CHUM Toronto. **CHUCK COOK,** former disc jockey at WEBR Buffalo, joins CHUM in same capacity.

MARGARET KERRY, co-m.c. with **Al Burton** on *Tele-Teen Reporter* on KECA-TV Los Angeles, is assistant choreographer on the new Dan Dailey picture "I'll Get By," being produced by 20th Century-Fox.

TODD BRANSON, program and sports director for WWCA Gary, Ind., named member of Gary Junior Chamber of Commerce and Gary Optimist Club.

SANDRA BRUCE bows as mistress of ceremonies on home and highway safety quiz program, *Forum for Living,* for WLAW Lawrence, Mass, sponsored by Casualty Insurance Co.'s serving Massachusetts.

CAROL HOWARD, program operations manager of KECA-TV Los Angeles, will resign that post to marry **JAMES M. VALENTINE,** ABC Central division supervisor of television engineering, Chicago, on April 22.

PAT McGUIRK, KCBS San Francisco writer-producer, and **GLADYS BAHLHORN,** formerly KCBS script typist, have announced their marriage.

JACK SHEFRIN, program director of WOAK Chicago, resigns to take rest and work on novel and in forthcoming stage production.

GENE RAYBURN and **DEE FINCH,** disc jockeys at WNEW New York, signed to long-term contracts by station. Team has been with station since before the war.

W. VA. GROUP MEET

Annual Election Is March 18

ANNUAL election of the West Virginia Broadcasters Assn. will be held at the Chancellor Hotel in Parkersburg on Saturday, March 18, according to John S. Phillips, general manager of WCAW Charleston and association president.

Other business will include a discussion of the realignment of West Virginia with a different NAB district. A new president will be named to succeed Mr. Phillips who, under the constitution, cannot succeed himself.

? ? ? ? ? ? ? ? ? ?

What's UP



IN LANSING ?

SEE PAGE 16

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 7,500 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives



● Added Revenue To Stations
● Point of Sale Promotion
● New Accounts

Century News Photo Plan

. . . costs you nothing. You get a check for each merchant displaying our sign. Sign shows human-interest picture, merchant's name plus your audience promotion.

Over 60 stations increasing profits thru Century Plan. Call letters, recommendations, details on request. Absolutely no obligation.

MAIL COUPON TODAY — Extra Profits Without Cost

INVESTIGATE NOW!

CENTURY NEWS PHOTO SERVICE
2525 BROADWAY N.Y. 25
Myron Firkser Barry Firkser

WITHOUT OBLIGATION, send me details of your profit-producing plan. If I like it, I'll have plan exclusive in my city.

NAME

TITLE STATION

STREET ZONE

CITY STATE

a distinctive news photo service

MANY STATIONS ARE NOW INCREASING BILLINGS WITH CENTURY

Promotion



PRINCIPLE of "audience" flow has undergone drastic yet highly successful metamorphosis at WWCO Waterbury, Conn., station reports. Called "audience jump," departure calls for identity of mystery tune played on morning *Twelve-40 Club*, to be revealed on afternoon *Melody Matinee* by Bob Crager, m.c. of latter. Not unhappy about apparent double-cross by his fellow announcer, Jim Logan, m.c. of morning show, urges his listeners to tune in p.m. show to get prize winning answer. Jackpot increases $1 each day until mystery tune is correctly identified.

Book Promotion

PROMOTION of Fulton Oursler's "The Greatest Story Ever Told" by *The Charlotte News* is getting assistance from Grady Cole of WBT Charlotte on his morning programs. Listeners are awarded $25 Savings Bond and 10 copies of book, autographed by Mr. Oursler, for best letters telling what has impressed them most about series as read daily in *The Charlotte News*. Members of Charlotte Ministerial Assn. serve as judges. Prizes are given at end of each 10 installments of story, which will run through Easter Sunday.

Seafood Gift

BELIEF in publicizing West Coast products led CKNW New Westminster, B. C., this year to send sponsors cases of select seafoods. Last year, CKNW sent to clients copper repousse's framed in Fraser Valley cedar. Copper was from interior of British Columbia.

WCAE Dial Cards

RADIO dial cards for distribution to over 2,000 rooms in three of city's top hotels is latest promotion worked up by WCAE Pittsburgh. Cards contain information on outstanding WCAE programs as well as complete listing of news broadcast times. Cards have been distributed to William Penn, Pittsburgher and Webster Hall hotels. WCAE plans to keep cards current by supplying hotels with new printings periodically.

Headley-Reed News

NEWS LETTER and brochures designed to keep timebuyers informed on stations represented by Headley-Reed Co. Inc. have been distributed by station representative firm. First brochure, one of four dealing with programming, gives listings and program profiles for women's shows, and other releases will follow on disc jockeys, farm programs, and sports and news broadcasts. Emphasis is placed on program information, coverage, cost and rating comparisons, merchandising and promotion aids.

WOR's 'First'

WITH teaser line, "It's the first," on cover, four-page folder in pink is being sent to trade by WOR New York. Over teaser is drawing of stork carrying baby. Center fold, emphasizing pink and white color scheme, tells of overall WOR standing and, as reason, states: "WOR sells more more often for more people to more people . . . than any other station in the United States!"

Headless Wrestler

MORE than 21,871 entries have been counted so far as result of unique television contest called "Put-A-Head-On-It" on WRGB (TV) Schenectady, N. Y. Contest is being promoted as a part of two-hour television show sponsored by Beverwyck Breweries. Show, originating in Chicago, features big-time wrestling. Contest entrants are required to draw head on headless wrestler depicted on entry blanks obtained from taverns, grocery stores, restaurants, etc., in areas covered by station.

Selling That Shines

FOLDER, appropriately decorated with Kansas sunflowers and accompanied by tool for window cleaning, is latest promotion directed at prospective sponsors by WIBW Topeka, Kan. Titled "Make Your Kansas Selling Record Shine," brochure says: "It's quicker and easier to make windows or windshields shine, with the help of this brand new window cleaner. And, with the help of WIBW, it's quicker and easier to make your Kansas selling record shine much brighter, too."

Christmas in February

CHRISTMAS card, sent to trade last week by WOV New York with notation that card was "mailed late on purpose," tells of campaign offering package of 10 Christmas cards for 25¢ and Torino Brand label, which resulted in complete exhaustion within 16 days of 3,000 packages. Directed at Italian listeners, promotion also was shared by WHOM New York, WHOD Pittsburgh and WHAT Philadelphia. Vinti Advertising Agency, in behalf of client, J. Ossola & Co., manufacturer of Torino Brand Foods, reports requests received at WOV amounted to 2,121, not counting 867 letters that arrived after listeners were asked not to send in any more requests.

WBCC Birthday

CELEBRATING its third anniversary last week, WBCC Bethesda, Md., and advertisers gave away, on hour and every hour, a radio, and on Saturday, a television set. Merchandise value totaled nearly $1,600. Each sponsor of WBCC third anniversary gave radio away at own place of business. TV set was gift of all to lucky ticket holder. Promotion of event highlighted by bright red fluorescent posters proclaiming WBCC's third year, as well as window cards and store displays.

Spot Results

AS result of three one-minute spots on show presented by WDTV (TV) Pittsburgh, station reports over 1,800 potential customers were garnered for local sponsor in eight-day period. Commercials appeared on *Home Is Happiness* program and were used to demonstrate "Sea Breeze," antiseptic skin aid. After each announcement, free sample offer of product was made. Requests are still coming, station reports.

Battle's Pajamas

DESCRIBING it as one good way to get to seat of government, Governor John S. Battle of Virginia presented seat of his pajamas, in special ceremony, to Don Haynes, "The Man i the Sealed Car." Ceremony was a ranged by WMBG Richmond. M Haynes has been sealed in his car f 12 months and is accepting challeng of Art Linkletter of NBC's *Peop Are Funny* to stay for 14 months ar collect pajama seats from all 48 go ernors.

Features Perry

WLAW Lawrence, Mass., is distribu ing six-page promotional booklet fe turing Bob Perry and his *Melo Merry Go Round* show heard eve afternoon, Monday through Frida Printed on light green paper with i of darker hue, booklet displays pictu of M. C. Perry on cover, also form of show, biographical sketch of M Perry, trade-paper review of progra publicity blurbs, comments of listene and pictures of stars of stage, scre and radio who guested on show.

Tours for Safety

ROBERT YOUNG, star of NBC *Fath Knows Best* show, is on two-wee personal appearance tour in Alban New York City, and Washington, D. in connection with National Highw Safety Campaign. For past t months Mr. Young has been promoti campaign aimed at teen-age drive on his weekly radio show, in cooper tion with Inter-Industry Highw Safety Committee and National Aut mobile Dealers Assn. Maxwell Hou Coffee sponsors *Father*.

Commandments for Safety

FOR best "Ten Commandments Traffic Safety" sent in by studen $3000 in merchandise is being offer as prizes by Joe Adams, record m in a traffic safety campaign, duri his midday 3½ hour *Joe Adams Sh* on KOWL Santa Monica, Calif. Pri are donated with no air credit giv Committee to judge best entry is co posed of outstanding civic and gove ment persons.

Personnel

FREDERICK N. LOWE appoin promotion manager for WTAR-A FM-TV Norf Va. He also promotion mana of Norfolk Ne papers Inc. president of tional Newspa Promotion Asso



Mr. Lowe

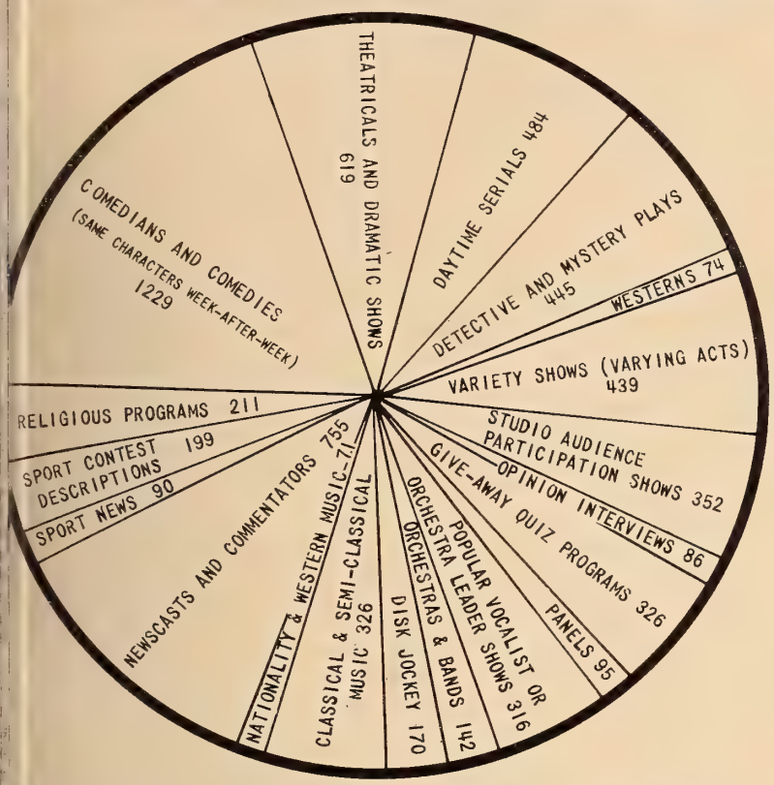
OSCAR AL GOOD, public s ice director of W Oklahoma City, the father of girl, Pamela.

CHARLES BALTIN named to h new sales promotion and public r tions program department at WH New York.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

GUIDE-POST POLL

Comedies, Dramas Tops in Pittsburgh



This chart shows how the "listening" pie is cut up among Pittsburgh housewives.

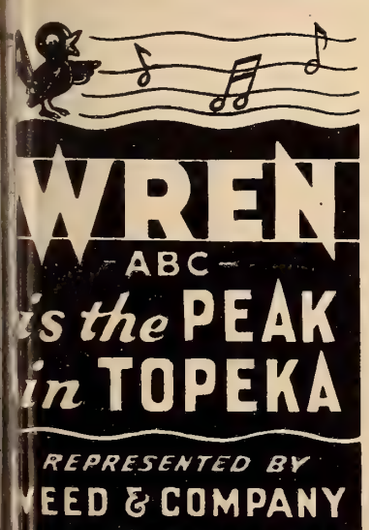
* * *

COMEDIES and dramas are tops in popularity among Pittsburgh district housewives, according to a recent poll conducted by Guide-Post research. Taking the question, "What radio programs would you miss most if they were no longer broadcast?", Guide-Post polled 1,500 housewives.

Charles F. Ackenheil, survey director, said 44% of the votes were for comedies, mysteries or plays; 19% voted for musical programs; 12% for news; 12% for quiz, interview or giveaway shows; 4% for sports and 3% for religious programs (see chart).

Mr. Ackenheil said the survey covered Pittsburgh and 100 surrounding towns and townships, proportional to population, economic and related factors.

Ten most frequently mentioned programs were *Arthur Godfrey* (CBS), *Lux Radio Theatre* (CBS), *Fibber McGee & Molly* (NBC), *Breakfast Club* (ABC), *Bing Crosby* (CBS), *My Friend Irma* (CBS), *Louis L. Kaufman* (WCAE), *Jack Benny* (CBS), *Stop the Music* (ABC) and *Theatre Guild* (NBC).



PHILLIPS NAMED

Joins Fairbanks Agency Sales

PAUL C. PHILLIPS, Hollywood producer-director and advertising agency executive, has joined Jerry Fairbanks Productions, as West Coast sales manager, in line with company expansion plans. Russ Johnston, vice president in charge of sales and distribution made appointment last week.

Nat Winecoff, head of Fairbanks Music Publishing Co. who was acting director of West Coast sales during absence of a department manager, will continue to aid that division of the firm in an executive capacity, according to Mr. Johnston. In agency work for more than 15 years, Mr. Phillips has been associated with such firms as Foote, Cone & Belding, and Ted Bates Inc. More recently he was partner in Impact Films, Hollywood.

NEW TRADE UNIT

Forms in Southwest

EMPHASIS will be placed on regional as well as national problems related to the radio industry by the West Texas-New Mexico Broadcasters Assn., newly-formed broadcasters' trade organization, announced in Big Spring, Tex., last week.

Membership is open to all station operators in the area, the announcement said. Jack Wallace, KBST Big Spring, is president and J. M. McDonald, KCRS Midland, Tex., secretary-treasurer. Directors are Jack Hawkins, KRIG Odessa; Harley Hubbard, KXOX Sweetwater; Lewis Seibert, KGKL San Angelo; W. D. Dixon, KVWC Vernon; R. E. Bruce, KRUN Ballinger, all of Texas, and W. E. Whitmore, KGFL Roswell, N. M.

Stations currently affiliated with the association are: KRIG KGKL KCRS KGFL KVWC KXOX KBST KRUN; KOSA Odessa; KTXC Big Spring; KIUN Pecos; KTXL San Angelo; KVLF Alpine.

EXPANDED cooperative benefit plan covering group life, accidental death and dismemberment and hospital and surgical expense benefits for its employes and their dependents went into effect at KTTV (TV) Hollywood March 1. Prudential Insurance Co. of America is underwriter.

A. C. NIELSEN CO.

Research Firm Promotes Two

A. C. NIELSEN Jr. has been named administrative vice president of the A. C. Nielsen Co., Chicago marketing research firm, by the board of directors. Also appointed was J. P. Napier as executive vice president.

Mr. Nielsen, son of the firm's founder, has served his father as assistant to the president. In his new position, he works as administrative head and coordinator of all Nielsen Food and Drug Index activities in the U. S. He is a director of the company and of its British and Australian subsidiaries. Mr. Napier, a director of A. C. Nielsen Co. of Canada Ltd., of which he is founder and first president, also has worked as vice president and assistant to the president of the parent company. He is now directing Drug and Food Index sales and client service activities in the Western division, from Buffalo to California.

FOR sixth consecutive year ABC will broadcast coast to coast annual awards presentations of Academy of Motion Picture Arts and Sciences being made this year on March 23 from Pantages Theatre, Hollywood. Broadcast will be aired on ABC West Coast network at 10:15 p.m. (PST) and East Coast network 11:00 p.m. (EST). In addition it will be carried by Armed Forces Radio Service to army posts overseas.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Here's June Christy

WITH THE JOHNNY GUARNIERI QUINTET



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Allied Arts



WILL YOLEN, president of Yolen, Ross & Salzman, public relations firm, New York, resigns and sells his interest in company to HAL A. SALZMAN. He will continue as general consultant for YR&S, however, as well as for other publicity and public relations organizations. YR&S services following accounts: Ronson, Topps Chewing Gum, Lee Hat Co., Posees, a division of Textron and other industrial clients.

DUANE McKINNEY, former NBC producer-director, joins Official Film and Television Inc., New York, as executive producer. He also will head talent department and will screen all new material for company.

SCREEN PUBLICISTS GUILD preparing package series of 39 half-hour radio programs built around outstanding names in Hollywood history. Writing original scripts are LOU VITTES and BOB JOSEPH.

GEORGE R. GUYAN, Western sales manager of WGN Chicago, joined Radio Features Inc., Chicago syndicated transcription firm March 1 as salesman. He is former operations manager at WBBM Chicago.

MAX GILFORD. secretary and general counsel of Pegasus Inc., Hollywood television producer, named chairman of nominating committee of Television Producers Assn. for 1950. Appointed to committee were: FRANK DANZIG, ROBERT OAKLEY, EDITH TODESCA, SAMUEL HERRICK, JOSEPH AINLEY.

O'BRIEN & DORRANCE Inc., New York, appointed by Weed & Co., radio and television station representative, and National - American Wholesale Lumber Assn., to handle advertising.

HENRY S. WHITE re-elected as president of World Video Inc., New York. Also re-elected were JOHN STEINBECK and RICHARD H. GORDON Jr. as vice presidents; IRVING G. OPPENHEIMER, secretary-treasurer.

RICHARD STROUT PRODUCTIONS, Hollywood, specialist in custom radio, television, and motion picture productions, has completed four five-minute syndicated radio shows. Productions described in booklet which may be obtained by writing 507 Fifth Ave., New York.

CLIFFORD GREENLAND, commercial manager, Associated Program Service, now on three-weeks visit to Virginia, North Carolina and South Carolina subscriber stations.

CHARLES MICHELSON Inc., New York, has sold package of 234 half-hour transcribed program units of mystery features and musical shows to WFIL Philadelphia.

Equipment

PINCKNEY B. REED, former field sales administrator of RCA Engineering Products Dept., named manager of Industrial Equipment section of company succeeding GEORGE McKENNA, whose promotion to assistant to W. W. Watts, vice president in charge of department was announced recently.

W. M. ANDERSON, appointed southwestern district sales manager, Westinghouse Home Radio Div. He will supervise sale and distribution of television and radio receivers in Texas, Colorado and New Mexico. He will headquarter in Dallas.

MAGNECORD Inc., Chicago, announces newly-appointed distributors: Western Electronic Supply Co., 2609 First Ave., Seattle; Wheeling Radio Supply, 924 Market St., Wheeling, W. Va.; Yeomans Distributing Co., 734 Main St., Peoria, Ill. Company makes professional magnetic tape recording equipment.

RARRY R. SEELEN appointed manager of Lancaster Engineering Section, RCA Tube Dept. He succeeds DR. DAYTON ULREY, retired, and now consultant to company.

WBUR (FM) STAFF

Students To Man B. U. Outlet

WBUR (FM) Boston, new noncommercial educational outlet owned and operated by Boston U., will be staffed entirely by students from the radio division of the university's school of public relations, according to Dean Howard M. LeSourd of the college, and Prof. Samuel B. Gould, radio division director.

The following students will handle the station's administrative functions:

Program manager, John C. Raleigh, Boston; chief engineer, Richard S. Bean, Boston; chief announcer, James P. Hinchey, Boston; promotion and publicity, John F. Rineman, Lancaster, Pa.; production supervisor, Margaret V. Lund, Nashua, N. H.; newsroom supervisor, Glen E. Sheffer, Hanover, Pa.; special events, Kenneth Stodder, Stoneham, Mass.; continuity supervisor, Donald M. Anderson, Dorchester, Mass., and talent bureau supervisor, John B. Lancaster, Philadelphia. WBUR (FM) is licensed to operate on Channel 215 (90.9 mc) with power of 400 w.

WTNB CASE

Johnston Appeals Again

NEW COMPLAINT against FCC has been filed with the U. S. Court of Appeals for the District of Columbia by Johnston Broadcasting Co., charging that the Commission's latest action in the WTNB Birmingham, Ala., case is illegal [BROADCASTING, Jan. 30].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court that FCC had erred as a matter of law in allowing Thomas N. Beach, original licensee of WTNB, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc.

It was the grant of this switch to WTNB which Johnston Broadcasting appealed last year and which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 9, 1949].

Attacks Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the change in dispute. Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling had been criticized by Comr. Robert F. Jones in his dissent. He said the court remand indicated the defect in the Beach application could be corrected by amendment only if the Commission's rules allowed. Comr. Jones held they do not.

WHBC ANNIVERSARY

25th Birthday This Week

ALL-INDUSTRY film "Lightning That Talks" will be shown at a luncheon meeting in the Onest Hotel, Canton, Ohio, Thursday (March 9) in connection with the 25th anniversary observance of WHBC Canton. One hundred industrialists, retailers, wholesalers and agency men have been invited to attend.

In observance of WHBC's anniversary a number of activities have been planned. Also on Thursday a one-hour dedicatory program will highlight the development of WHBC during 25 years. Features will be congratulatory messages from local citizens and organizations, ABC officials and other personages.

This week WHBC is presenting a series of special broadcasts dedicated to Canton and surrounding cities. Mayors of the cities will voice salutes to the station. In addition, the Lawrence Welk *Mill... High Life Revue*, ABC feature, to originate from Canton Wednesday. On Thursday, WHBC will be saluted by Don McNeill on the *Breakfast Club*.

A number of antiquated radio sets, obtained by WHBC from RC... Camden, N. J., are being displayed in store windows in the downtown area and special window cards calling attention to the anniversary have been placed throughout the area.

OHIO NEWSMEN

OARNE Meet Set for May

ANNUAL meeting of the Ohio Assn. of Radio News Editors will be held in Columbus on May 7, according to Charles Day, OARN president and news director WGAR Cleveland.

Meeting plans include a luncheon featuring a name speaker, election of new officers and discussion of current problems facing radio newsmen, including an Ohio privilege law to protect the sources of radio news reporters. Heading the committee in charge of the meeting is Frank Tate, of WOSU Columbus, aided by Paul Wagner, former OARNE president, and Gene Rag... WCLT Newark program director.

The OARNE directors, at a recent meeting, voted to set the annual dues at $2.50 instead of the previous $5, and also voted endorsement and support of the second annual Radio News Editors Conference on June 17 at Ke... State U.

SERIES of ten concerts by Utah Symphony Orchestra will be aired by KSL Salt Lake City.

THREE MORE Canadian stations have joined the Canadian Assn. of Broadcasters. CKDA Victoria, CKBW Bridgewater and CKFI Fort Francis, have been added to CAB membership, bringing total to 97.

AS PART of training of students Ottawa High School of Commer... four students from that institut... have been studying operation of CK... Ottawa. They are writing essays ... business operation of station, wh... will be checked for accuracy by stat... officials.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Respects

(Continued from page 36)

"sold" on radio, Mr. Boggs remarks.

Mr. Boggs should know whereof he speaks, with respect to intermedia competition, because he was grounded early in magazine lineage, having sold black-and-white in 1925.

He began his radio career in January 1932 when he joined WAAF Chicago. He later became commercial manager and remained there until 1937 when he was lured to WGN Chicago as a salesman.

In 1940 Mr. Boggs was appointed manager of WGN Chicago's New York office, remaining for five years before returning to the 50 kw clear channel outlet as sales manager. He moved to WLOL as president and general manager in January 1946 and handled national accounts for the Twin Cities outlet.

His reign there was a successful one—with emphasis on sports and disc shows. Within two years the station showed a handsome 25%-plus boost in billings.

Moves to WMCA

In March 1949 Mr. Atlass, as WMCA consultant, called on Mr. Boggs to take over a shaky WMCA operation that reportedly was losing in excess of $350,000 annually. The Twin Cities market, with its "divided loyalties" and friendly competitive spirit, gave "Red" Boggs an insight that was to prove invaluable in his present New York position.

Under Mr. Boggs' guidance, and an alert sales staff, WMCA has derived a host of commercial billings from such accounts as Colgate-Palmolive-Peet (which alone accounted for a $100,000 profit), Seeman Bros., Purity Bakers, and others.

Currently in negotiation is a deal whereby WMCA will feed New York Giants' baseball games to a regional network similar to the Midwest Baseball Network under the aegis of WIND Chicago. Accent again will be on local station sponsors—a sure-fire formula for successful independent operation.

Norman Boggs was born in Connersville, Ind., on Sept. 21, 1903. Nothing "eventful" happened in his early years, he reports, except that he met a girl on a campus blind date—the former Miss Claire Henderson—whom he married in October 1928.

Before that, however, Mr. Boggs cut short his college career at the U. of Illinois, one year before graduation, to embark with a dance band that played engagements in such far-away places as Manila, Shanghai, and Hong Kong. Mr. Boggs qualifies as an acceptable pianist in his own right.

Today Mr. and Mrs. Boggs live on New York's Sutton Place. Mr. Boggs spends spare time reading, watching television, and contemplating the turn of events that will lead him into the select 20-year radio circle come January 1952. He holds membership in the Radio Executives Club of New York.

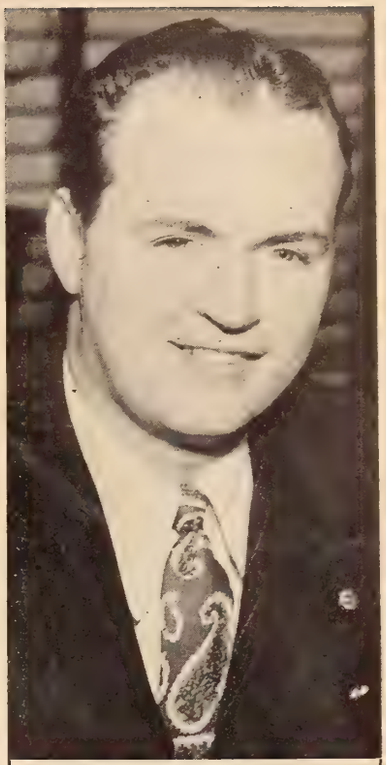
National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JANUARY 15-21, 1950
NIELSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs) ..			(4,399)	(11.2)	(+0.7)
1	2	Jack Benny (CBS)	9,938	25.3	+3.5
2	1	Lux Radio Theatre (CBS)	9,899	25.2	+1.3
3	3	Godfrey's Talent Scouts (CBS)	8,367	21.3	+2.1
4	8	My Friend Irma (CBS)	8,170	20.8	+3.4
5	7	Charlie McCarthy (CBS)	8,013	20.4	+2.9
6	6	Amos 'n' Andy (CBS)	7,738	19.7	+2.2
7	28	Red Skelton (CBS)	7,463	19.0	+3.9
8	4	Mystery Theatre (CBS)	7,463	19.0	+0.2
9	22	F. B. I. in Peace & War (CBS)	7,149	18.2	+2.6
10	32	Walter Winchell (ABC)	7,071	18.0	+3.4
11	5	Bing Crosby (CBS)	7,071	18.0	—0.7
12	12	Mr. Keen (CBS)	7,031	17.9	+1.3
13	17	Dr. Christian (CBS)	6,678	17.0	+1.0
14	15	You Bet Your Life (CBS)	6,638	16.9	+0.6
15	16	Judy Canova (NBC)	6,638	16.9	+0.8
16	9	Fibber McGee & Molly (NBC)	6,638	16.9	—0.5
17	10	Crime Photographer (CBS)	6,638	16.9	—0.1
18		Life With Luigi (CBS)	6,442	16.4	
19	37	Horace Heidt (CBS)	6,364	16.2	+2.7
20	31	Bob Hawk (CBS)	6,324	16.1	+1.2
EVENING, MULTI-WEEKLY (Average for All Programs) ..			(2,907)	(7.4)	(+0.2)
1	1	Beulah (CBS)	6,089	15.5	+0.8
2	3	Counter-Spy (ABC)	5,107	13.0	+0.7
3	2	Lone Ranger (ABC)	4,949	12.6	+0.3
WEEKDAY (Average for All Programs)			(2,514)	(6.4)	(0.0)
1	1	Godfrey (Ligg. & Myers) (CBS)	5,028	12.8	+0.5
2	2	Romance of Helen Trent (CBS)	4,321	11.0	+0.1
3	3	Arthur Godfrey (Nabisco) (CBS)	4,164	10.6	+0.8
4	5	Wendy Warren (CBS)	4,007	10.2	+0.6
5	9	Aunt Jenny (CBS)	3,967	10.1	+0.6
6	10	Our Gal, Sunday (CBS)	3,889	9.9	+0.4
7	11	Right to Happiness (NBC)	3,889	9.9	+0.5
8	12	Arthur Godfrey (Goldseal) (CBS)	3.810	9.7	+0.8
9	7	Pepper Young's Family (NBC)	3,692	9.4	—0.1
10	16	Big Sister (CBS)	3,653	9.3	+0.9
11	14	Ma Perkins (CBS)	3,614	9.2	+0.6
12	15	Road of Life (NBC)	3,535	9.0	+0.5
13	6	Backstage Wife (NBC)	3,496	8.9	—0.6
14	8	Stella Dallas (NBC)	3,457	8.8	—0.7
15	18	Guiding Light (CBS)	3,417	8 7	+0.7
DAY, SATURDAY (Average for All Programs)			(2,318)	(5.9)	(—0.4)
1	3	Grand Central Station (CBS)	5,264	13.4	+1.8
2	1	Stars Over Hollywood (CBS)	4.949	12.6	+0.1
3	2	Armstrong Theatre (CBS)	4,674	11.9	—0.3
DAY, SUNDAY (Average for All Programs)			(1,493)	(3.8)	(—0.2)
1	1	True Detective Mysteries (MBS)	4,832	12.3	+1.4
2	2	Shadow (MBS)	4,125	10.5	+0.1
3	3	Martin Kane, Private Eye (MBS)	4,125	10.5	+1.9

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.



Robert M. Dooley

Dooley Appointed To National Sales For WOW, WOW-TV And KODY.

John J. Gillin, Jr., recently announced the appointment of Robert M. Dooley, formerly with KFAB, as National Sales Manager for WOW and WOW-TV, Omaha; and KODY, North Platte, all owned and operated by Radio Station WOW, Inc.

"Bob" is well-known to the advertising fraternity from coast to coast.

WOW
WOW-TV
KODY, NORTH PLATTE
John J. Gillin, Jr., Pres. & Gen'l Mgr.
John Blair Co. & John Blair T-V Representatives

IRE HONOR AWARD

Stanford U. Dean Is Cited

FREDERICK E. TERMAN, dean of Stanford U. School of Engineering, has been awarded the 1950 honor medal of the Institute of Radio Engineers, for distinguished service in the field of radio engineering. Award will be presented March 8 during IRE annual convention in New York.

Dean Terman, one of the foremost figures in radio research and engineering, during World War II worked on methods for counteracting enemy radar and in recognition received high honors.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 1390 KC 50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

* STATION OWNERS

* STATION MANAGERS

* STATION PROMOTION DIRECTORS

We can increase your time sales

through a

DIRECT MAIL CAMPAIGN

of PERSONAL LETTERS

— Here is what you get —

1— An accurate list of your market for time sales—

465 Time Buyers of leading Advertising Agencies.

530 Account Executives handling Radio-Television Advertisers.

510 Advertising Managers of Companies engaged in National Advertising.

2— A series of four monthly mailings for 4 months of persuasive, sure-fire sales letters to this entire list. The letter is produced on *your own letterhead* by typewriter ribbon, with a *personal salutation* and *personally addressed* to your top prospects for time sales. We will mail with your sales letter your sales brochure, BMB data, or coverage map.

3— The experience and "know-how" of an organization with 20 years experience in direct mail advertising for networks, leading stations and station representatives.

4— Low cost for big results—the entire cost for this Four Months Test Program, less postage, is less than 6¢ per letter!

AMERICAN DIRECT MAIL COMPANY, INC.

421 HUDSON STREET

NEW YORK 14, N. Y.

Radio-Television Promotion Department

CBC REPORT

Need for More Money Is Stressed

NEED for more money or curtailment of its services, is emphasized in the 1948-49 annual report released by the Canadian Broadcasting Corp. last week in the House of Commons at Ottawa. During the fiscal year ending March 31, 1949, CBC had an operating deficit of approximately $44,000.

The report, almost a year late in being issued, is a 64-page book, replete with photos illustrating CBC operations, and is the most voluminous yet issued by the CBC since it began operations in 1936. In the foreword, CBC Chairman David Dunton tells Parliament that "unless its revenue basis is changed, the CBC will be unable to carry out extension of service recommended by the Parliamentary Committee, to fill gaps in network coverage in outlying areas now getting service, or to make badly needed improvements to programs and in the use of Canadian talent.

"Because of higher cost levels, the CBC will be faced with considerably increased expenditures just to maintain existing and committed services and present standards of broadcasting. Corresponding increases in revenue are not in sight on the present basis. The CBC has to maintain the national system on the basis of its regular income and there is no provision for meeting any deficits except out of its own reserves. Commercial revenues which are about 30% of the total cannot be increased appreciably because of the present heavy loading of commercial programs on the networks. The main revenue of the CBC is from license fees, the rate of which has been unchanged since 1938."

Financial statement shows license fees (listener licenses a $2.50 per radio home per year plus privately-owned station license fees) for the year at $5,135,374. Commercial revenue for the year was $2,217,130. Miscellaneous revenue amounted to $200,809, for a total of $7,553,213. Expenditures were a total of $7,399,820, of which programs amounted to $3,817,998, engineering $1,682,339, wire line $1,030,840, administration $368,699, publicity $245,353, commercial department $195,804, and miscellaneous expenses. Depreciation amounted to $196,843.

Staff Increase

The staff for the year totalled 1,238, which was an increase of 163, and the report includes data on pension plan and group life insurance plans in operation by the CBC. Addition to the staff was in part due to absorption of the CKY Winnipeg, now CBW, staff.

Regarding commercial programs the report shows an increase in commercial shows on the Dominion and French networks. About 19% of combined time of Trans-Canada Dominion and French network was used by commercial programs with 60% of these originating in Canada, and the remainder being piped in from the United States.

Major portion of the report is a detailed analysis and recording of programs carried and the development of Canadian talent on CBC programs.

REYNOLDS NAMED

Heads FSR Radio, TV, Films

APPOINTMENT of Richard F. Reynolds as director of films, radio and television at Fuller & Smith & Ross Inc., Cleveland, national advertising agency, has been announced by William A. Wright, vice president and general manager of the Cleveland office. John James, formerly of the radio division, was named associate director of radio in the new organizational setup.

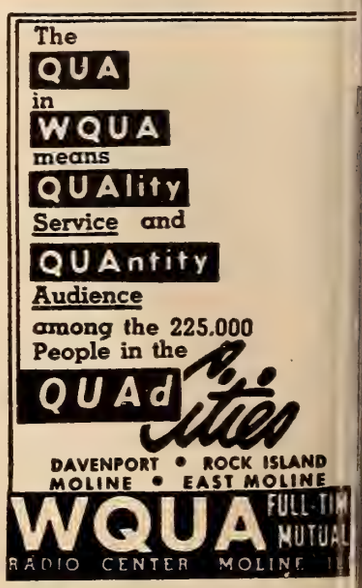


Mr. Reynolds

Mr. Reynolds, with the agency for 13 years, has been a member of the film department since his return from the Navy in 1946, and its director since 1948. "The establishment of a central department to represent these three media indicates their increased importance and use in the advertising and sales promotion programs of our clients," Mr. Wright said.

KVAK Now KARE

CALL letters of KVAK Atchison, Kan., have been changed to KARE, effective last Wednesday, March 1. Authorized by the FCC, the change is in line with new ownership of Paul H. Buenning and James M. Griffith, who purchased the station from S. H. Patterson. KARE is licensed for 1 kw fulltime on 1470 kc and maintains studios in Atchison and St. Joseph, Mo.



Programs



PROBLEMS for the homemaker, such as what to do after spilling catsup on one's rug, are solved daily by Ernie Kovacs on WTTM Trenton, N. J. Heard at 10:45 a.m. over the NBC outlet, Mr. Kovacs is sponsored by Trenton Lighting Studios and RCA Victor. During show's first week, phones were tied up for two hours with calls from housewives seeking solution to their problems, station reports. In addition, Trenton Lighting Studios phones were flooded with calls by prospective purchasers of RCA television sets.

"Sewing Hints"

SUBSTANTIAL response from both Baltimore and Washington housewives was reported after first week of WMAR-TV Baltimore's new type of program development, titled *Sewing Hints*. Featuring Mrs. Betsy Carson, *Sewing Hints* is seen every Friday at 1:30 p.m. over both WMAR-TV and WMAL-TV Washington. Show's format includes methods of remaking old clothes, making accessories, fashioning new garments at home, reports of latest gadets on market to help housewives and interviews with guests.

Airs Circus

BROADCAST of entire Grotto Circus by WERE Cleveland, claimed by station to be first in city's history, highlighted three-hour show, proceeds of which were turned over to Cleveland Cancer Society. Three hours of Sunday afternoon schedule were moved to make way for program. Show, sponsored by Pepsi-Cola, used four announcers presenting running description. Bob Wass, special events man, coordinated activities; Bill Nesbut gave general coverage, Gil Gibbons handled background information, and Ed Stevens presented children's angle.

Career Building

THEME of WCAE Pittsburgh's new educational series, *The American Artist Speaks*, heard Sunday, 3:30-3:45 p.m., is "How to Build a Career." Programs feature interviews with leading artists, for example, Burl Ives, Candy Jones Conover, Lilly Dache, Frank Lloyd Wright, who will be in Pittsburgh to speak on behalf of Adult Appreciation Courses held in Carnegie (Museum) Lecture Hall. Series is sponsored by Division of Education of Carnegie Institute, responsible for bringing artists to town for institute's guild activities. Moderator is Robert C. Young, supervisor of guild activities.

'Batter Up'

NEW live TV prize winning audience participation program, *Batter Up*, has been packaged for syndication by The Cardinal Co., Hollywood. Handled as two competing baseball teams, with staff announcer acting as umpire and another as sportscaster, "games" would be under auspices of Junior Chamber of Commerce in each community where telecast.

'Forum for Living'

NEW WTAG - AM - FM Worcester, Mass., *Forum for Living* series is giving 60 central New England high school seniors chance to win college and trade school scholarships ranging up to $2,000. Students were selected on basis of graded examination, prior to quiz-show competition, which started Feb. 26. Each week, six of chosen students will participate on program. Winner of each quiz will receive $25 Savings Bond and right to appear in quarter-finals. Grand finalists will later compete for scholarships on statewide hookup to originate from Boston. Series is emceed by Margaret Cox, star-director of WTAG five-a-week *Open House* variety show.

Basketball Coverage

TO cover four Indiana sectional basketball tournaments week of Feb. 20, WWCA Gary set up special interstation network. Sponsored by Peter Eckrich & Sons, packer of luncheon meats, tournament broadcasts gave direct coverage of all 32 schools. Eckrich firm will continue to sponsor play-by-play broadcasts all through Hoosier State finals, culminating March 18 with championship game in Indianapolis.

WNAX Forum Technique

STUDENT forums broadcast by WNAX Yankton-Sioux City, Iowa, for past four years, have received national attention. Transcribed program demonstrating station's unique forum technique was broadcast on Feb. 21 before 2,500 school administrators from 48 states and six foreign countries who attended annual convention of National Assn. of Secondary School Principals in Kansas City. In answer to response from educators, WNAX has begun preparation of brochure giving step-by-step outline of procedure to meet demand for handbook of forum operation. Some 15 schools in nation have requested program transcriptions, WNAX reports.

Heart Fund Telecast

HEART fund's pulse was raised to a sucessful beat during association's annual drive in Baltimore recently by special WAAM (TV) Baltimore telecast. Station reports Earl Wrightson, Baltimore-born baritone, and Josh White, balladeer, donated time and talents to WAAM's *All-Star* show. Mr. Wrightson acted as m.c. for wealth of local talent while Mr. White, his son Josh Jr., and daughter, Beverly, gave special showing professional polish. The Whites, WAAM says, rushed to studios between local theatre appearances. Mr. Wrightson made special trip from New York for program. Amateurs were recruited from Baltimore's International Center, Peabody Institute and other local organizations.

For Industrial Workers

BUFFALO's industry workers—some 180,000—now receive early morning announcements on daily activities of interest to them as result of industry cooperation with WKBW Buffalo. Following interviews with executives of city's 32 major plants, WKBW has introduced 7-8 a.m. show, *Production Parade*, emceed by Tiny Hamrick. Program features records, local and national news, weather forecast, sports lineup and information about Buffalo industry workers such as plant activities, service and merit awards, births, birthdays, marriages, etc. Various cooperating plants send items to WKBW for airing.

Sports Jackpot

JACKPOT of nearly $2,000 in prizes is offered WFIL-TV Philadelphia's viewers who really know their sports, with introduction of station's new weekly program, *Name the Star*, Friday at 7:45 p.m. Sponsored by Regina Cigar Co. for Hillcrest cigars, program is emceed by Tom Moorehead, WFIL sports director. Televiewer who answers first question correctly has chance to name sports figure. Boxes of sponsor's cigars and other prizes are awarded to first question answers only. Contract, placed through Gresh & Kramer, Philadelphia, is for 26 weeks.

WILS CHANGE

MBS Affiliate Now Fulltime

WILS Lansing, Mich., has become a fulltime outlet, moving to 1320 kc with increased power of 1 kw, W. A. Pomeroy, manager of WILS, announced last week. Established three years ago, WILS has operated on 1450 kc with 500 w daytime only.

In announcing the changeover, Mr. Pomeroy said WILS will continue its present affiliation with MBS and will add network programs during the evening hours. Other new program additions in the evening, he said, include a local disc show featuring Theron Shreve, and News Commentator Landon Young, both new additions to the WILS staff.

AUTRY PROGRAM

Is Cited in Libel Suit

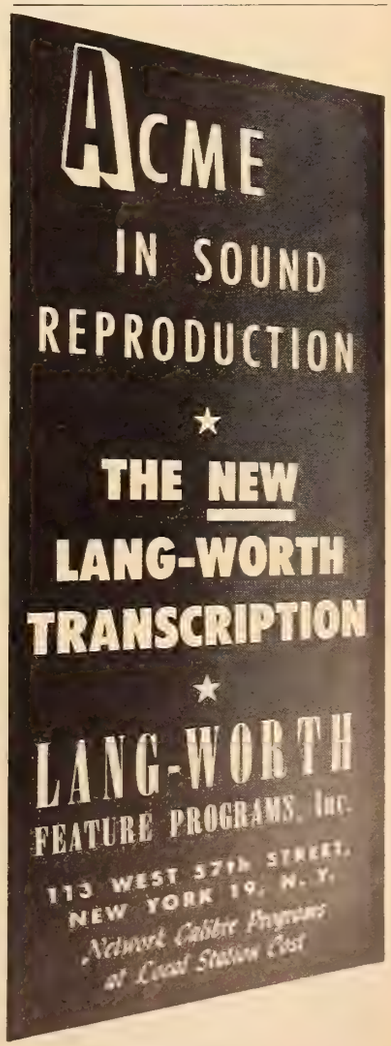
CBS, J. Walter Thompson and the William Wrigley Jr. Co., Chicago, were charged with invasion of the right of privacy and libel Tuesday in Chicago's Federal District Court. Lt. Col. Frank L. O'Brien of Sugar Grove, Ill., instigated a $50,000 damage suit, claiming he was maligned as "cowardly, incompetent and irresponsible" in a recorded dramatization of one of his wartime exploits presented on Gene Autry's *Melody Ranch* show June 28, 1942, sponsored by Wrigley.

Lt. Col. O'Brien said his role in the transcribed story was false and tended to make him "inferior." Mr. Autry enacted the role of a lieutenant who, with Lt. Col. O'Brien, swam among ice floes near Alaska to save a marooned pilot shortly after the Pearl Harbor attack. The record was played for the judge and jury.

BBM Survey Started

BUREAU of Broadcast Measurement (BBM), Toronto, has awarded a contract to International Surveys Ltd., Toronto and Montreal, to conduct the fourth national BBM survey to measure listening habits of three million Canadian radio homes. Printed copies of the survey will be released to member stations in September. Survey is being made this month.





Technical



JACK F. POND appointed chief engineer of CKOY Ottawa. For seven years he was engineer at CKEY Toronto, and was named assistant chief engineer on being transferred to CKOY.

WILLIAM C. ELLSWORTH, of Westinghouse Radio Stations' Washington engineering staff, is the father of a girl, Nancy Linda.

ALLEN B. DuMONT LABS Inc., Television Transmitter Div., announces new r. f. waveform monitor, DuMont Type 5034-A. Equipment is designed for use in TV broadcast installations to monitor unrectified radio-frequency signal at r. f. transmission line. DuMont Tube Div. announces new Teletron, Type 12LP4A in production at Allwood, N. J., plant. Picture tube will provide manufacturers of initial equipment with tube employing new DuMont bent-gun ion-trap design, featuring gray filter face plate.

C. W. SHAW, general sales manager of Radio Tube Division, **Sylvania Electric Products Inc.**, New York, announces new miniature high voltage half wave rectifier designed for television receiver pulse rectifying systems and voltage doubler circuits for magnetically deflected 10" and 12" viewing tubes. Tube type IV2 has peak inverse plate voltage of 7,500, peak plate current of 10 milliamperes, average plate current of .5 milliamperes.

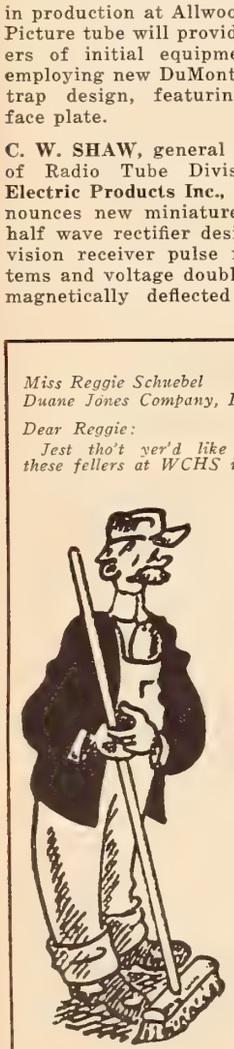
ATOMIC INSTRUMENT Co., Boston, Mass., has available special high voltage connectors for use with preamplifiers operating at moderately high voltages as used for nuclear research but suitable for other high voltage or high altitude applications. Detailed specification may be had from firm at 160 Charles St., Boston.

MEL KAISER, WMGM New York engineer, is the father of a girl, Shelley Ava.

Miss Reggie Schuebel
Duane Jones Company, Inc.

Dear Reggie:

Jest tho't yer'd like to know how these fellers at WCHS is ahandlin' yer accounts fer yuh. They really b'lieves in goin' all out fer a feller an' doin' it right now! T'other day a letter come frum Bob Brenner at Babbitt's tellin' 'bout a merchandizin' plan fer BAB-O and GLIM in connection with NONA FROM NOWHERE. He sent along some suggested spots fer ter be used. Well sir, these here fellers jest set right down an' got them spots on th' schedule right away, an' that ain't all they done, neither! No-siree! Thet very atternoon they sent out letters ter th' grocers tellin' them ter git on their toes fer th' big permotion! Now, Reggie, yuh can't beat thet fer cooperation! Then I seen 'em gittin' out letters ter th' drug stores 'bout Dr. Pierce's Golden Medical Discovery, an' thet's on yer list, too! Yessir, thet's the way arr fellers does thin's. They really gives their clients fullest cooperation on ever'thin'!



Yrs.
Algy

WCHS
Charleston, W. Va.

'CONDITION WHITE'

KILO Gives Storm Service

DESIGNED to cope with winter's customarily severe attacks on North Dakota's Red River valley, KILO Grand Forks has introduced a public service called by the code name, "Condition White."

As soon as the code for KILO's storm service is received in the studios, the staff knows that regular programming may be interrupted at any time to broadcast special storm warnings, forecasts and distress messages. When a recent blizzard disrupted communications, messages were sent out, without charge, for stranded travelers, snowbound rural residents, school officials and others.

In checking for news on storms, KILO brings into play all local sources, including the highway, police and fire departments; transportation lines and weather news from the wire service. Weather news from all sources is correlated and prepared for broadcast under the direction of Bob Runyon, KILO news director.

STORECAST CORP.

List New Accounts, Renewals

STORECAST Corp. of America, New York, has signed 11 new advertisers and 17 renewals during the month of February. This makes a total of 25 new advertisers since the first of the year.

In southern New England, the following advertisers will use Storecast: Beech-nut Packing Co., and H. C. Brill Co., Inc. In Philadelphia, new advertisers are American Home Foods, Reddi-Wip Co., Reynolds Metal Co., National Selected Products, International Salt Co., and Swift Co. In Chicago, the advertisers are Holsum Products, Kraft Foods, and Van Holten & Son. In Pittsburgh, the new advertiser is Beechnut-Packing Co. Renewals in the New England area are: J. W. Beardsley's Sons, and J. H. Filbert.

COMMUNISTS

Radio Activity Charged

CHARGES that the Communist party organized radio programs on behalf of the American Slavs Congress and obtained time on WLOA Braddock, Pa., after being turned down by KQV Pittsburgh, were leveled before a House Un-American Activities subcommittee within the past fortnight.

Matthew Cvetic, former FBI undercover agent who held membership in the party, told the subcommittee, headed by Rep. Morgan M. Moulder (D-Mo.), that when he was a member of the congress' executive committee he met with district CP organizers to initiate the series of programs.

The program, *Keep America Free*, went off the air over six months ago after having been carried for a year and a half, and other foreign language programs following the CP line also have been discontinued by WLOA, Mr. Cvetic said. He cited Croatian, Ukranian, Polish and Slovak language shows.

Mr. Cvetic said he and two other CP card-holders originally approached KQV to take the series but that when the station refused the programs, one of his partners suggested WLOA "because he said he had some contacts there." Replying to a question, he said that, to the best of his knowledge, neither William G. Matta, president and general manager of WLOA, nor George Matta, commercial manager, was a Communist.

Case Suggestion

Rep. Francis Case (R-S. D.) suggested that a transcript of Mr. Cvetic's testimony, with respect to the alleged Communist broadcasts, be sent along to FCC.

The Commission also has before it a demand by Sen. Herbert O'Conor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that FCC "take appropriate steps" to insure that Communist propaganda is not aired on American stations. His group has been studying Polish program activities of the Polish-owned, Communist-tainted Gdynia-American Steamship Lines [BROADCASTING Feb. 20].

FCC has denied knowledge o the programs and has asked Se O'Conor for "any facts which yo believe would be of interest to th Commission." Earlier testimon had indicated concern among Pol ish diplomatic officials, prior t launching the series, that tran scripts would first have to be file with FCC. Two stations carryin the programs have discontinue them.

LOBBY REPORT

$8 Million Spent in 194

AN UNOFFICIAL lobby repor shows a total spending in 1949 b registered lobbyists of nearly $ million, it was revealed last week Of this amount, the all-inclusiv field of power and communication showed an expenditure of $553,40

Included in this category wer publications, electric companies an electric co-ops, and Internationa Telephone & Telegraph Co., Amer can Cable & Radio Corp., an IT& subsidiary (owner of Commercia Cable Co., All America Cables Radio Inc. and Mackay Radio Telegraph Co.), and Clear Chann Broadcasting Service (CCBS).

Harold Hough, WBAP Fo Worth, listed as CCBS treasure reported that CCBS received $55 166. Part of the reported figu ($26,149) is allocable to lobbyin the report said. American Cabl which seeks legislation permittin merger of its firms and the cable of Western Union Telegraph C reported James A. Kennedy, vi president, as having received salary of $22,500 "no part of whic is allocable." IT&T showed expenditures but listed Kenneth Stockton, president of America Cable, as having received salary $45,000.

The lobby report, as prepare by the staff of the *Congressiona Quarterly News Features*, Was ington, was entered in the *Congressional Record* Monday by Re Frank Buchanan (D-Pa.).

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

FEBRUARY 25 to MARCH 3

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

ebruary 24 Decisions . . .

BY COMMISSION EN BANC

Renewals Granted

Renewals for following FM stations re granted for period ending March 1953: KALB-FM Alexandria, La.; KLA Hollywood, Calif.; K M H B ilton, Tex.; KPFM Portland, Ore.; EI-FM Pocatello, Ida.; WFAM fayette, Ind.; WKWK Wheeling; PE-FM High Point, N. C.; WPAD- Paducah, Ky.; WTMA-FM Charles- , S. C.; WQAM-FM Miami, Fla.

WFLA-FM Tampa, Fla.—Granted re- wal of license for period ending rch 1, 1952.

WFMR New Bedford, Mass.—Granted newal of license for period ending rch 1, 1951.

WSON-FM Henderson, Ky.—Same.

WTAD-FM Quincy, Ill.—Same.

Temporary Extensions

Licenses for following experimental stations further extended on temp. sis to June 1, 1950: Balaban & Katz rp., Chicago KA-3428 and KA-3429; en B. DuMont Labs., New York A-61; KE2XDR; KA-3431; KA-3432; E2XDN; KA-3433; KA-3434; KE2XDQ; ramount TV Productions Inc., Los geles KA-3436 and KM2XBB.

WBKB Chicago—License for com- rcial TV station further extended on mp. basis to June 1.

WABD New York—Same.

Licenses for following developmental tions further extended on temp. sis to June 1, 1950: KE2XCV General ctric Co., Syracuse; Westinghouse dio Stations Inc. KG2XAQ, KG2XAR, G2XAS, KG2XAT, KG2XAU.

Hearing Designated

Illinois Baptist State Assn., Mur- ysboro, Ill.—Designated for hearing y 12 in Washington application for w station on 1230 kc 250 w unl. and nted petition of WEBQ Harrisburg, to designate application for hear- making WEBQ party to proceed-

Howard R. Ward, Bowling Green, io—Designated for hearing on May at Washington, application for new tion on 730 kc 250 w D and made IT Pittsburgh, party to proceeding.

KPAS Banning, Calif.—Designated hearing in Washington on May 17, plication KPAS to change from 1490 250 w unl. to 1320 kc 1 kw D.

Petition Denied

Farmington Bcstg. Co., Farmington, M.—Denied petition requesting re- val from hearing docket and grant application for new station on 1240 250 w unl.

Hearing Designated

WIKY Evansville, Ind.—Designated hearing on May 19 in Washington plication to change facilities of WIKY m 820 kc 250 w D to 680 kc 250 w install DA for night use; made IPS Memphis and WMAQ Chicago ties to proceeding.

WSB Atlanta, Ga.—Designated for ring May 22 in Washington petition WSB requesting reconsideration of nt to Aiken-Augusta Bcstg. Co. to nge facilities of WNCA Aiken, S. C., designation of such application for ring; made WNCA Aiken party to ceeding.

Extension Granted

EBE Jacksonville, Tex. — Granted extension of authority to operate station with power reduced to 100 w using formerly licensed KNET trans. for three month period expiring May 15, pending repair of licensed trans. or receipt of Forms 301 for new trans.

WPPA Pottsville, Pa.—Granted extension of authority for period of three mos. from Feb. 25 to operate night hours with DA and power reduced to 250 w pending replacement of center tower of licensed directional array.

Renewal Granted

KBYE Oklahoma City, Okla.—Granted license renewal for regular period.
KATO Reno, Nev.—Same.
WLAD Danbury, Conn.—Same.

Temporary Extensions Granted

Licenses for following stations further extended on temporary basis to June 1: WERD Atlanta; WKAX Birmingham, Ala.; KOA Denver; WMAQ Chicago; WNBC New York; KNBC San Francisco; WCBS & aux. New York; WCCO Minneapolis; WBBM Chicago; KCBS San Jose, Calif; WENR Chicago; WJZ & aux. New York; KGO San Francisco; WGY & aux. Schenectady; WPAL Charleston, S. C.; KLCN Blytheville, Ark.; KXA Seattle; WNEL San Juan; WPDQ Jacksonville; KTXJ Jasper, Tex.; WDEL Wilmington, Del.; WJVA South Bend; WNDR-FM Syracuse; WEEI-FM Boston; KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WFMN-FM Alpine, N. J.; WXLW-FM Indianapolis; WPEN-FM Philadelphia.

Following were granted temporary extension of licenses to June 1: WCSI Columbus, Ind.; WTAR-FM Norfolk, Va.; WCOU-FM Lewiston, Me.; WBTM-FM Danville, Va.; WMBI-FM Chicago; WFNC-FM Fayetteville, N. C.; WAAT-FM Newark, N. J.; WWJ-FM Detroit; WHAS - FM Louisville; WROL - FM Knoxville; WOPI-FM Bristol, Tenn.; WHOP-FM Hopkinsville, Ky.; WATL-FM Atlanta; KMYC-FM Marysville, Calif.; WCRS-FM Greenwood, S. C.; WGBA-FM Columbus, Ga.; WKOK-FM Sunbury, Pa.; WVJS-FM Owensboro, Ky.; KJBS-FM San Francisco; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne; WRC-FM Washington; WNBC-FM New York; WTOP-FM Washington; K I N G - F M Seattle; WBBM-FM Chicago; KDYL-FM Salt Lake City; WOL-FM Washington.

Renewals Granted

Following FM stations granted renewal of licenses for regular period; WMCP Baltimore; WJAC-FM Johnstown, Pa.; WBRE-FM Wilkes-Barre; KFSD-FM San Diego.

February 27 Applications . . .

ACCEPTED FOR FILING

AM—1470 kc

West Bend Bcstg. Co., West Bend, Wis.—CP new AM station 1430 kc 500 w D AMENDED to request 1470 kc.

Modification of CP

WHMB Washington, D. C.—Mod. CP new FM station for extension of completion date.

License for CP

WTVN Columbus, Ohio—License to cover CP new commercial TV station.
WICU Erie, Pa.—License to cover CP new commercial TV station and to indicate studio and trans. sites as 3516 State St. in lieu of between 35th and 36th Sts. on State St.
WREV Reidsville, N. C.—License to cover CP new FM station.

License Renewal

Applications for license renewal filed by following AM stations: WBRC Birmingham, Ala.; KGHI Little Rock, Ark.; KSUI Iowa City, Iowa; KMA Shenandoah, Iowa; WWJ Detroit; WARC Rochester, N. Y.; WTRY Troy, N. Y.; WSIX Nashville, Tenn.; KTLW Texas City, Tex.; KALL Salt Lake City, Utah; WHA Madison, Wis.

February 28 Decisions . . .

BY THE SECRETARY

The Elm City Bcstg. Corp., New Haven, Conn.—Granted license to cover CP which authorized reinstatement of new exp. TV relay KCA-60.
WJAS-FM Pittsburgh, Pa.—Granted license covering changes in existing station; Chan. 259 (99.7 mc), 24 kw, ant. 470 ft.
KBEE Modesto, Calif.—Granted license for new FM station; Chan. 277 (103.3 mc), 11.5 kw, ant. 150 ft.
WEPS Elgin, Ill.—Granted license for new noncommercial educational FM station; Chan. 201 (88.1 mc), 10 w.
WPWT Philadelphia—Granted license for new noncommercial educational FM station; Chan. 211 (90.1 mc), 10 w.
WPAW Pawtucket, R. I.—Granted license for new standard station; 1380 kc 500 w D.
WHHS Havertown, Pa.—Granted license for new noncommercial educational FM station; Chan. 207 (89.3 mc), 10 w.
WVMC Mt. Carmel, Ill.—Granted mod. license change studio location.
KPRC Houston, Tex.—Granted CP install new trans.
KVMC Colorado City, Tex.—Granted mod. CP for approval of ant., trans., and studio locations and change type trans.
KROW Oakland, Calif.—Granted mod. CP for extension of completion date to 8-24-50.
WKBN-FM Youngstown, Ohio—Same to 9-15-50.
WRVC Norfolk, Va.—Same to 9-15-50.
WBAB-FM Atlantic City, N. J.—Same to 9-15-50.
KSNI Monterey Peninsula Bcstg. Co., Salinas, Calif.—Granted request for voluntary assignment of license to Salinas Newspapers Inc. (No monetary consideration).
W F M J - F M Youngstown, Ohio—Granted license new FM station; Chan. 286 (105.1 mc), 50 kw, 330 ft.
WWOD-FM Lynchburg, Va.—Granted license new FM station; Chan. 261 (100.1 mc), 940 w, 170 ft.
WDOD-FM Chattanooga, Tenn.—Granted license new FM station; Chan. 243 (96.5 mc), 42 kw, 1040 ft.
Radio Americas Corp., Mayaguez, P. R.—Granted license new remote pickup KA-5699.
Delta Bcstg. Co., Escanaba, Mich.—Granted license new remote pickup KA-5240.
The Greenville News-Piedmont Co., Greenville, S. C.—Granted mod. license to change frequency of remote pickup from 26.11 mc to 26.21 mc, KA-3301.
Southwestern Bcstrs., Littlefield, Tex.—Granted CP new remote pickup KA-5830.
Monahans Bcstrs., Monahans, Tex.—Granted CP for new remote pickup KA-3224.
Greenville News - Piedmont Co., Greenville, S. C.—Granted CPs new remote pickups KA-5832-3.
KOVO Bcstg. Co., Provo, Utah—Granted CP new remote pickup KA-5831.
Colorado Bcstg. Co., Pueblo, Col.—Granted CPs new remote pickups KA-2066-7-8.
Bamberger Bcstg. Service, Inc., Area of Washington, D. C.—Granted CP new remote pickup KA-2880.
The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Granted CP new STL, KEB-21.
National Bcstg. Co. Inc., Cleveland, Ohio—Granted CP new STL, KGB-47.
Following were granted mod. CPs for extension of completion dates as shown: WKMH-FM Dearborn, Mich. to 5-28-50; KVLC-FM Little Rock, Ark. to 5-13-50; WCUM-FM Baltimore to 9-13-50; WDBO-FM Orlando, Fla. to 9-14-50; WHB-FM Kansas City, Mo. to 9-13-50.

February 28 Applications . . .

ACCEPTED FOR FILING

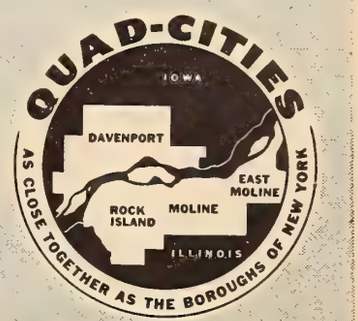
FM Changes

WGBA-FM Columbus, Ga.—CP make changes in existing FM station to change ERP to 2.32 kw, ant. to 59 ft. above average terrain.

Modification of CP

WRFD-FM Worthington, Ohio—Mod. CP new FM station for extension of completion date.
KRIC-FM Beaumont, Tex.—Same.

(Continued on page 82)



OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago.

Family income tops $5,650 per year.

Farm machinery manufacturing center of the nation.

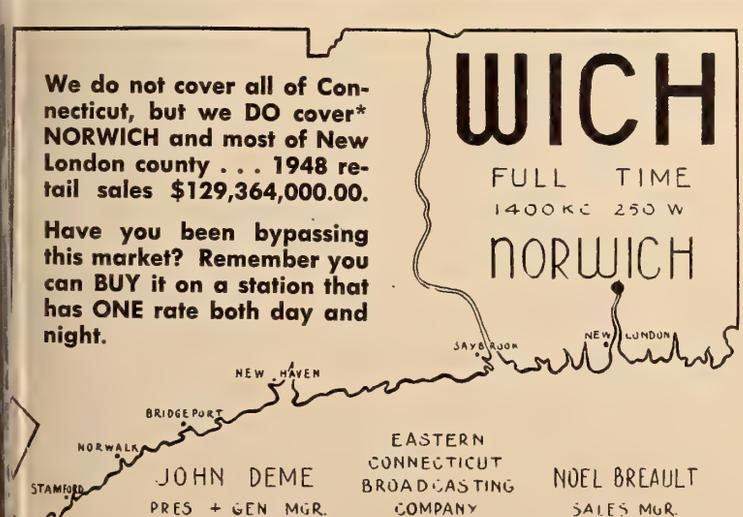
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We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.



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*You'd be surprised at our coverage in New London.

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The Fountainhead of Modern Tube Development is RCA

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ELECTRON TUBES — HARRISON, N.J.

FCC Actions

(Continued from page 81)

Applications Cont.:

WPMP Pascagoula, Miss.—Mod. CP new AM station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

License for CP

WABG Greenwood, Miss.—License to cover CP new station.

License Renewal

Application for license renewal filed by following AM stations: KXJK Forrest City, Ark.; KFSA Ft. Smith, Ark.; WKY Oklahoma City; KFRD Rosenberg, Tex.; WMMN Fairmont, W. Va.

TENDERED FOR FILING

AM—1490 kc

WIHL Hammond, La.—CP change from 730 kc 250 w D to 1490 kc 250 w unl.

March 1 Decisions . . .

BY COMMISSION EN BANC

Motion Denied

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Denied (1) motion of G. A. Richards et al filed Feb. 21, for more definite statement of matters of fact and law asserted and for a bill of particulars in the transfer and renewal proceedings involving these stations, and (2) petition filed same date for conformance of procedure to Section 9(b) of Administrative Procedure Act. As previously reported hearing in this case is scheduled to start March 13 at Los Angeles before Examiner J. Fred Johnson Jr.

License Extended

KVSO Ardmore, Okla.—Present license extended on temporary basis to June 1.

WIPR San Juan, P.R.—Same.

KVWC-FM Vernon, Tex.—Present license FM station extended on temporary basis for period of 30 days from March 1.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

FCC General Counsel—Granted extension to March 27 to file exceptions to initial decision issued re application of Lawrence Bcstg. Co., Lawrence, Kan.

KVLH Pauls Valley, Okla.—Granted dismissal without prejudice of application to change hours of operation from D to unl.

KIOA Des Moines, Ia.—Granted extension to March 30 to file exceptions to initial decision issued re application.

WOW Omaha, Neb.—Granted extension of time to March 27 to file exceptions and request oral argument to initial decision issued in proceeding re KID Idaho Falls, Ida.

The Hutchinson Pub. Co., Hutchinson, Kan.—Granted dismissal without prejudice of application.

W M A Y Springfield, Ill.—Granted leave to intervene in hearing presently scheduled for March 14 in proceeding re application of KSGM St. Genevieve, Mo.

Manitowoc Bcstg. Co., Manitowoc, Wis.—Granted extension to March 9 to file reply to petition for reconsideration of grant of application filed by The State of Wis. and the U. of Wis., Madison, Wis.

WPLH Huntington, W. Va.—Granted extension to March 19 to file opposition to petition for rehearing filed WPAR Parkersburg, W. Va.

By Examiner J. Fred Johnson

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Granted motion requesting prehearing conference in connection with applications for transfer of control and renewal of licenses and scheduled prehearing conference for 2:30 PM, March 1, to discuss and attempt to reach agreement among parties with respect to (a) simplification, clarification and limitation of issues at hearing; (b) stipulations respecting facts; (c) procedure to be followed at hearing; (d) limitation on number of witnesses; (e) necessity and desirability of prior exchange of exhibits; and (f) any other matters that may tend to expedite proceedings.

WOBS Jacksonville, Fla.—Granted continuance of hearing on application continued from March 3 to May 5.

York Bcstg. Co., York, Pa.—Granted indefinite continuance of hearing in application for CP; hearing continued until further order.

By Examiner Jack P. Blume

KTBB Tyler, Tex.—Granted indefinite continuance of hearing on application.

By Examiner Fanney Litvin

Louis Wasmer, Pasco, Wash.—Granted continuance of hearing re application and that of Cascade Bcstg. Co. Inc. Richland, Wash.; hearing continued from March 22 to April 24.

By Examiner James D. Cunningham

FCC General Counsel—Granted continuance of hearing for 60 days in petition of John J. Dempsey vs KOB Albuquerque, N. M.; hearing continued from Feb. 28 to May 1 in Albuquerque.

WSNY Schenectady, N. Y. and Wilson P. Leighton, et al (transferees)—Granted extension for filing proposed findings in Dockets 9315, 9366 and 9367, ordered that final date for filing proposed findings be extended to March 13.

WCPM Middlesboro, Ky.—Granted extension of time for filing proposed findings in re application extended to March 13.

By Examiner Basil P. Cooper

WJBF Augusta, Ga.—Granted continuance of hearing re application and that of WATL and WGST Atlanta; hearing continued from March 6 to May 15.

By Examiner Elizabeth C. Smith

WLCS Baton Rouge, La.—Granted continuance of hearing re application and that of KJAN Bcstg. Co., Baton Rouge, La.; hearing continued from March 1 to April 10.

By Examiner Leo Resnick

FCC General Counsel—Granted extension to file proposed findings of fact re application of KEYY Pocatello, Ida. time extended to March 7.

WFBC Greenville, S. C.—Granted continuance of hearing re application and that of Houston Bcstrs., Albany, Ga.; hearing continued from March 1 to May 1.

By Examiner J. D. Bond

KFRD Rosenberg, Tex.—Granted petition to amend application to specify 500 w daytime, in lieu of 1 kw, and to delete all reference to nighttime operation and to specify revised financial program data; accepted amendment and removed application from hearing docket.

(Continued on page 87)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 227E, BROADCASTING.

Sales manager-salesman, 25-35 years old with three years experience for kilowatt Michigan network station. Must own car, personal interview at own expense, salary in keeping with ability. Give full story first letter. Box 247E, BROADCASTING.

Manager with good selling background and record for 500 watt daytime independent in Manhattan, Kansas. Starting operation within approximately 90 days. Must be thoroughly qualified in management and sales. Opportunity for part ownership to right man. One of a group of three stations operating in Hastings, Nebraska, Coffeyville and Manhattan, Kansas. Write complete details to Mr. Duane L. Watts, General Manager, KHAS, Hastings, Nebraska.

Enlarging staff! Field managers covering Chicago, Boston, Toronto, Montreal and Mexico City areas. Good percentage deal, representing RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Long established station with excellent record and market has opening for aggressive salesman who is well established in radio. Prefer man from Mississippi, Arkansas or Tennessee area. Opening offers excellent opportunity and would likely immediately equal or better present earnings of applicant. Submit complete personal background and photo. Reply confidential. Box 252E, BROADCASTING.

Experienced radio time salesman for well accepted and well financed FM-AM station in small midwest town where competition is tough. Permanent future for right man. Write giving complete background with photograph. Must be aggressive and anxious to serve customer. No high pressure. Box 332E, BROADCASTING.

Immediate opening experienced salesman. Aggressive, no high pressure, 250 watt Mutual. Salary plus commission on all local business. One man sales staff. Prosperous midwest community. Send complete story, recent photo, references. Box 342E, BROADCASTING.

Experienced salesman wanted for full-time 250 watt independent in town of 18,000. State full information in first letter WMDN, Midland, Michigan.

Announcers

Immediate opening, good opportunity for announcer who plays Hammond organ and piano. Submit audition disc and full details. Box 320E, BROADCASTING.

Wanted—Play-by-play sports announcer and salesman to broadcast baseball and cover regular accounts. Must have sales and announcing experience. Network affiliated station in midwest city of 50,000 population. Box 331E, BROADCASTING.

Special events man to work regular board shift and special events plus occasional mc. Network station in Dakotas. Send full details and photo. Box 337E, BROADCASTING.

Announcer. Straight staff with network affiliate. Must be experienced. Prefer Michigan man. Send disc, qualifications. WBCM, Bay City, Michigan.

Wanted: Announcer with first ticket. No combination work. No maintenance. Just straight relief. Six days week. Will consider man with potential but no announcing experience. Tell all first contact WRCS, Ahoskie, N. C.

Help Wanted (Cont'd)

Technical

Experienced transmitter operator familiar with 5 or 10 kw AM operation, should have directional antenna experience, must have car. New York state, permanent. Box 359E, BROADCASTING.

Two engineers (transmitter and studio) needed for finest University FM station in southwest to open in late Spring. Prefer men at least 28 years of age with university background. Must have 1st phone and experience on engineering and repair. Station will broadcast strictly non-commercial—FM from 6 to 10 hours daily. Opportunity for continued study at University if interested. State salary required. Write details to Dr. Wilton W. Cook, Station KUHF-FM, University of Houston, Houston, Texas.

Engineer—Sober and reliable for top facility AM-FM outlet in northcentral section in Ohio. No mail applications considered. Apply personally Chief Engineer, WATG, Ashland, Ohio.

WGCM, Gulfport, Mississippi has opening for chief engineer.

Immediate opening — Engineer - announcer. Good voice necessary. Permanent position. Send full information. Experience, salary requirements and photo first letter. WMLT, Dublin, Georgia.

Production-Programming, others

Wanted—Girl for continuity and traffic. Will accept girl with minimum amount of experience. Network affiliated station in midwest city of 50,000 population. Box 330E, BROADCASTING.

Continuity writer, experience necessary. WWCA, Gary, Indiana. Starting $150 per month.

Situations Wanted

Managerial

Solid radio manager available. 22 years experience all departments. Basic program specialist, former network producer, executive. Good salesman, alert to Hooperaising with emphasis on black P & L statements. Solid, sober family man who doesn't offer cure-all or overnight success to starving newcomers, but conscientious sales, programming and promotion resulting in sizable gains. Not afraid to tackle the toughest job at any size station, any network or even television. Available by my own choice and desire to work where hard work is appreciated and encouraged and compensation is commensurate with ability and results. What have you to offer? Box 225E, BROADCASTING.

Sales manager of 50,000 watt owned and operated station. 15 years with station. Age 42. Previous wholesale and retail selling. Married, with family. Experienced in all phases of station operation. Would like position of manager or sales manager of station of 5,000 watts and up with NBC or CBS affiliation. Available with customary 30 day notice. Box 281E, BROADCASTING.

Salesmen

Thoroughly experienced producer, university graduate, over 10 years experience, hard worker, single, aggressive, proven sales records, available, desire better opportunity, no high-pressure, announcer-control operator, remotes experience. Wire, write offer, don't drink. Box 50E, BROADCASTING.

Situations Wanted (Cont'd)

Salesmanager or salesman, can write, produce and announce. Young, aggressive college grad who knows the business. Box 317E, BROADCASTING.

Are you looking for a salesman who can develop, create and sell business, both local and regional for your station? Drawing account to be repaid from earned commissions. Presently employed. Then please write Box 318E, BROADCASTING.

Well experienced and seasoned salesman seeks worth while connection. Not in small money but don't expect a pension on silver platter. Hard worker, sober, ideas, qualified to supervise station or sales, but not too good to pound the streets. Have good car, good references and high sales record. Available about April 1. Box 319E, BROADCASTING.

Executive type, sales success, college, available for topflight progressive station. Box 321E, BROADCASTING.

Excellent sales background, producer fast selling shows, programmer. Ambitious young college graduate seeks golden opportunity to advance. Proven results without high pressure methods. Can produce your needs and promote your interests. Stable, reliable. Resume, references. Box 368E, BROADCASTING.

Executive type, sales success, college, employed, desires to change market. Box 392E, BROADCASTING.

Announcer. Versatile, trained. Good voice and enunciation. Not stuffy or dull nor asinine. Inexperienced. Joseph Carbone, 440 Schiller, Chicago.

Small market radio managers, attention. Denver University radio-business graduate available mid-April. Sell, announce, write, sing, etc. Prefer sales. Reliable. Experienced. References. Enthusiastic. Wood, Box 30, Grand Junction, Colorado.

Announcers

Experienced announcer — overall announcing including news, DJ, commercials, etc. Operate console, write copy. Single, dependable, conscientious. Available immediately. Box 123E, BROADCASTING.

Announcer—Experienced deejay; news and sports. Married veteran. Disc and photo available. Box 231E, BROADCASTING.

Sports announcer. Play-by-play all sports. Best baseball announcer in the business. Excellent references. Will accept only top position. Box 251E, BROADCASTING.

Looking for a personality? Well, I'm a flub! Two years announcing-copy-writing. Single, 25. Think dead air is bad? Just hear my disc! Box 255E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

Stations west of the Mississippi, available March 30. Play-by-play sports, special events, news, ad-lib disc shows, staff announcer. Chief announcer at present time. Looking for more progressive station heavy in sports. Can do sales. Single, 27. Disc, photo available. Box 285E, BROADCASTING.

Attention New England and Florida station managers. Recent college grad, vet, 25, single, practical experience as station manager of 2 college stations and work in net affiliate, desires position in progressive station as announcer or copywriter. Top references. Box 310E, BROADCASTING.

Family man, 34 with well received, rich mature voice, and 14 years announcing, dramatic and program experience desires affiliation with alive, progressive station. No floater. Now in 10th year at present station. Feel change imperative because of station's economic situation. Prefer southwest, but will answer offers from anywhere. I believe I'll please you—why not investigate. Box 311E, BROADCASTING.

Young man with no experience wants job as announcer-engineer. Box 313E, BROADCASTING.

Looking for someone exceptional? Dependable enginouncer with car. Prefer east, $65. Wire audition available. Will answer all letters to Box 314E, BROADCASTING.

Situations Wanted (Cont'd)

Attention Florida stations! Vete staff man with play-by-play experie available. Presently employed. Di photo, details on request. Box 31 BROADCASTING.

Baseball play-by-play. Experienc College graduate. Box 325E, BROA CASTING.

Attention sports stations! Topno play-by-play man looking for advan ment. 4 years experience staff, spo Presently employed. Station not c rying baseball this year. Disc, pho details on request. Box 316E, BROA CASTING.

Excellent sportscaster. Desires ba ball 1950. Single or team. Present kw staff and sports. College. M ried. Box 324E, BROADCASTING.

Want to corner a rich hillbilly mark I can do it because I've done it befo Have top rated hillbilly-western sh at present that's sold solid. Can f nish plenty proof of ability, but do take my word. Experience? I've plenty of that too. Age 29. Marri Child. Sober. Not just interested changing—interested in opportuni Box 326E, BROADCASTING.

Here's the man to take over your spo department and special events. 4 ye solid experience with top play-by-p all sports. Also participation and c shows, news reporting. Seeks perm nency with forward-looking stati Best references. Box 327E, BROA CASTING.

Triple threat combo man offers f years staff, play-by-play and first c phone, for responsible position w accent on sports. Salary commensur with ability and experience. Marri 26, and sober. Write Box 328E, BROA CASTING.

Announcer-dj; completely experien combo man with ideas. Available n Box 333E, BROADCASTING.

Professional announcer desires s work or teaching job. 10 years rad television background. Box 33 BROADCASTING.

Brand new, never before used nouncer. Professionally trained. M west. 20, single. Immediate delive Box 339E, BROADCASTING.

Sports director. Play-by-play baseb basketball, football, boxing. Coll graduate. Married. Top referen Presently employed, seek security w TV future. Box 340E, BROADCA ING.

Announcer with 1½ years experien net and independent, five kilowatt 250, is seeking a chance to learn m about your operation. I've handled can handle staff work competen but know there's a lot more I learn with you. Your letter will br my qualifications, references and promptly. Please write Box 34 BROADCASTING.

Versatile announcer, dj. Ambitic young, commercial. New York ra background. 3 years experience. telligent salesmanship, programm and ad-lib ability. Outstanding s cess selling national accounts pers ality disc shows. Broad musical edu tion. Substantial station northeast a Box 343E, BROADCASTING.

Combination office man, announ Handle all work in both departme Full experience. Sixty dollars. V ginia. Box 345E, BROADCASTIN

Combination announcer-engineer, th oughly experienced in small stat operation. Presently employed, sires change. Family man, dependab good references. Box 348E, BRO CASTING.

Announcer, graduate oldest broadc ing school in country. Produced, sa emceed amateur shows in Chicago clubs. Two years college. Former s 5000 watt NBC affiliate. Consider offers. Box 351E, BROADCASTIN

Friendly voice, experienced announ disc jockey with novel dj ideas. lege, ambitious, young, single sincere. References. Travel. Disc, ph Box 352E, BROADCASTING.

Let's be truthful. You could use other staff announcer. I've had 2 years radio school, all phases, year small station. Need break. me. Disc, photo on request. Box 3 BROADCASTING.

Situations Wanted (Cont'd)

Negro combo man, two years experience all phases. Play-by-play my meat. College. Box 354E, BROADCASTING.

Announcer with experience desires position with progressive station. Can handle all types of shows. Heavy on disc and sports shows. Box 360E, BROADCASTING.

Announcer—Good staff man. Two years experience. College background, music major. Speech and dramatics at Columbia University. Presently employed metropolitan New York station which anticipates cutting staff. Excellent dj, authoritative news reporting, straight commercial announcing. Imagination, versatility; warm, sincere style. Best of references. Age 29, married, one child. Disc on request. Box 362E, BROADCASTING.

Sportscaster—experienced play-by-play, staff. Baseball, basketball. Young. Married. Box 365E, BROADCASTING.

Audience builder, strong commercials, versatile, fast selling shows, personable, friendly informal approach. Singing disc jockey, dialects, gimmicks used. AM or TV, college graduate accessful background wants to plant ambitious seeds in fertile garden. Disc, resume, references. Box 369E, BROADCASTING.

Young man—to learn radio announcing. Will travel anywhere. College, Box 71E, BROADCASTING.

Announcer, 6 yrs. experience, news, disc shows, commercials, anything and everything required of staff man. B.S. degree. Box 372E, BROADCASTING.

Quality and quantity in ability. Experienced, versatile. Possess excellent voice for announcing, newscasting. All disc shows. Write continuity, operate board. Single, sober, free to travel. Salary secondary to furthering career. Box 374E, BROADCASTING.

Announcer, experienced, dependable, married, will travel anywhere. Disc, photo available. Box 375E, BROADCASTING.

Announcing school graduate looking for starting position anywhere. Disc and photo on request. Box 377E, BROADCASTING.

Looking for an announcer, writer combination who has good training, education and ideas? Will to work. Box 378E, BROADCASTING.

Announcer—College grad, vet, over 1 year experience as chief announcer for Armed Forces Radio Service. Extensive knowledge of music, both popular and classical. Disc and photo on request. Will travel. Box 379E, BROADCASTING.

Sportscaster. Baseball play-by-play. Ballplayer background. College degree broadcasting. Young, hardworking, sincere, sober. Box 381E, BROADCASTING.

Play-by-play sportscaster and commentator available immediately. Baseball, basketball and football experience. Seek permanent sports position. Travel anywhere. Presently employed but want better position. Anxious for baseball opening. Disc, photo and letter available. Box 382E, BROADCASTING.

Combo man, independent, network experience, Heavy play-by-play in major sports. Capable DJ, announcer. Reorganization of stock holders eliminated my job. Manager confirmation and recommendation. State minimum salary. Box 385E, BROADCASTING.

Announcer, all-round man. Five months experience, voice, diction and interpretation good, ad-lib, DJ. Family man seeking permanency. Sales interest. Disc available. Southwest preferred. Box 386E, BROADCASTING.

Hillbilly announcer and double in straight announcing, clean, sober, experienced. Mid-south. Box 387E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, 5 years top experience, savy on news, presently employed, seeks better position, metropolitan center only. Box 389E, BROADCASTING.

Newscaster, disc jockey, 20, graduate School of Radio Technique, Chicago. Member, willing to work. Contact Kenneth Daum, Route 3, Box 552, Pewaukee, Wisc.

Experienced announcer-copywriter. Proficient in news, disc shows, remotes with emphasis on commercials. Minimum $60.00. Mayo Fidler, 3148 Wilson Ave., Chicago, Ill. Phone Irving 8-1681.

Situations Wanted (Cont'd)

Announcer. Graduate of one of countries foremost announcing schools. Who will give newcomer a chance? Midwest preferred but will consider any offer. Record upon request. Cecil Muir, 319 E. Chicago St., Elgin, Illinois.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Radio-telephone, 1st class interested in announcing and maintenance. Willing to travel. Joseph A. Ristuccia, 226 Dean Street, Brooklyn, N. Y. Ulster 5-0685.

Sports announcer. Experienced play-by-play baseball, basketball, football. Sportscasting ability to get complete local sports coverage. Edit wire information. Will supply photo and disc. Bill Robertson, 1612½ Ayres, Corpus Christi, Texas.

Competent announcer—3 years experience independent and network affiliate. Versatile in all phases. Bob Stanley, 4953 N. Whipple St., Chicago, Ill. Phone Irving 8-7763.

Well known baseball announcer available. Exclusive broadcast rights for '50 in the AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs, Hooperating and audience response. Proven results guaranteed by the settled college and radio educated man. Call George Taylor, Birmingham 6-6172 or Bessemer, Alabama 4866J.

Experienced announcer, work board, disc news personality shows. Want permanent opportunity, age 23, single, Bob Troner, 83-20 Broadway, Elmhurst, N. Y. Havemeyer, 9-8745.

Disc jockey, sportscaster, announcer. Experienced. Single. Now with Mutual key station, Washington, D. C. Outstanding references from present employer, details, disc or interview. Ted Work, 3100 Connecticut Ave., Washington, D. C.—Hobart 6565, #127.

Morning man, hillbillie-popular, deep voice, Arthur Godfrey type. Box 7432, Court House Station, Asheville, N. C.

Technical

Engineer 1st phone, telegraph, amateur 7 years communications. No broadcast experience, very reliable. 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer—2 years transmitter, remotes. 3 years Army radio, radar experience. Graduate RCA Institutes. Presently employed. Box 125E, BROADCASTING.

Young single engineer desires position with progressive station going into TV. RCA graduate, 1st phone, available immediately. Salary secondary. Box 228E, BROADCASTING.

Engineer, 20 years experience, 1st class license: installation, maintenance and operation. AM and FM transmitters and studio equipment. Married, reliable and good references. Will travel. Box 230E, BROADCASTING.

Chief engineer 10 years experience all phases presently employed, references. Box 249E, BROADCASTING.

Experienced engineer, 18 months — full knowledge control board and remote. Single, will travel. Presently employed. Box 250E. BROADCASTING.

First phone, experienced, transmitter, console, remotes. Married, car. Wish to settle in northeast. Available on short notice. Box 286E, BROADCASTING.

Engineer, 1st phone. Veteran. 27; 17 months transmitter. Technical school graduate, AM, FM, TV. Interested AM station, travel. Box 294E, BROADCASTING.

Engineer, first phone, seeks better future. 2 years experience. Can sell, announce. Married, car. Box 329E, BROADCASTING.

Situations Wanted (Cont'd)

Desire position engineer or combo. 4 years experience, CREI graduate, 1st phone, married, 36, car. Ambitious. Disc available. Advancement opportunities more important than starting salary. Box 344E, BROADCASTING.

Engineer—Experienced chief, installation and combination. Top references. Prefer Florida. Box 347E, BROADCASTING.

Position wanted as engineer or engineer-announcer, preferably straight engineering. 1 year engineering Ga. Tech. 2 years television training. 4 months experience as engineer-announcer on one kilowatt transmitter. Hold TV-engineer diploma and 1st class license. Box 349E, BROADCASTING.

Holder of first class phone license. Will consider position anywhere. Experience: none. Ambition: plenty. Box 355E, BROADCASTING.

Engineer, licensed—three years experience transmitter, remotes, maintenance. Have car. Any location. Box 356E, BROADCASTING.

Combination operator-announcer and salesman, 12 years experience. Experienced as chief engineer of 250 and 1 kw also construction and installation. Family man wants position with station in northwest. Excellent references, good selling voice on the air. Write 357E, BROADCASTING.

Young, experienced combination man holding first phone, second telegraph licenses available immediately. Box 363E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E, BROADCASTING.

Experienced construction engineer, 11 years experience as chief engineer, constructed 3 new stations since war. Have management and sales experience. Good references. Write 358E, BROADCASTING.

Engineer—1st class phone, 2 years radio communications—no broadcast experience, will relocate. Box 370E, BROADCASTING.

Experienced first class radio telephone operator. Currently with twenty kilowatt New York City FM station. References from same, will travel. Box 373E, BROADCASTING.

Ambitious RCA Institutes grad with first phone ticket and 3 months varied AM experience desires position. Theodore Bonn, 108 Grand Ave., Ridgefield Park, New Jersey.

Wanted engineering or combination job. Some engineering experience, 22, single. Car, travel anywhere. Chris Ten Brook, 1447 South Greenwood, Wichita, Kansas.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, graduate of FM and television, single, veteran, willing to travel, available immediately, Leander Butkiewicz, Kettle River, Minnesota.

Graduate leading radio school. Holder first class ticket; inexperienced. Will accept reasonable salaried position in south. Ned Butler, Box 1185, Centreville, Mississippi.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Vet 25 to be married, have car, 1st phone. Telegraph, 2 years CW, 6 months broadcast. Presently employed, desire steady position Scranton and vicinity, New Jersey or New York. Joe Guzior, 275 High St., Newark, N. J.

Young, single, first class ticket. Graduate of leading school AM, FM, TV. No commercial experience. Willing to learn, will travel. Richie Napoli, 309 Jefferson St., Brooklyn 6, N. Y.

Radio technician, first class license in radio telephony, technical school graduate. Free to travel. Notify: Edward Wagner, 1111 Williams Court, Brooklyn, New York.

Holder first phone seeks permanent broadcast position. Two years experience, Army 500 w AM, 150 w FM. Will travel. Ernest C. Wood, 288 Fifth Ave., Brooklyn, N. Y. ST. 8-5739.

Situations Wanted (Cont'd)

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Miss Brown—Must you spend all your time in the ladies' lounge? I want you to take a letter to the program director/announcer listed in this week's BROADCASTING. He says he's college trained with three years experience in every phase of air work—says he has plenty of programming ideas and a welcoming attitude toward hard work. He has a family, is presently employed, but is looking for an honest, stable, progressive station run on a sound business basis by people who know radio. Says he'll send tape, details and references to prove he can fit in. So please come out, Miss Brown—I want to write the guy and see what he's got. His address is Box 361E, BROADCASTING.

Production director, young, experienced, versatile, wants connection with progressive station. Box 364E, BROADCASTING.

Diversified experience, will accept any offer to start. Motion picture background, formerly associated with prominent New York production man. Graduate Television Workshop. Box 376E, BROADCASTING.

Program director experienced sales, agency and all phases station operation. Specialty sports. Married, will travel for interview. Box 390E, BROADCASTING.

Radio-TV program director. 12 years in radio, 1 year head of TV programming-production. Desires change where opportunity to eventually enter ownership is available. Not necessarily TV. Box 391E, BROADCASTING.

Young, professional man, 5 years Army engineer officer. Affiliated radio since 1937 desires position with progressive TV or radio station. Have formal schooling all phases radio and TV production, program building, staff work. Professional experience as vocalist, emcee. Will sell home to move where personal merit affords opportunity for advancement. Win Irving, 1171 S. Lyman, Oak Park, Illinois.

Experienced traffic director desires position in radio on eastern coast. College education. Journalism major. Good references. Contact F. E. Marble, Ridgecroft, Box 518, Southern Pines, N. C.

Writer-announcer, 25, seven months experience 250 watt independent. Wants spot any section of U. S. ½ year TV trained, 1½ years college. Have handled full copy load plus regular announcer shift. Will start immediately. Bill McGillivray, Box 665, Thief River Falls, Minnesota.

Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-2553, New York.

Television

Technical

First phone license, Class "A" ham, 18 years projectionist sound technician. Should prove asset to TV station using film. Box 271E, BROADCASTING.

Production-Programming, others

Production man-writer, radio and TV experience desires spot on TV production staff. Presently employed. Minimum $75.00 per week. Box 338E, BROADCASTING.

TV director. 16 months assistant director major network outlet. Familiar with all phases of production from writing to stagecraft. Can build any type of show. Consider radio position in interim, if necessary. Box 346E, BROADCASTING.

To those having CP's for TV or TV stations seeking creative ideas, sales and production ability: here is proven record of achievement, young, BA, high caliber experience in all phases of broadcasting. Resume, references. Box 367E, BROADCASTING.

(Continued on next page)

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

50 kw transmitter, RCA1050-B, available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett-Packard model 335B FM frequency and modulation monitor. New, in original shipping crate. Set up for 107.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost originally $935.00. Write Box 159E, BROADCASTING.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 4 BT 3A-1, used approximately two years. Excellent condition. Also, 250 watt AM Temco transmitter, converted to broadcast specifications, approved for broadcast by FCC during war. Complete except tubes and crystals. Make reasonable offer to Box 312E, BROADCASTING.

Andrews coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

PT-900 Presto tape recorder. Will accept used tape or wire recorder in trade on brand new Presto tape recorder. Give complete details your equipment. Box 350E, BROADCASTING.

For sale—Western Electric 25B speech input equipment complete with spare tubes and relay rectifier supply. Slightly used. The first $1000 buys it. D. C. Dillard, Station KVSO, Ardmore, Oklahoma.

WE 503B-2, 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 76B-2 console. All half price or less. WAGE, Chief Engineer, Lowe Bldg., Syracuse, N. Y.

For sale—165 foot Wincharger tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WDBC, Escanaba, Michigan.

$12,750 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Interested buying local; regional station, midwest, south. Supply prices, confidential information—experienced broadcaster. Box 219E, BROADCASTING.

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A-recibo, P. R.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

"Through Government Lenses" ($7.50 postpaid), the new, press-acclaimed, manual-catalogue facilitating use of government photographic reservoir. Important savings possible on set material, backgrounds, research, special motion picture sequences, etc. Write for free folder on catalogue and special search services. Washington Commercial Co., Dept. D, 1200 Fifteenth St., N. W., Washington 5, D. C.

Help Wanted

Managerial

WANTED—Manager for local southern station in town of 50,000. Network, newspaper affiliation with FM. Salary and percentage of profits guaranteed. Need man strong on sales. Prefer native southerner or person with several years experience in south. Send picture, references, experience in first letter. Box 335E, BROADCASTING.

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

SPORTS COMMENTATOR

50 kw station in one of the east's largest cities is looking for an alert, aggressive radio-TV commentator who can speak with authority on all sports. Man we hire will have distinctive delivery, will be neat, strong on personality and experience. He will have had a record of success elsewhere in the field as a commentator and play-by-play man. He'll be a good mixer, capable of developing quick contacts among coaches and players. If his background also includes standout accomplishments in intercollegiate or professional sports competition, it will help. Write full details and include photograph.

BOX 393E, BROADCASTING

Wanted — Experienced mail-order pitchman for 50 kws station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

SALES PROMOTION MANAGER
AM and TV. Work directly with sales department. Midwest locations. Metropolitan market. Salary $375 month start.
BOX 210E, BROADCASTING

Wanted—Combination research and promotion manager for metropolitan southern station. Need man to head publicity department and work directly with station director. Send pictures, references, experience first letter. Box 336E, BROADCASTING.

Television

Production-Programming, others

BASEBALL TELEVISION
Midwest station has immediate openings for experienced producer-director able to do own switching. Also need baseball cameraman. Major League pick-up with 3 RCA cameras and Zoomar lens. Send resume of experience.
BOX 380E, BROADCASTING

For Sale

Stations

Only radio station in 20,000 population town in California. Forced to sell. Lack of capital. Two years in business. Write Box 383E, BROADCASTING.

Miscellaneous

Wanted — Radio Station —*to buy or* sell. All replies confidential. Prompt attention.
BOX 384E,
BROADCASTING

Employment Service

DISC JOCKEYS
plain or fancy?

We've got them all—milkmen, night-owls, cowboys, gypsies, sunshine boys, debunkers, highbrows. If they spin records—and are good at it—we've got them. Or, can get them for you.

We're a talent agency, specializing in disc jockeys.

If you have a D. J. job to fill—we find the right man for you. If you have a time-spot that's ailing, we can provide a complete D. J. *package*—an experienced man plus a format we've dollar-tested in stations like yours.

Just tell us what you need. We'll do the rest. No ads for you to run, no preliminary interviews, no letters to dictate, no false alarms to answer. We do everything—at *no* cost to you.

Kaye-Deutschman, Inc.

1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

Adds Radio-TV Course

NEW COURSE, "Radio and Tele sion," has been added to the cu riculum of the Pittsburgh Adv tising Club's educational progra It will be conducted by Marjo Thoma of KDKA Pittsburgh a will offer an introduction to rad TV, their history, administrati services, production, sales co tinuity, and other phases, the cl announced last week. Also adc to the regular "Advertising P duction" series under direction Prof. Homer E. Sterling of C negie Institute of Technology, w be "Advertising Agency P cedure," taught by club executiv The latter will emphasize ager problems, methods and work.

New York State
$75,000.00

One of the best radio opportunities in the east. This station has always operated profitably under absentee ownership. Located in an important and growing market. Due to very favorable circumstances we can arrange sound financing for at least 60% of the purchase price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 82)

cisions Cont.:

Commissioner Frieda B. Hennock

hesapeake Bcstg. Co., Inc., Wash-ton, D. C.—Granted petition insofar t requests leave to amend applica- to specify 1540 kc, 1 kw D, in lieu 890 kc, 5 kw D; removed from ring; dismissed request for grant hout hearing.

arch 1 Applications . . .

ACCEPTED FOR FILING

License for CP

CRV Caruthersville, Mo.—License CP new AM station.

HHH Warren, Ohio—License for AM station to increase power, nge frequency etc.

License Renewal

equest for license renewal AM sta-: WFDF Flint, Mich.; WBRM Mar- N. C.; KIMP Mt. Pleasant, Tex.; LY Spokane, Wash.; WLBL Stevens nt, Wis.

SSA—540 kc

FRM Kansas City, Mo.—SSA AM ion to operate on 540 kc, 5 kw unl. for period ending no later than 1, 1952.

Modification of CP

VOK Birmingham, Ala.—Mod. CP w AM station increase power etc. extension of completion date.

ERC Erie, Pa.—Mod. CP new AM ion increase power etc. for exten- of completion date.

SDO San Diego, Calif.—Mod. CP station to change from 1130 kc 5 kw DA-2 to 1130 kc 5 kw-D 1 kw-N -N.

lod. CP new FM station for exten- of completion date: WHO-FM Des ines, Ia.; KFVS-FM Cape Girardeau, .; WEOL-FM Elyria, Ohio; WHP-FM risburg, Pa.

ALW San Francisco—Mod. CP new commercial educational FM station change ERP to 1.275 kw.

WBTV Charlotte, N. C.—Mod. CP w commercial TV station for exten- of completion date to 9-30-50.

TENDERED FOR FILING

AM—1370 kc

WPAB Ponce, P. R.—CP to change 550 kc 5 kw-D 1 kw-N.

KWIE Kennewick, Wash.—CP to nge to 610 kc 1 kw unl.

Modification of License

WKSR Pulaski, Tenn.—Mod. license change from 730 kc 250 w-D to 730 250 w-D 100 w-N.

APPLICATION RETURNED

KRKD Los Angeles — Radio Bcstrs. RETURNED application for license ewal.

arch 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

WABB Mobile, Ala.—Mod. license to nge from using DA-2 to DA-N.

KCLO Leavenworth, Kan.—Mod. li- se to change from 1410 kc 500 w 1410 kc 1 kw.

AM—1310 kc

KNPT Newport, Ore.—CP AM station change from 1230 kc 250 w to 1310 1 kw DA-N.

License Renewal

Request for license renewal AM sta-n: KFWB Los Angeles; WJAX Jack-ville, Fla.; KFVS Cape Girardeau, ; WSNW Seneca, S. C.; KITE San tonio, Tex.; KOVO Provo, Utah; OBJ Roanoke, Va.; WSAZ Hunting- W. Va.

License for CP

WAAF-FM Chicago—License for CP w FM station.

Modification of CP

Mod. CP new FM station for exten-n of completion date: WMIN-FM Paul, Minn.; WSYR-FM Syracuse, Y.; WFMZ Allentown, Pa.

Mod. CP new commercial TV station extension of completion date: SYR-TV Syracuse, N. Y. to 9-12-50; CPO-TV Cincinnati to 5-9-50.

TENDERED FOR FILING

AM—1480 kc

WBBL Richmond, Va.—CP AM sta-n to change from 1450 kc to 250 w 1480 kc 5 kw DA-2.

AM—1230 kc

KXRN Renton, Wash.—CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w ST KTW Seattle.

TRANSFER OF CONTROL

KDB Santa Barbara, KGB San Diego, KHJ-AM-FM Los Angeles, KFRC San Francisco, and remotes—Thomas S. Lee Enterprises d/b as Don Lee Bcstg. System consent to involuntary transfer of control of licensee and permittee corporations to Ben H. Brown, as special administrator of the estate of Thomas S. Lee.

APPLICATION RETURNED

KGWA Enid, Okla.—Public Bcstg. Service Inc. RETURNED Feb. 28 application for license to cover CP.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,110	2,073	182		314	263
FM Stations	714	491	264	*5	51	28
TV Stations	100	34	77		350	182

* Three on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WLAP Lexington, Ky.; Queen City Bcstg. Inc. and WCPO, both Cincinnati — Announced decision granting WLAP switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 630 kc directional, and denying bids of Queen City and WCPO for same facilities [BROADCASTING, Feb. 27]. Decision Feb. 24.

Metropolitan Bcstg. Co., Alamo Heights, Tex., and St. Mary's U. Bcstg. Corp., San Antonio—Announced decision to grant application of Metropolitan Bcstg. for new station on 1240 kc with 250 w fulltime and to deny bid of St. Mary's U. Bcstg. for same facilities. Proposed decision issued last July [BROADCASTING, July 25, 1949]. Decision Feb. 27.

INITIAL DECISION

WJOC Jamestown, N. Y.—Announced initial decision by Hearing Examiner Leo Resnick to grant switch from 1 kw day on 1470 kc to 250 w fulltime on 1340 kc. Initial decision Feb. 27.

OPINIONS AND ORDERS

Scripps Howard Radio Inc. and Cleveland Bcstg. Inc., Cleveland—Announced memorandum opinion and order denying petition of Scripps Howard for rehearing of FCC action of Jan. 27, 1949, which granted new station on 1300 kc with 5 kw fulltime to Cleveland Bcstg. and which denied Scripps Howard bid. FCC ruled that most issues raised in petition for rehearing were answered during proceeding and fully considered. Order Feb. 27.

Atlas Bcstg. Co. and Hamtramck Radio Corp., Hamtramck, Mich.—Announced memorandum opinion and order denying petition of Atlas Bcstg. for review of Motions Commissioner's order of March 25, 1949, which denied request of Atlas Bcstg. to amend its application for new station. Action of Motions Commissioner affirmed. Petition of Atlas Bcstg. granted to extent it requests leave to cure defective jurats on its original application for 1540 kc and its amendment to original application specifying 1440 kc in lieu 1540 kc. Denied request of Hamtramck Radio Corp. to dismiss Atlas application. Order Feb. 28.

Non-Docket Actions . . .

AM GRANTS

Welch, W. Va.—Pocahontas Bcstg. Co. granted AM station on 1150 kc, 1 kw daytime. Estimated cost $16,214. Principals include: Howard R. King, chief engineer WBRW Welch, president 20%; Samuel Sidote, Maitland, W. Va., vice president 10%; Dewey C. Bradberry, supervisor of maintenance, McDowell County Board of Education, secretary-treasurer 20%. Granted Feb. 24.

Hood River, Ore.—Oregon-Washington Bcstrs.. granted AM station on 1340 kc, 250 w fulltime. Principals: C. H. Fisher, 50% owner KUGN Eugene, Ore., owner Tower Sales & Erecting Co. and 50% owner C. H. Fisher & Son, Tower Sales agency; C. O. Fisher, 50% owner C. H. Fisher & Son. Granted Feb. 24.

Astoria, Ore.—Clatsop Video Bcstrs., granted 1050 kc, 250 w daytime. Partnership consists of Leroy E. Parsons, formerly manager KAST Astoria 80% and Richard F. Denbo, manager Seaside, Ore. Chamber of Commerce, 20%. Mr. Parsons will dispose of his 37% interest in KAST. Granted Feb. 24.

Gallipolis, Ohio—Ohio Valley on the Air Inc., granted 990 kc, 250 daytime. Estimated cost $13,200. Principals: E. W. Weppel, food broker, president 50%; John E. Halliday, attorney, vice president 30%; Truman A. Morris, manager Huntington, W. Va. Chamber of Commerce and former assistant manager WHTN Huntington, secretary-treasurer 20%. Granted Feb. 24.

KBRC Mt. Vernon, Wash.—Beckley Radio Co. granted change in facilities from 500 w day to 500 w fulltime on 1430 kc, directional night.

KVOL Lafayette, La.—Evangeline Bcstg. Co. Inc. granted switch in facilities from 250 w on 1340 kc to 1 kw on 1330 kc, directional night.

KUGN Eugene, Ore.—KUGN Inc., granted switch from 250 w on 1400 kc to 1 kw on 590 kc, directional night.

WKMH Dearborn, Mich. — WKMH Inc. granted change from 1 kw fulltime to 5 kw day, directional, 1 kw night on 1310 kc.

KPQ Wenatchee, Wash. — Wescoast Bcstg. Co. granted increase in power from 1 kw to 5 kw directional night on 560 kc.

WAYS Charlotte, N. C.—Inter-City Adv. Co. of Charlotte, N. C. Inc., granted switch from 5 kw day, 1 kw night to 5 kw fulltime on 610 kc directional.

WKOP Binghamton, N. Y—Binghamton Bcstrs. Inc. granted switch from 1 kw day, 500 w night-directional on 750 kc to 1 kw day, 500 w night-directional on 1360 kc.

TRANSFER GRANTS

WCYB Bristol, Va.—Granted involuntary relinquishment of control in Appalachian Bcstg. Corp., licensee, from James Mahoney (deceased) to Jay Fey Rogers, Robert H. Smith and Charles M. Gore. Mr. Gore acquires Mr. Mahoney's 80 sh. or 33⅓% for $56,000. Deceased held 50% control through proxy voting of 20 sh. each for Messrs. Rogers and Smith, each one-third owner. WCYB is assigned 10 kw day on 690 kc. Granted Feb. 24.

WWSC Glens Falls, N. Y.—Granted transfer of control in Great Northern Radio Inc., licensee, from Martin Karig and Alexander P. Robertson to Glens Falls Post Co. for $10,000 for 50%. Glens Falls Post Co. owns WGLN there and relinquishes license contingent on grant. Purchase price of $10,000 will be applied to indebtedness of Great Northern and Post Co. will also loan an additional $34,000, to equal total of loans made to firm by Mr. Karig and Mr. Robertson. Great Northern buys physical plant of WGLN for $42,000. WWSC is assigned 250 w on 1430 kc. Granted Feb. 24.

WSNJ-AM-FM Bridgeton, N. J.—Granted transfer of control in Eastern States Bcstg. Corp., licensee, from Elmer H. Wene to Paul W. Alger and Russell S. Henderson for $82,500. Mr. Alger is manager of WSNJ and Mr. Henderson is an attorney. WSNJ is assigned 250 w on 1240 kc. Granted Feb. 24.

WLYN-AM-FM Lynn, Mass.—Granted acquisition of control in Puritan Bcstg. Service Inc., licensee, through purchase by Theodore Feinstein of 37% of stock held by Emanuel Goldman for $14,165. Mr. Feinstein presently holds 38.2% in station. WLYN is assigned 500 w daytime on 1360 kc. Granted Feb. 28.

KSNI(FM) Salinas, Calif.—Granted assignment of license from Monterey Peninsula Bcstg. Co. to Salinas Newspapers Inc. (parent company). Salinas Newspapers Inc. accepts all assets and liabilities. No monetary consideration. KSNI is assigned Channel 233 (94.5 mc). Granted Feb. 28.

Deletions . . .

ONE AM AUTHORIZATION and one FM authorization reported deleted last week by FCC. Total to date this year: AM 15; FM 23; TV 1. Deletions and reason for withdrawal follow:

KOPY Glenwood Springs, Col.—Glenwood Springs Bcstg. Co. CP Feb. 28. At same time Glenwood Springs received its grant, Western Slope Bcstg. Co. also received grant. Both CP holders felt that town of 4,000 not big enough to support two stations and reached agreement whereby KOPY would give up CP and Great Western would reimburse firm for expenses totalling $1,600.

KBMA(FM) Beaumont, Tex. — First Baptist Church of Beaumont. CP. Feb. 28. Applicant feels without AM outlet which it had hoped to operate in conjunction with FM it is not feasible to proceed at this time.

Applications . . .

AM APPLICATIONS

Hartford, Wis.—Kettle-Moraine Bcstg. Co., 1550 kc, 500 w daytime. Estimated construction cost $8,500. Principals in firm include: Sherman C. Carr, engineer WTMJ Milwaukee, president 22½%; Leo M. Durvil, employe West Bend Aluminum Co., vice president 22½%; Walter G. Zastrow, formerly 50% owner King Machine Co., secty-treas. 45%; George J. Laikin, lawyer and formerly Special Assistant to Attorney General in Tax Div., U. S. Dept. of Justice, Washington, 10%. Filed March 1.

South St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 1 kw day. Estimated cost of construction: $18,299. Principals in company include Victor J., Albert S., Antonio S. and Nicholas Tedesco, all have interests in WSHB Stillwater, Minn., WKLK Cloquet, Minn., and have 40% interest in Owatonna Bcstg. Co., applicant for station at Owatonna, Minn. Filed March 2.

Monett, Mo.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co., 990 kc, 250 w day. Estimated cost of construction $21,158.74. Applicant is licensee KDMO Carthage, Mo. Filed March 2.

Reidsville, N. C.—Reidsville Bcstg. Co. Inc., 1220 kc, 250 w day. Estimated construction cost $4,925. Applicant is permittee of WREV FM outlet in Reidsville. Filed Feb. 28.

Beaver Dam, Wis.—Prairie Bcstg. Co., 740 kc, 250 w day. Estimated construction cost $15,050. Principals include: Edwin W. Erdman, technician Draves Radio Lab, president 11.6%; Jasper J. Harwood, technician Mueller

(Continued on page 88)



HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and Inclosed Soloria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management

Exclusive Penna. Ave. and Boardwalk

Advertisers Expenditures

(Continued from page 30)

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
VI	**HORMEL, GEORGE A., & CO.**	403,016	53,820	+349,196
	Spam & Other Canned Meats			
VIII	**HOUSEHOLD FINANCE CORP.**	66,324	451,924	—385,600
	All Products			
VIII	**HUDSON MOTOR CAR CO.**	8,811		
	Automobiles			
V	**ILLINOIS WATCH CASE CO.**	511,638	378,942	+132,696
	Compacts, Cigarette Cases, Dresser Sets, etc.	288,870		
	All Products	222,768		
VIII	**INDEPENDENT CITIZENS COMMITTEE FOR ELECTION FOR HERBERT LEHMAN**	13,475		
	Political			
VIII	**INDEPENDENT CITIZEN COMMITTEE FOR THE ELECTION OF JOHN FOSTER DULLES**	14,944		
	Political			
VIII	**INLAND STEEL CO.**	11,764		
	Institutional			
VIII	**INSTITUTE OF RELIGIOUS SCIENCE**	6,240		
	Institutional			
V	**INTERNATIONAL HARVESTER CO.**	561,303	782,719	—221,416
	All Products	223,341		
	Motor Trucks & Farm Machinery	337,962		
VIII	**INTERNATIONAL MILLING CO.**	30,740	118,437	—87,697
	Robin Hood Flour			
VI	**INTERNATIONAL SILVER CO.**	422,408	853,074	—430,639
	International Silver	221,889		
	Sterling Silver & Silverplate	200,519		
VIII	**INTERNATIONAL TELEPHONE & TELEGRAPH CORP.**	85,839		
	Farnsworth Radios, Phonographs, Television Sets, Railway Communication Equipment	74,727		
	N. Y. Television, Radio & Phonograph Sets	11,112		
V	**JERGENS, ANDREW, CO.**	602,342	804,832	—202,490
	Jergens Lotion, Toilet Soaps, Perfumes, etc.			
IV	**JOHNS-MANVILLE CORP.**	1,211,695	844,306	+367,389
	Industrial Products			
V	**JOHNSON, S. C., & SON INC.**	917,748	1,181,372	—263,624
	Johnson's Wax & Allied Products			
V	**KAISER-FRAZER CORP.**	726,486	957,708	—231,222
	Automobiles, Supplies, Accessories & Servicing			
VIII	**KELLOGG CO.**	43,491	1,048,640	—1,005,149
	All Products			
VIII	**LANGENDORF UNITED BAKERIES INC.**	43,968		
	Bakery Products			
VI	**LEE, FRANK H., CO.**	428,324	404,195	+24,129
	Hats			
VI	**LEE PHARMACAL CO.**	401,084		
	Spray-a-Wave			
II	**LEVER BROS. CO.**	7,141,391	5,317,036	+1,824,355
	Lifebuoy Soap, Lux Toilet Soap, Lux Flakes, Rayve Home Permanent Wave, Rayve Shampoo, Swan Soap, Pepsodent Toothpowder, Pepsodent Toothpaste, Rinso	5,439,601		
	Spry, Lipton's Tea & Soup Mixes	1,701,790		
VIII	**LEWIS FOOD CO.**	23,280	22,143	+1,137
	Dog & Cat Food			
V	**LEWIS-HOWE CO.**	810,600	766,830	+43,770
	Tums			
IV	**LIBBY, McNEILL & LIBBY**	1,335,747	1,778,550	—442,803
	All Products			
VIII	**LIBERAL PARTY**	1,569		
	Political			
II	**LIGGETT & MYERS TOBACCO CO.**	5,228,772	5,043,752	+185,020
	Chesterfield Cigarettes	4,805,321		
	Fatima Cigarettes	423,451		
V	**LONGINES-WITTNAUER WATCH CO.**	985,248	163,670	+821,578
	Longines Watches	480,247		
	Wittnauer Watches	490,276		
	Watches	14,725		
IV	**LORILLARD, P., CO.**	2,122,871	1,164,420	+958,451
	Old Gold Cigarettes			
VIII	**LOS ANGELES SOAP CO.**	32,239	64,983	—32,744
	Washing Powder, Detergent, Scouring Powder, Toilet Soap			
VII	**LUDEN'S INC.**	147,304	624,509	—477,205
	All Products	58,024		
	Candy	89,280		
V	**LUTHERAN CHURCH-MISSOURI SYNOD**	534,074	388,526	+145,54
	Religious Talks	428,382		
	Institutional	105,692		
VIII	**M & M LTD.**	38,084		
	M & M Candies			
IV	**MANHATTAN SOAP CO. INC.**	1,439,232	2,803,753	—1,364,52
	All Products	45,082		
	Sweetheart Soap	1,394,150		
VIII	**MARITIME MILLING CO. INC.**	67,344		
	Hunt Club Dog Food			
IV	**MARS INC.**	1,541,411	1,542,062	—65
	Candy			
VIII	**MENNEN CO.**	70,068	67,488	+2,58
	All Products			
VI	**METROPOLITAN LIFE INSURANCE CO.**	478,140	471,543	+6,59
	Institutional			
VIII	**MIAMI MARGARINE CO.**	45,960		
	Nu-Maid Margarine			
II	**MILES LABS INC.**	6,540,431	5,885,540	+654,89
	Alka-Seltzer, Vitamins, One-a-Day Vitamin Tablets			
VII	**MILLER BREWING CO.**	137,931		
	Miller High Life Beer			
VI	**MINNESOTA VALLEY CANNING CO.**	425,258	434,231	—8,97
	Canned Vegetables			
VIII	**MODE O'DAY CORP.**	1,410	17,684	—16,27
	Mode O'Day Wash Dresses			
VIII	**MODGLIN CO. INC.**	7,997	10,905	—2,90
	Perma Brooms			
VIII	**MOORE, BENJAMIN, & CO.**	70,080	69,366	+71
	Paints & Varnishes			
VII	**MORRELL, JOHN, & CO.**	220,860	292,283	—71,4
	Red Heart Dog Food			
III	**MORRIS, PHILIP, & CO., LTD.**	4,255,934	3,844,044	+411,8
	Philip Morris Cigarettes			
VIII	**MURINE CO. INC.**	69,250		
	Murine Eye Wash			
VI	**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA**	373,394	728,733	—355,3
	Insurance			
VIII	**NALLEY'S INC.**	7,347		
	All Products			
VI	**NASH-KELVINATOR CORP.**	492,976	775,449	—282,4
	Kelvinator Refrigerators, Electric Ranges & Home Freezers			
VIII	**NATIONAL ASSN. OF MAUNFACTURERS**	17,482		
	Institutional			
III	**NATIONAL BISCUIT CO.**	2,565,975	1,149,157	+1,416,8
	All Products	1,500,193		
	Nabisco Shredded Wheat	1,065,776		
VII	**NATIONAL COUNCIL OF THE PROTESTANT EPISCOPAL CHURCH**	128,874	231,479	—102,6
	Religion			

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—
Published by Johnstone-Montei

DID ANYONE EVER TELL YOU, MRS. MURPHY

On Records: Perry Como—Vic. 20-3684; Steve Allen — Moonlight 102; Jack Owens — Dec. 24903; Billy Cotton—Lon. 639; Jack Powers—Reg. 172; Wayne Gregg—Cap.*

On Transcription: Page Cavanaugh Trio—World; Satisfiers—Associated. * Soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

FCC Roundup

(Continued from page 87)

Applications Cont.:

Radio Inc., vice president 5.0%; Walter C. Schlaugat Jr., engineer WFOX Milwaukee, secty-treas. 13.3%; Thomas N. Gallagher, owner Gallagher Real Estate Co., 10.0%; Arthur F. Vahovious, civilian air technician, Air National Guard, 13.3%. Filed Feb. 28.

Eastland, Tex.—Allen D. Dabney Sr., F. James Dabney and Bryant F. Craig d/b as Tri-Cities Bcstg. Co., 1300 kc, 500 w day. Estimated construction cost: $18,266.81. A. D. Dabney is senior member of law firm Dabney & Dabney, 20%; F. James Dabney, student Dallas Institute of Mortuary Science, station manager 40%; Bryant F. Craig, formerly engineer KIHN Hugo, Okla. and KSEO Durant, Okla, 40%. Filed Feb. 27.

Scranton, Pa.—David M. Baltimore, 1400 kc, 250 w unlimited. Applicant is requesting facilities to be relinquished by WARM Scranton. Mr. Baltimore sole owner is assistant general manager WBRE Wilkes-Barre, Pa. Estimated construction cost $20,956. Filed Feb. 20.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc, 1 kw day. Principals in company include: John W. Rollins, Lewes, Del. auto-dealer, president 29⅛% owner; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, vice president 33⅓%; Jack C. Gardner, secty. ⅛%; Orville Wayne Rollins, general manager Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, secty. ⅛% and Rollins Motors Inc., Princess Anne, Md. 33⅓%. Filed Feb. 27.

FM APPLICATIONS

Georgetown, Del.—Rollins Bcstg. Inc., Channel 268 (101.5 mc) ERP 19 kw, antenna 300 ft. Rollins Bcstg. Co. is applicant for new AM station field simultaneously. Filed Feb. 28.

Scranton, Pa.—U. of Scranton, Channel 201 (88.1 mc) ERP 10 watts. Filed March 2.

TRANSFER REQUESTS

KWNO-AM-FM Winona, Minn.—Assignment of license of Winona Radio Service, licensee, from Maxwell H. White and Hermann R. Wiecking to Mr. White for consideration of $165,775. KWNO is assigned 1230 kc, 250 w unlimited. Filed Feb. 23.

WVSC Somerset, Pa.—Assignment of construction permit from Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney d/b as Somerset Bcstg. Co. to new firm of same name. Mr. Coo wishes to withdraw because of p sure of other business and requ return of $500 which he has investe permit. WVSC is assigned 250 w on 990 kc. Filed Feb. 27.

KFTM Fort Morgan, Col.—Assi ment of license from Robert Dolph Robert McCollum d/b as Morgan Co ty Bcstg. Co. to new firm of s name. Mr. Dolph and Mr. McCol believe station can be more succ fully operated with expanded ow ship and sell 39% for $12,250. N comers include: L. R. Christen 4%; J. Corder Smith, 1%; Frank Sm owner realty company, 22%; Rains Winslow, commercial manager KF 8%; Charles F. Kronkow, contra and builder 4%. KFTM is assigned w day on 1260 kc. Filed Feb. 14.

KFVD Los Angeles—Assignment license from Standard Bcstg. Co. t Frank Burke Sr., Mabel S. Burke, Maxwell Burke and J. Frank Bu Jr. and Betty Jane Burke to part ship of same name. Each par will hold same interests in transf as in transferor, but feel station operate more efficiently as partner rather than corporation. KFVD is signed 5 kw limited on 1020 kc.

KWOC-AM-FM Poplar Bluff, M Assignment of license from A. L. Carthy and J. H. Wolpers d/b as R Station KWOC to Poplar Bluff B Co. for $90,000. Principals in new include Mr. McCarthy, president Mr. Dolph, treasurer 20%; O. A. rick, lawyer, secretary 20%. Dr. W Brandon, owner Brandon Hospital, president 20% and E. K. Porter, gineer and contractor and ov Porter-DeWitt Construction Co., president 20%. KWOC is assigned w on 1340 kc.

RCA INSTITUTES, INC.

One of the leading an oldest schools of Radi Technology in America, offers it trained Radio and Television tech nicians to the Broadcasting In dustry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
IV	**NATIONAL DAIRY PRODUCTS CORP.** ...	2,142,694	1,875,830	+266,864
	Cheese	318,665		
	Dairy Products	263,531		
	Milk & Ice Cream	247,664		
	Miracle Whip Salad Dressing	265,007		
	Parkay	850,443		
	Velveeta Cheese	197,384		
III	**NEW YORK STATE FEDERATION OF LABOR'S LEAGUE FOR POLITICAL EDUCATION** ... Political	4,232		
III	**NEW YORK STATE DEMOCRATIC COMMITTEE** ... Political	1,799		
III	**NEW YORK STATE REPUBLICAN COMMITTEE** ... Political	14,791	1,776	+13,015
V	**NORWICH PHARMACAL CO.** ... Pepto-Bismol, Unguentine, Swav	809,838	726,525	+83,313
VI	**NOXZEMA CHEMICAL CO.** ... Noxezma Products	336,194	656,478	—320,284
V	**PABST BREWING CO.** ... Pabst Blue Ribbon Beer	766,092	760,963	+5,129
V	**PACIFIC COAST BORAX CO.** ... Twenty Mule Team Borax & Boraxo	584,720	615,225	—30,505
VII	**PACIFIC WESTERN OIL CORP.** ... Petroleum Products	187,800	180,288	+7,512
III	**PACKARD-BELL CO.** ... All Products	7,555		
III	**PARAMOUNT PICTURES INC.** ... Institutional	2,904		
VII	**PAUL, PETER, INC.** ... All Products—Candy	114,256	186,876	—72,620
IV	**PEPSI-COLA CO.** ... Pepsi-Cola & Everyess	1,438,870		
III	**PERFECT CIRCLE CO.** ... Piston Rings	18,759	17,335	+1,424
IV	**PET MILK CO.** ... Pet Milk	1,208,224	1,031,883	+176,341
VII	**PETRI WINE CO.** ... Petri Wine	101,943		
IV	**PHILCO CORP.** ... Refrigerators, Freezers, Air Conditioning Units, Television Receivers & Radios	1,964,929	2,234,816	—269,887
VII	**PHILLIPS PETROLEUM CO.** ... Phillips 66 Gasoline & Motor Oil	202,341		
III	**PIEDMONT SHIRT CO.** ... Wings Shirts	72,016	196,405	—124,389
III	**PILLSBURY MILLS, INC.** ... All Products	2,541,111	989,317	+1,551,794
III	**PLANTERS NUT & CHOCOLATE CO.** ... Planters Peanuts & Peanut Oil	16,698	82,320	—65,622
III	**POLITICAL PROGRAMS** ... Political Speeches	5,364	1,208,503	—1,203,139
III	**POSNER, DR. A., SHOES INC.** ... Shoes—Children	13,164		
I	**PROCTER & GAMBLE CO.** ...	17,315,092	18,226,321	—911,229
	Crisco, Soaps, Cleaners, Detergents, Shampoo & Dentifrices ...	1,602,542		
	Camay Soap, Ivory Soap, Duz, Tide, Drene Shampoo, Spic & Span, Lava, Prell ...	4,669,603		
	Dreft, Duz, Ivory Flakes, Ivory Snow, Soaps, Cleansers, Detergents, Shortening, Shampoo. Dentrifices, Oxydol, Spic & Span, Drene, Tide ...	11,042,947		
IV	**PRUDENTIAL INSURANCE CO. OF AMERICA** ... Insurance	1,956,359	1,942,416	+13,943
III	**PURE OIL CO.** ... Petroleum Products	609,832	629,000	—19,168
III	**PYRIDIUM CORP.** ... Anahist	41,400		
III	**QUAKER OATS CO.** ... Aunt Jemima Pancake Flour & Flour Products, Mother's Premium Oats, Oatmeal. Quaker Puffed Wheat & Puffed Rice Sparkies ...	2,590,522	2,679,533	—89,011
	Full-O-Pep Feeds ...	2,453,523		
III	**RCW ENTERPRISES** ... Circus Balloon Toys	136,999 4,969		
VI	**RADIO BIBLE CLASS** ... Religious Talks	322,441	289,280	+33,161
VI	**RADIO CORP. OF AMERICA** ... RCA Radios, Phonographs, Television Sets & Records	277,209	628,832	—351,623
III	**RADIO OFFER CO.** ...	94,639		
	Balloon Animal Toys ...	6,749		
	Novelty Christmas Gifts ...	8,962		
	Plastic Products & Toys ...	78,928		
IV	**RALSTON-PURINA CO.** ... Instant Ralston, Ralston & Shredded Ralston ...	1,197,447 836,879	1,411,563	—214,116
	Chow Products ...	360,568		
III	**REGAL AMBER BREWING CO.** ... Reaal Pale Beer	5,934		
VI	**REVERE CAMERA CO.** ... Movie Cameras, Projectors & Accessories	355,238	242,651	+112,587
V	**REXALL DRUGS INC.** ... Rexall Drugs	827,308	859,386	—32,078
III	**REYNOLDS. R. J. TOBACCO CO.** ...	3,777,544	4,076,436	—298,892
	Camel Cigarettes ...	2,935,003		
	Prince Albert ...	842,541		
VII	**RHODES PHARMACAL CO.** ... Imdrin	174,292		
VI	**RICHFIELD OIL CORP.** ... Petroleum Products	324,724	279,792	+44,995
III	**RITTER, P. J., CO.** ... Ritter's Catsup, Relish, Baked Beans, Pumpkin Pie Mix, Tots Baby Dessert & Thrivo Dog Food	58,711		
III	**ROMAN MEAL CO.** ...	44,787		
	All Products ...	17,721		
	Breakfast Food ...	27,066		
IV	**RONSON ART METAL WORKS INC.** ... Ronson Lighters	1,143,928	631,275	+512,653
III	**ROSEFIELD PACKING CO. LTD.** ... Skippy Peanut Butter	48,027		
III	**SAFEWAY STORES INC.** ... Lucerne Milk	25,006	31,861	—6,855
VII	**SCHENLEY INDUSTRIES INC.** ... Blatz Beer	221,124		
VIII	**SEALY INC.** ... All Products	25,602		
V	**SEEMAN BROTHERS INC.** ... Air Wick	675,195	636,551	+38,644
VI	**SEMLER, R. B., INC.** ... Kreml & Kreml Kreme Hair Tonic, Kreml Shampoo	461,796	920,455	—458,659
V	**SERUTAN CO.** ... Serutan, Nutrex, RDX, Lemel Hi-V	748,877	1,168,266	—383,389
VII	**SERVEL INC.** ... Servel Gas Refrigerator	130,544		
VIII	**SHIPSTAD & JOHNSON** ... Ice Follies of 1950	5,340	5,215	+125
VII	**SHOTWELL MANUFACTURING CO.** ... Puritan Marshmallows, Candy Bars	143,200	381,022	—237,822
VIII	**SILVER, CHARLES B., & SON** ... Red Cross Brand Foods & Silver Cross Brand Foods	4,096		
VIII	**SINCLAIR OIL CO.** ... Richfield Oil & Gas	41,015		
VI	**SMITH BROS. INC.** ... Smith Brothers Cough Drops	278,673	128,086	+150,587
VIII	**SOCONY-VACUUM OIL CO.** ... Institutional	1,050		
VIII	**S.O.S. CO.** ... All Products	37,028	55,101	—18,073
VIII	**SOUTHERN BAPTIST CONVENTION** ... Institutional	59,544		
V	**SPEIDEL CORP.** ... Wristwatch Bands, Children's Jewelry, Other Speidel Products	519,469	262,269	+257,400
VII	**STANDARD BRANDS INC.** ... Tenderleaf Tea	182,172	1,475,776	—1,293,604
VI	**STANDARD OIL CO. OF CALIF.** ...	268,199	186,527	+81,672
	All Products ...	75,804		
	Petroleum Products ...	28,335		
	Petroleum Products, Institutional ...	164,060		
VI	**STANDARD OIL CO. OF INDIANA** ... Amoco Gas, Oil & Tires	396,686	305,462	+91,224
VI	**STANDARD OIL CO. OF NEW JERSEY** ... Institutional	454,295	311,300	+142,995
VIII	**STANLEY HOME PRODUCTS INC.** ... Kitchen Equipment.	24,909	311,300	—286,391
II	**STERLING DRUG INC.** ... Bayer Aspirin, Phillips Milk of Magnesia, Energine Cleaning Fluid, Phillips Creams, Mulsified Coconut Oil, Haley's M-O, Phillips Toothpaste, Dr. Lyon's Paste & Powder, Double Danderine, Astring-O-Sol, Ironized Yeast	8,107,859	9,063,366	—955,507
VII	**STUDEBAKER CORP.** ... Automobiles	140,392	66,756	+73,636
IV	**SUN OIL CO.** ... Oil, Fuel Oil & Sunoco Gas	1,049,984	1,049,768	+216
III	**SWIFT & CO.** ...	3,021,444	3,387,340	—365,896
	All Products ...	2,232,657		
	Allsweet Margarine ...	148,690		
	Brookfield Sausage ...	3,899		
	Peter Pan Peanut Butter & Derby Canned Meats ...	636,198		
V	**TEXAS CO.** ... Gas & Oil	677,225	1,241,898	—564,673
VIII	**TEX-O-KAN FLOUR MILLS CO.** ... Light Crust Flour	49,570		
VIII	**TIDE WATER ASSOCIATED OIL CO.** ... All Products	35,076		
VII	**TRIMOUNT CLOTHING CO.** ... Clipper Craft Clothes	179,099	318,792	—139,693
VIII	**20TH CENTURY-FOX FILM CORP.** ... Motion Picture "12 O'Clock High"	1,002		
VI	**UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA** ... Institutional	360,352	293,854	+66,498
VIII	**UNITED STATES FREIGHT CO.** ... Institutional	63,048	31,200	+31,848
VII	**U. S. GOVERNMENT** ... U. S. Army & U. S. Air Force Recruiting Service	180,575	380,588	—200,013
VIII	**U. S. GOVERNMENT** ... U. S. Sixth Army Command Recruiting	13,546	7,512	+6,034
IV	**U. S. STEEL CORP.** ... Institutional	1,452,089	1,052,090	+399,999
V	**U. S. TOBACCO CO.** ... Tobacco	688,517	249,506	+439,011
VIII	**VICK CHEMICAL CO.** ... All Products	15,792	18,480	—2,688
VIII	**WALTHAM WATCH CO.** ... Waltham Watches	48,813		
VI	**WANDER CO.** ... Ovaltine	387,136	491,475	—104,339
VIII	**WESSON OIL & SNOWDRIFT CO. INC.** ... Wesson Oil & Snowdrift	55,680		
VII	**WESTERN AUTO SUPPLY CO.** ... Automobile Accessories & Household Appliances	103,116	201,696	—98,580
V	**WESTINGHOUSE ELECTRIC CORP.** ... Laundromats, Refrigerators, Ranges, Irons, etc.	903,997	1,318,029	—414,032
IV	**WILDROOT CO. INC.** ... Liquid Cream Shampoo, Wildroot Cream Oil, Hair Tonic	1,121,033	960,228	+160,805
VIII	**WILSON & CO. INC.** ... Sporting Goods	90,581	81,469	+9,112
VII	**WISE, WILLIAM H., CO. INC.** ... Books	256,947	17,800	+239,147
V	**WRIGLEY, WILLIAM, JR.** ... Chewing Gum	903,333	871,399	+31,934

PETER PAUL

$2 Million Account to Maxon

PETER PAUL Inc., Naugatuck, Conn. (candies), has appointed Maxon Inc., New York, to handle its advertising, effective April 1. The advertising budget is said to be about $2,000,000. Radio and Television are being considered strongly in its immediate advertising plans.

Peter Paul was formerly handled by Platt-Forbes in New York and Brisacher, Wheeler & Staff in San Francisco.

At Deadline...

THREE RIO GRANDE OUTLETS ARE REPORTED SOLD

NEGOTIATIONS for acquisition of control of three Rio Grande Broadcasting Co. stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos—by Herbert Wimberly, H. W. Bumpas, and Albert Cadwell reported Friday to have been completed. Sales price understood to be about $140,000.

Rio Grande, controlled by President Albert E. Buck and Frank Rand, retains its fourth station, KGAK Gallup.

Mr. Bumpas, manager of WIBR Baton Rouge, reportedly slated to manage three stations under new ownership. Merle Tucker currently is manager of Rio Grande, including KGAK. Sale is subject to customary FCC approval. Buyers represented by P. W. Seward, Washington attorney; sellers by Washington firm of Dow, Lohnes & Albertson.

KOAT, KTRC, and KRSN are affiliated with ABC and Zia networks. All are 250 kw outlets, KOAT on 1450 kc, KTRC on 1400 kc, and KRSN on 1490 kc. Gallup station is on 1230 kc with 250 w.

BETTER BUSINESS BUREAU ATTACKS FUR CAMPAIGN

NEW YORK Better Business Bureau condemned radio advertising campaign conducted by Ben Tucker's Hudson Bay Fur Co., heavy radio user, as "misleading and exaggerated." Campaign featured "contest" involving award of $25 gift certificate to each of first 25 listeners who submitted correct titles to song being played.

Bureau representatives sent more than 25 entries and received more than 25 gift certificates, bureau charged. Some of entries deliberately contained wrong answers. Bureau alleged company had advertised on air 50% price reduction on furs. BBB shoppers found that furs were actually being offered at reductions of less than half-price, bureau asserted.

STEWART BOARD TO MEET

PRESIDENT TRUMAN'S Communications Policy Board called to first session March 10 in Washington by former FCC Comr. Irvin L. Stewart, president of U. of West Virginia and chairman of new five-man group [BROADCASTING, Feb. 27]. First order of business to concern objectives, staff and procedures. Meeting coincides with eastern trip of Dr. Lee A. DuBridge, president of California Institute of Technology and board member.

CENSUS HEAD CONFIRMED

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., was confirmed by the Senate Thursday as Director of the Census. He succeeds Philip M. Hauser, acting director, who returns to the U. of Chicago.

ED NORTON RECUPERATING

ED NORTON, chairman of the board of the WAPI stations in Birmingham and the WMBR stations in Jacksonville, Fla., is recuperating from an operation performed Thursday at South Highlands Infirmary, Birmingham. His condition was described as good.

HOMER McKEE

FUNERAL services for Homer McKee, 69, vice president at Roche, Williams & Cleary, Chicago, conducted Friday afternoon in Evanston, Ill.

NEW RATING SERVICES PLANNED BY HOOPER

TO SATISFY demand for substitute for 36-city ratings, C. E. Hooper on Saturday wrote subscribers to his national network program Hooperating reports, sold last week to A. C. Nielsen Co. (early story, page 27), he will publish monthly Hooperating pocketpieces for New York (beginning March 15), Chicago (May 15), Los Angeles and Northwest (beginning April 15), plus summary pocketpiece containing rank order of all network programs for all four reports showing radio vs. TV, radio vs. radio, TV vs TV, and graphic radio-TV comparisons for all reported TV cities.

Radio network programs will be reported on two bases: Random homes and radio-only homes. TV network programs will be reported on random homes and TV homes.

In addition, Hooper will also publish city Hooperatings on up to 100 cities, typically three times a year; network program analysis of city-by-city ratings for 100 cities, October 1949-February 1950. Hooperatings chartbook of monthly radio-TV comparisons starting in March with New York, Chicago, Los Angeles, San Francisco, San Diego; adding Philadelphia, Baltimore, Washington, Boston, Detroit in April, five more cities in May, five in June, with a 35-city total promised by October.

RADIO, TV SALES UP

RADIO receiving tube sales up in January over same month in 1949, totaling 22,272,024 compared to 13,508,906 year ago, according to Radio Mfrs. Assn. January figure slightly below 23,807,281 units in December. TV picture tube sales continued at high level in January and showed further trend toward larger screens. Total of 455,279 receiver type cathode ray tubes shipped in January, with value of $11,454,186, compared to 418,491 tubes valued at $11,055,483 in December. Tubes 12 inches or larger constituted over 90% of January shipments.

BENNY HAS TOP RATING

JACK BENNY led first 15 program Hooperatings in Feb. 28 report, with 25.9 rating. *Radio Theatre* second with 24.5, and *Arthur Godfrey's Talent Scouts* third with 21.6. In order, others in first 15 were: *My Friend Irma*, 21; *Groucho Marx Show*, 19.9; *Fibber McGee & Molly*, 19.8; Walter Winchell, 19.6; *Charlie McCarthy*, 17.4; *Bing Crosby*, 17.3; *Bob Hope*, 17; *Mr. Chameleon*, 16.5; *Fat Man*, 16.4; *Mystery Theatre*, 16.4; *Big Town*, 16, and *Mr. Keen*, 16. Of first 15, nine were CBS shows, three were NBC and two ABC.

WEBER TRANSFERRED

FRED A. WEBER transfers from Branham Co., Chicago station representative, to Detroit office to supervise all radio-TV activity. With firm 2½ years, he was salesman for WGNB and Burn-Smith, both Chicago. He will handle Pittsburgh, Cincinnati and Cleveland.

CHICAGO COUNCIL PLAN

RESOLUTION to permit Chicago radio and TV newsmen to record and photograph City Council proceedings in hands of Rules Committee after introduction by Ald. Nicholas Bohling. Move for special consideration and immediate vote turned down.

Closed Circuit

(Continued from page 4)

the-slot TV, cost cool $33,000 to produce. Ce B. deMille, who may possibly tie-up wi Zenith on film production for Phonevision, i portedly commented that Mr. McDonald's fil was best commercial reel he had ever see Among others who have seen it are Chairm Coy and Comr. Sterling of FCC, Dr. Lee D Forest, radio inventor who has always oppos commercial radio, Gen. Sarnoff of RCA a William S. Paley of CBS.

NEXT sponsor for NBC's *Richard Diamo Private Detective*, dropped by Helbros Wat expected to be Rexall, ready to sign on week basis. Helbros planned spring-fall 1 week sponsorship but walked out when NI sold summer hiatus period to Rexall. Di Powell detective show signed for 13 weeks Rexall, which drops Phil Harris-Alice Fa show this spring. BBDO is Rexall agen

LATEST CLIENTS of Functional Music In Chicago, Marshall Field Enterprises servi are WPEN-FM Philadelphia and WACE-F Chicopee-Holyoke Mass., with initial orders 50 installations each. Corporation alrea serves Chicago where it is headquartered.

N. W. AYER & SON, New York, looking TV spot announcement availabilities in Phi delphia and Chicago for its client, Uni Airlines.

WHEN FCC last week asked WLIB N York, headed by M. L. Novik, to explain "editorializing" in behalf of FEPC, it recei ready answer. Mr. Novik, one of leading p ponents of editorializing before his acquisit of WLIB several months ago, said he lieved in "fairness" precept of FCC, but t no one had asked for time in which to ans station. If they had asked they would h received it, he avers.

GENERAL MILLS 'GLOVES'

GENERAL MILLS, through Knox Ree agency, will sponsor finals of Chicago Gol Gloves amateur boxing on ABC-TV netw of 25 interconnected stations, March 29, 9 p.m. to conclusion and on network of six n connected stations April 1, 9:30 p.m. to con sion.

TV CODE DISCUSSION

MEETING of all sales managers of TV manufacturers called March 23 at Drake Ho Chicago, by W. L. Stickel, Allen B. DuM Labs., chairman of Sales Managers Commi of Radio Mfrs. Assn. Proposed standard c of advertising for TV sets to be conside Subject was discussed at RMA's recent cago meeting.

WDAF-TV JOINS ABC

WDAF-TV Kansas City, owned by *Kan City Star*, Friday joined ABC-TV netw Station also affiliated with CBS-TV NBC-TV.

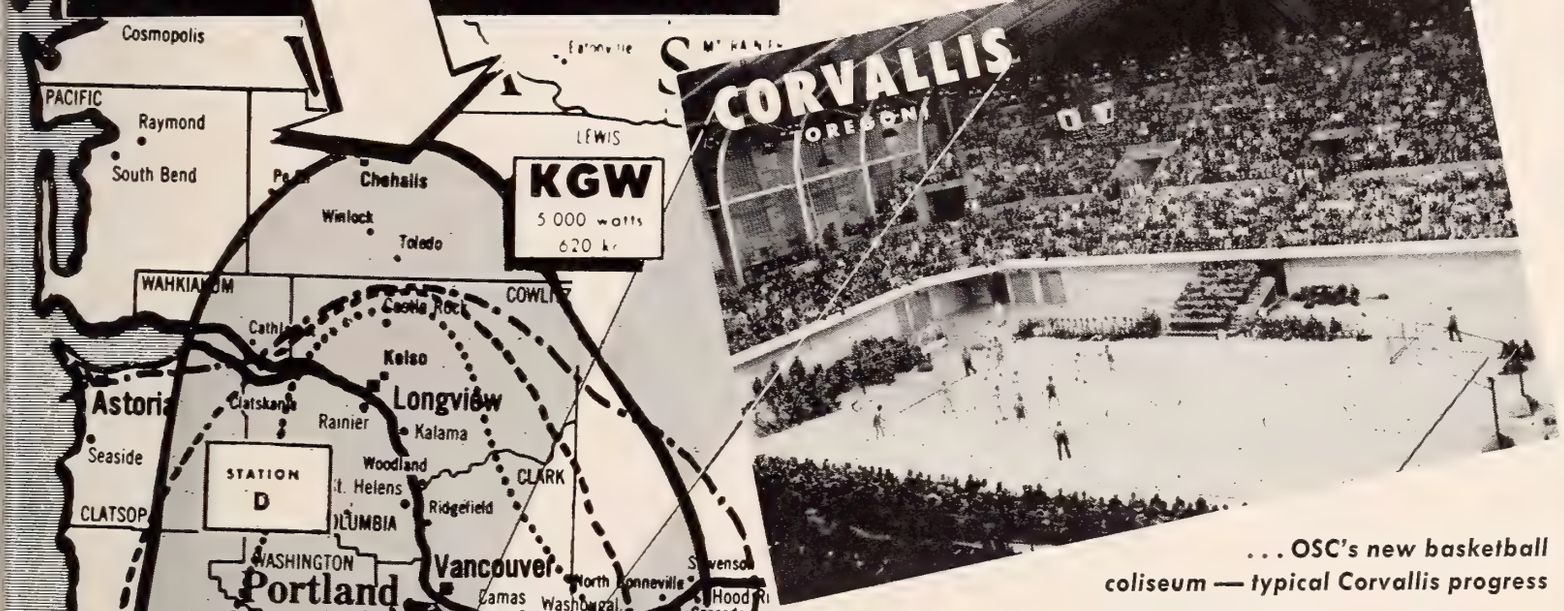
O'BRIEN AWARDED DAMAGE

DAMAGES of $7,500 awarded to Lt. Frank O'Brien in libel suit against CBS Walter Thompson Co. and William Wrigley Co. (early story page 79).

LEWIS JOINS AGENCY

STEPHEN P. LEWIS, formerly with Deu & Shea, New York, has joined Moore & Ha also New York, as account executive.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



. . . OSC's new basketball coliseum — typical Corvallis progress

No city can experience a fifty percent population increase in the short span of seven years without bursting at the seams with wants. Corvallis is such a city. What's more, it's still growing . . . and its wants provide a rich, expanding market for YOU to tap through KGW'S COMPREHENSIVE COVERAGE.

A farm center in the middle of the United States' most productive agricultural area, Corvallis is also a college town. Through research resulting in new techniques, Oregon State College gives incentive to new industry . . . provides new profits for agricultural, lumbering, and wood products operations already firmly established.

KGW DELIVERS CORVALLIS . . . as through COMPREHENSIVE COVERAGE it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Pick of the field!

Pick a Radio Sales TV Account Executive to show you how to go places in television, and you'll get the pick of the field. For he can brief you on picking up healthy profits in six of your fastest-growing TV markets. That's because each Radio Sales TV Account Executive is firmly grounded in television. He knows (from first-hand experience and down-to-earth research) all there is to know about the six TV stations Radio Sales represents—the cream of the crop in New York (WCBS-TV), Philadelphia (WCAU-TV), Los Angeles (KTTV), Charlotte (WBTV), Salt Lake City (KSL-TV), Birmingham (WAFM-TV). Together serving 1,744,000 homes... 43.8% of the nation's TV total. If you're getting ready to take-off in television, or even if you've already logged a lot of TV air-hours, use Radio Sales and you'll go far. At jet-[illegible] propelled speed!



RADIO SALES

Radio and Television Stations Representative . . . CBS

Representing WCBS-TV New York; WCAU-TV, Philadelphia; KTTV, Los Angeles; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; affiliated stations WFBM, WBBM, KNX, WCAU, WTOP, WEEI, KMOX, KCBS, WRL, WRVA, WTOP, KSL. Affiliated with the Columbia Pacific Network

MARCH 13, 1950 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING



"O-O-oh! What a station!"

Down here in Baltimore, we teach 'em pretty young about the BIG audience W-I-T-H supplies its advertisers. Of course, we have to let them grow up before we give them the whole story.

But sooner or later they all learn that W-I-T-H regularly delivers more *home* listeners-per-dollar than any other station in town.

A survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H. That's a big *plus!*

That means that a *little* money does *big* things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

W•I•T•H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

Alice in New Wonderland

Alice had a wonderful time.

But think how many more wonderful things could have happened to her in the age of radio and television.

In WMBG-WTVR-WCOD land new adventures happen daily.

And these First Stations of Virginia make them happen.

For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.

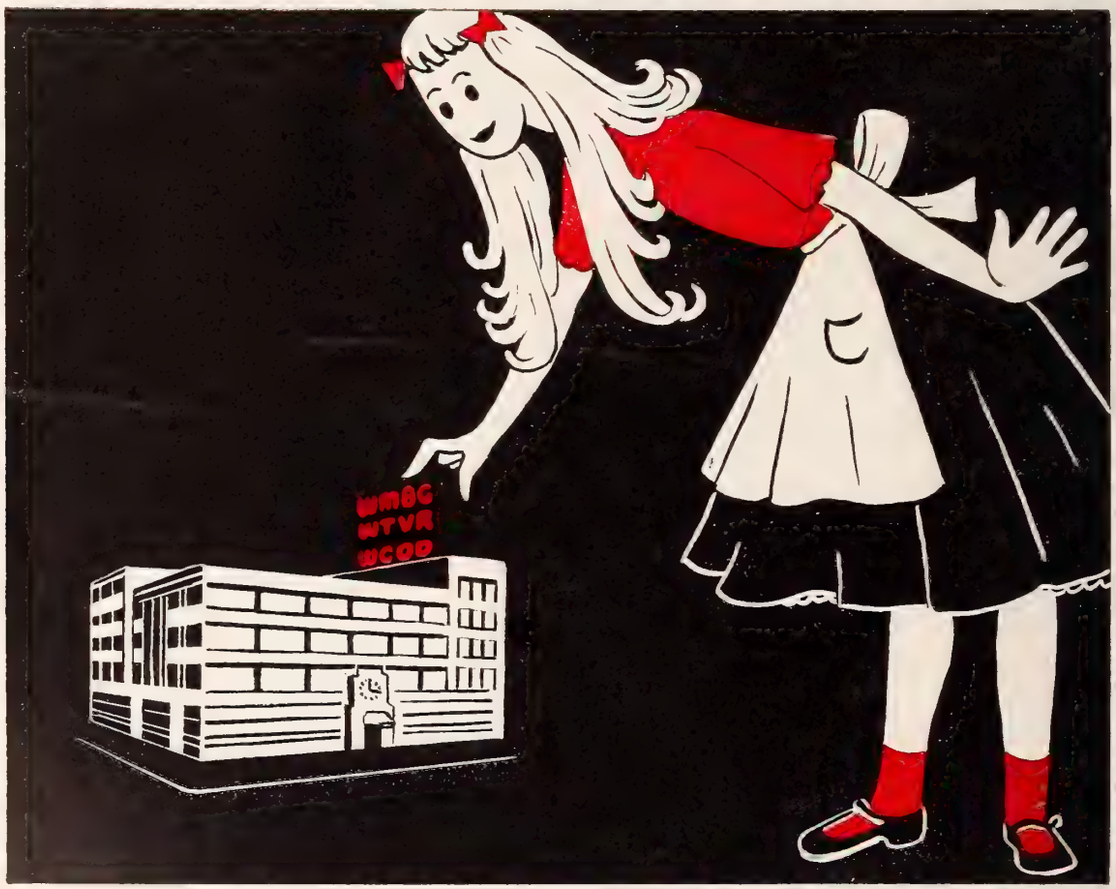
First to own recording equipment.

WTVR (now entering its 23rd month of operation) was the South's first television station.

First in the country to sign for an NBC-TV hookup.

Yes, Alice had fun.

But she should have lived in WMBG-WTVR-WCOD land.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

FOR SALE:

SPOTS IN ST. LOUIS CARDINAL BASEBALL BROADCASTS

For ten years we have handled the broadcast of the St. Louis Cardinal baseball games. These have been broadcast over a large network of mid-west radio stations which last year numbered 69 and will be greater during the 1950 season.

Heretofore our client, Griesedieck Bros. Brewery Company of St. Louis, who hold a three-year exclusive contract for these broadcasts, have shared commercial spots in a limited way. For 1950 a unique new plan in handling the advertising spots on these games has been adopted and five spots of 40 seconds each are being made available to advertisers who see the attractive buy this offers.

With Harry Caray and "Gabby" Street as the announcers, surveys have shown unbelievable high ratings with from 60% to 95% of audience. Figures are available for those interested.

Under this new arrangement you may buy one or more spots on one or all of the following stations at attractive rates for an outstanding live program. For rates, listening figures or further details, call or write the radio stations listed below, or their representatives. Other stations are being added before the season starts and interested advertisers and agencies will be kept advised of these additions.

MISSOURI

Cape Girardeau	KFVS
Carthage	KDMO
Columbia	KFRU
Flat River	KFMO
Hannibal	KHMO
Independence	KIMO
Jefferson City	KWOS & KWOS-FM
Joplin	KFSB
Kennett	KBOA & KBOA-FM
Kirksville	KIRX
Lebanon	KLWT
Mexico	KXEO
Nevada	KNEM
Poplar Bluff	KWOC & KWOC-FM
Ste. Genevieve	KSGM
St. Joseph	KRES
Sedalia	KDRO & KDRO-FM
Sikeston	KSIM
Springfield	KTTS-FM

KENTUCKY

Murray	WNBS
Paducah	WPAD-FM

ILLINOIS

Bloomington	WJBC & WJBC-FM
Cairo	WKRO
Canton	WBYS & WBYS-FM
Decatur	WSOY & WSOY-FM
Galesburg	WGIL
Harrisburg	WEBQ & WEBQ-FM
Herrin	WJPF & WJPF-FM
Jacksonville	WLDS-FM
Macomb	WKAI
Peoria	WIRL
Peoria	WWXL
Quincy	WGEM & WQDI-FM
Springfield	WTAX-FM

TENNESSEE

Dyersburg	WDSG
Humboldt	WIRJ
Jackson	WDXI
Paris	WTPR
Union City	WENK

KANSAS

Atchison	KARE

ARKANSAS

Blytheville	KLCN-FM
Forrest City	KXJK
Fort Smith	KFSA & KFSA-FM
Little Rock	KXLR
Newport	KNBY
Paragould	KDRS
Springdale	KBRS
Jonesboro	KBTM & KBTM-FM

IOWA

Burlington	KBUR-FM
Cedar Rapids	KWCR
Keokuk	KOKX & KOKX-FM
Muscatine	KWPC

OKLAHOMA

Miami	KGLC
Muskogee	KMUS
Tulsa	KAKC

MISSISSIPPI

Corinth	WCMA

Write or Call Radio Stations or Their Representatives

RUTHRAUFF & RYAN, Inc., Advertising

812 OLIVE ST., ST. LOUIS, MO.

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

THAT NEW "Sadowski Bill" realigning FCC procedure is reported ready in draft form but is being kept under lock pending review by Rep. Sadowski (D-Mich.), currently ill. It's supposed to be modeled after model which FCC submitted as answer to pending McFarland Bill (S-1973). Disclosure of FCC proposal [BROADCASTING, March 6] led security-conscious Sadowski staff members to exact promise of probe by FCC to determine source of leak.

FAST TALK about color TV problem being settled any day now, with wide open standards, can be regarded as over-zealous. While FCC thinking is crystallizing, it's obvious to close observers that considerable paper work will be involved even after FCC counts noses. Multitude of questions which must be answered before standards are evolved probably will be recounted by FCC Chairman Wayne Coy in scheduled March 14 speech before Oklahoma Radio Conference in Norman. Related issue of thawing VHF freeze also should come in for Coy treatment.

GEYER, NEWELL & GANGER, New York, preparing radio and television spot announcement campaign for Nash Motors, Detroit, to start April 13 in more than 150 markets. Contract understood to be for four weeks.

FCC STAFF's independent study of transit radio and its status as "broadcasting" service is still perking. Staff has now sent letters to some 45 FM stations asking for copies of their contracts for transitcasting, storecasting, factorycasting.

EDWARD R. MURROW, Mary Margaret McBride and George Denny Jr. reported in running for One World Radio Award. Final selection will be made at a membership meeting in the near future.

WNBT (TV) NEW YORK understood preparing one-hour morning show featuring Ed Herlihy, 10-11 a.m. five times weekly in Tom Brenaman type format, as part of its daytime programming starting in May. Hour long program is Martin Stone production package.

NEWEST NAB convention idea still in discussion stage, is speechless lunches at Management Conference. Delegates would eat in Stevens auditorium, then move through ramp into adjoining theatre to hear two scheduled mid-day speakers—FCC Chairman Wayne Coy and Carlos Romulo, UN General Assembly president.

NEGOTIATIONS to open up Dominion Network in afternoons now nearing completion. Several advertisers interested, General Foods planning two quarter-hour periods on 29 Dominion stations, would pipe in NBC shows *When a Girl Marries* and *Portia Faces Life* to Canadian network.

FURTHER CONSIDERATION of appointment of NAB general manager expected at

(Continued on page 78)

Upcoming

March 18: West Virginia Broadcasters Assn., Chancellor Hotel, Parkersburg, W. Va.
March 29-April 1: ANA Convention, Homstead, Hot Springs, Va.
March 30-April 1: AAAA 1950 Convention, Greenbrier, White Sulphur Springs, W. Va.

(Other Upcomings on page 30)

Bulletins

STERLING DRUG Inc., through Dancer-Fitzgerald-Sample, New York, begins sponsorship of Monday, Wednesday, Friday broadcasts of *My True Story* ABC, Monday-Friday, 10-10:25 a.m., effective May 1. Libby, McNeill & Libby, through J. Walter Thompson, dropping these periods April 7. Sterling now sponsors Tuesday and Thursday broadcasts.

WTTG (TV) Washington, owned and operated DuMont station, appoints Harrington, Righter & Parsons Inc., New York as national spot representative.

SID SILVERMAN

SID SILVERMAN, 51, publisher of *Variety* and *Daily Variety*, died early Friday morning after long illness at his home in Harrison. Surviving are his son Syd Silverman, 18, and his mother, Mrs. Sime (Hatty) Silverman, widow of founder of *Variety*. Mr. Silverman was one of the youngest theatrical critics when as a child of 7, he wrote reviews under pen name of Skige. He had been publisher of paper since death of his father in 1933.

Business Briefly

WISE EXTENDS ● William H. Wise & Co., New York (publishers), extends two *Go More Out of Life* programs on CBS, adding 1 weeks for Sat. 2:30-3 p.m. series and fou weeks for Sun 2:30-3 p.m. series, both effectiv March 26. Agency, Huber Hoge & Son, N. Y

TONI COMMENTARY ● Toni Co., Chicag (home permanents), to sponsor Carol Dougla and Bill Cullen in beauty-fashion commentar on ABC starting March 20, Mon. Fri., 11:25 11:30 a.m. (CST), originating in New Yor (see page 16). Agency, Foote, Cone & Belding Chicago.

WERE APPOINTS ● WERE Clevelan names William G. Rambeau Co. as nationa representative.

GEN. ROMULO TO ADDRESS NAB CHICAGO MEETING

GEN. CARLOS P. ROMULO, president o United Nations General Assembly, to be firs guest speaker at NAB Management Confe ence in Chicago. Gen. Romulo to speak a Monday, April 17, luncheon on "The Broa caster's Responsibilities in World Affairs Overall theme of convention is "The America Broadcaster's Responsibility in the World T day."

Gen. Romulo, famed as orator, statesma soldier and Pulitzer Prize-winning editor, considered one of world's most eloquent speak ers. During World War II he served as Ge MacArthur's aide on Bataan and Corregid and in Australia. He went with Gen. Ma Arthur to Philippines for assault landings Leyte and took part in recapture of Manila.

Plummer Is FCC Chief Enginee

CURTIS B. PLUMMER, 37, chief of FCC Engineering Bureau's Television Division, was named FCC Chief Engineer Friday succeeding John A. Willoughby, who has held position on "acting" basis since January 1948. Mr. Willoughby was named assistant chief engineer.

J. Fred Johnson Jr. of FCC hearing division was appointed Chief Hearing Examiner.

Appointments were among seven announced Friday in followup to staff-wide reorganization commenced by Commission preceding day (story, page 25). Other appointees:

Chief Accountant William J. Norfleet will head new Office of Chief Accountant established in initial reorganization move.

General Counsel Benedict P. Cottone will head new Office of General Counsel.

Harold J. Cohen, assistant general counsel in charge of common carrier division, will head newly created Common Carrier Bureau.

William K. Holl, FCC's acting executive officer, was appointed on permanent basis.

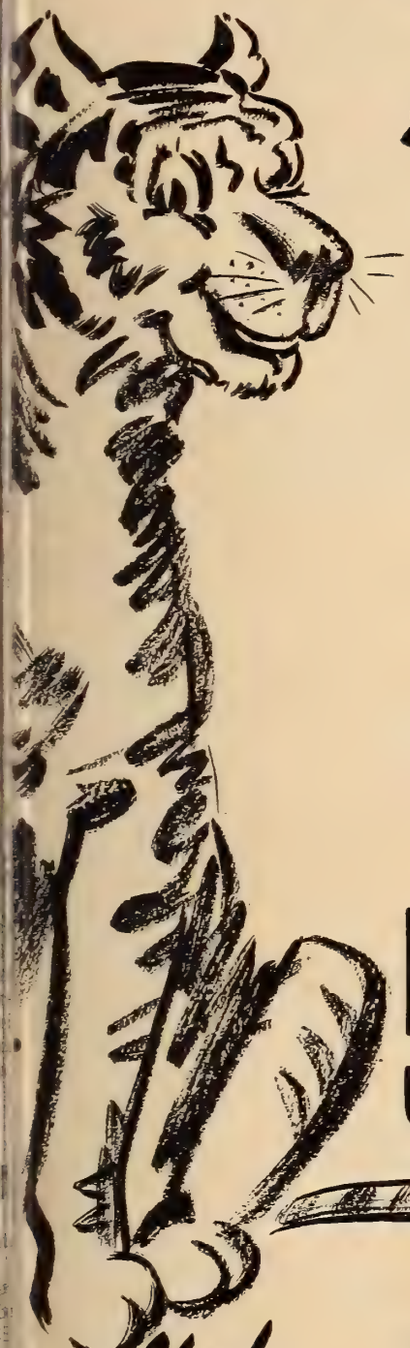
Designation of new Chief Engineer came suddenly, though there has been frequent speculation Mr. Willoughby might be replaced. This belief grew with his continued retentio on "acting" basis.

Mr. Plummer, with FCC since 1940, will he new Office of Chief Engineer. He is Mai native, 1935 graduate of U. of Maine with B. in electrical engineering, worked with WHE and WGAN Portland and Radio Receptor C New York, before joining FCC's Boston offic He was transferred to Washington headqua ters in 1941, working in AM Division un appointed chief of television unit upon its cre tion in 1945. He attended 1947 Atlantic Cit 1948 Geneva, and 1949 Mexico City hig frequency conferences.

Mr. Johnson, slated to preside in G. Richards stations hearings opening in L Angeles today (Monday), joined FCC in 193 has extensive experience in both broadcasti and common carrier affairs. He is former fir assistant to Attorney General of Alabama a one-time presiding circuit court judge in Al bama. He was named examiner in June 19 when hearing division was created, and is i first chief.

in Detroit

Again it's...



PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

Yes!

as Michigan's Most Powerful Independent ..

THE TIGER IS...

Soon

5000 WATTS
FULL TIME

WKMH

1310 KC

MONEY-WISE TIME BUYERS  ANALYSE COSTS

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives



You can't lose with these **5 ACES!**

● Time and again sales-conscious advertisers who move their goods and sell services in Flint's prosperous trading zone constantly use popular station WFDF to reach its dollar-loaded audience. They know WFDF's listeners prefer it morning, noon and night.

Proof is as near as Hooper's December, 1949-January, 1950 Station audience index which shows WFDF delivers an average of more than two and one-half times the audience, in total rated time periods, as the nearest runner-up station.

There are plenty of blue chips in the prosperous Flint market for the alert advertiser. Get your share with WFDF.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISIO

Published Weekly by Broadcasting Publications, In

Executive, Editorial, Advertising and Circulation Office
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 10**

IN THIS BROADCASTING . . .

Station License Fee Explored .....
Reaction to 'Lightning' Varies .....
duPont Awards to Beatty, WNOX and WWJ ...
FCC Reorganization Starts in Common Carrier...
Number Show Stirs Wide Reaction.....
Perpetual Banks on Radio .....
Gale Elected Ad Council President.....
NARBA Turmoil Lessens .....
IRE Convention Held in N. Y.....
Tentative NAB Engineer Agenda Set.....
Nielsen Says Hooper Buy Spurs Interest.....

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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BUSINESS: MAURY LONG, *Business Manager;* W field R. Levi, *Assistant Advertising Manager;* Geo L. Dant, *Adv. Production Manager;* Harry Steve *Classified Advertising Manager;* Eleanor Sch Phyllys Steinberg, Judy Martin; B. T. Taish *Treasurer;* Irving C. Miller, *Auditor and Office M ager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN COSGROVE, *Manager;* Lillian Oliver, Warren She Elaine Haskell, Grace Motta, Allen Riley.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PL 5-8355;* EDITORIAL: Edwin H. James, *New Y Editor;* Herman Brandschain, *Asst. to the New Y Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Direc* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zon *CEntral 6-4115;* William L. Thompson, *Manager;* J Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollyw and Vine, Zone 28, *HEmpstead 8181;* David Gli man, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0* James Montagnes.

BROADCASTING * Magazine was founded in 1931 Broadcasting Publications Inc., using the t BROADCASTING *—The News Magazine of the F Estate. Broadcast Advertising * was acquired in and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, In

Subscription Price: $7.00 Per Year, 25c Per Co

the nation's 21ST market . . . Scranton-

WILKES-BARRE . . . with 674,000 prosperous consumers.

Scranton-WILKES-BARRE . . . the nation's

2 ARRE

wi an

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21ST er

ous consumers. Scranton-WILKES-BARRE

. . the nation's 21ST market . . . Scranton

HOW TO COVER A BIG MARKET...
AND GET RESULTS!

Pick a station the people listen to . . . morning, noon and night. Pick a station with Hoopers of 56.6 mornings, 59.0 afternoons, 72.0 evenings! Pick a station that has dominated the market for 25 years! Ask your John Blair man about

WGBI

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Mrs. M. E. Megargee
President

George D. Coleman
General Manager

CBS Affiliate 910 KC 1000 Watts day, 500 Watts night

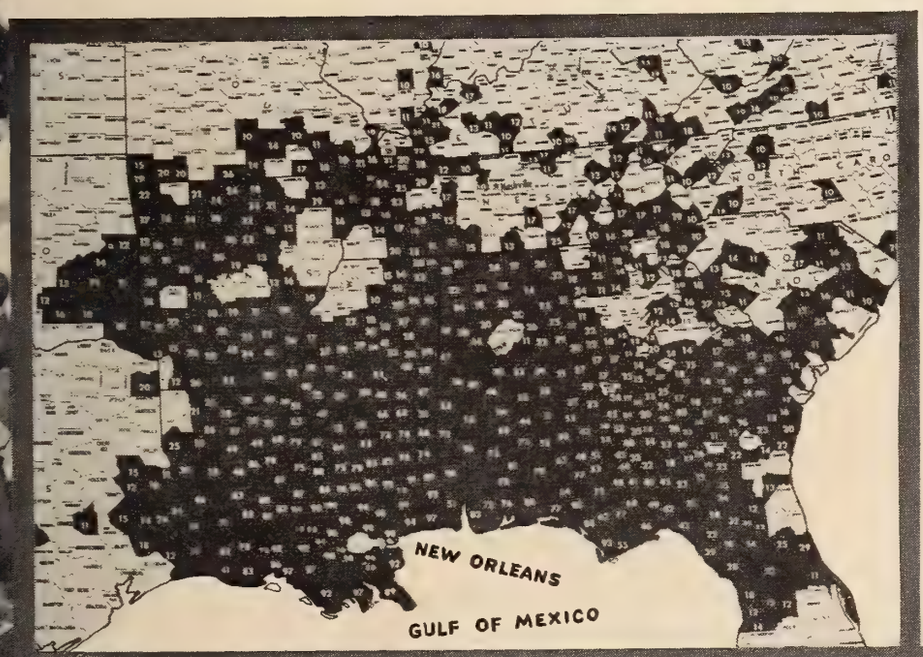
(Figures from Hooper Station Audience Index for Scranton—Jan., Feb., 1949)



SOUTH'S WINS

GREATEST SALESMAN THE HOOPERS!

Latest Hooper proves WWL outranks all New Orleans stations in share-of-audience. Evenings, WWL takes a greater share than next 2 stations combined!



...and South's Greatest Salesman delivers you *a Great Multi-State Audience, too*

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+)...**114 Counties**

PRIMARY
(25%+ to 50%+)...**128 Counties**

PLUS
(10%+ to 25%+)...**401 Counties**

TOTAL **643 Counties**



HE HELPS YOU MERCHANDISE, TOO

You get still another valuable plus from WWL —effective promotion for advertisers. Through personal calls on distributors and jobbers, widespread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front—more by far than any other New Orleans station.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE
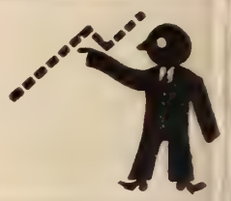
KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies



ROGER L. WENSLEY, president of C. M. Basford Co., New York, sinc 1925, elected chairman of the board. Succeeding him as president i HENRY SILLDORFF, formerly vice president and director. E. SCOTT PATTISON, vice president and director, named executive president; DONALD MURPHY, account manager, elected a vice president.



Mr. Silldorff



Mr. Wensley

STROHMEIER Assoc., and DAVIS-PARSONS Inc., New York, merge into firm under latter name. WILLIAM D. STROHMEIER, head of former agency of that name, named a vice president of Davis-Parsons Inc.

RALPH E. HESS, formerly account executive and public relations director of Joseph Adv., Cincinnati, joins Al Paul Lefton Co., Philadelphia, as accou executive and technical counselor.

DONALD J. POWERS, previously manager in charge of Chicago office Caples Co., appointed vice president in charge of that office.

JAMES A. AULL, formerly copy chief of Geare-Marston Inc., Philadelphi and before that public relations director of KYW that city, joins Martin Agenc Philadelphia.

JIM WELLS, formerly general manager of Buffalo Bills football team and prev ous to that sports director of WBEN Buffalo, N. Y., joins H. J. Weil Inc., th city, as vice president.

DOUGLAS G. MORRIS, formerly with Pedlar & Ryan, Campbell Soup Co. a Lever Brothers, joins Ted Bates & Co., New York, as an account executiv effective March 15.

CHARLES J. O'MALLEY, former sales manager of Paul F. Beich Co., Bloo ington, Ill. (Whiz and Pecan Pete candy bars), joins Olian Adv., Chicago, vice president. He is in charge of packaged products selling mainly throu food, drug and tobacco outlets.

HUGO SCHEIBNER, operator of his own Los Angeles agency for past seve years, joins Robert F. Dennis Inc. as vice president. He will handle ladi apparel advertising. SID KAHN, formerly associated with Scheibner agency production manager, also joins Dennis in same capacity. Another additi to staff is ALBERTA KALINA. TED BAILLIE resigns as secretary of agen to join C. B. Juneau Inc., Los Angeles.

ERNEST BAKER Jr. appointed to staff of Denman & Betteridge Inc., Detro He formerly was with Morris Tandy Co. as account executive.

PHILIP E. PENBERTHY, formerly member of sales staff of Greenwich Ho Appliance Co., Greenwich, Conn., joins research department of Geyer, Newell Ganger, New York.

JOHN SCHUMAN, with Peck Adv., New York, for 15 years, named vice pre dent in charge of copy and service for agency.

SAWDON ADV. CO., New York, incorporates and changes name to FRANK SAWDON INC. Officers of new firm are FRANK B. SAWDON, president a treasurer; JERRY BESS, vice president in charge of radio, and VICT SAWDON, secretary. Agency services Robert Hall Clothes account, one country's largest users of radio in the retail field. Other radio accou include Abelson's Inc., New Jersey, jeweler; Bond Television and Oklaho Oil Products Co., both in Chicago.

MARGERY JONES, formerly with copy staff of Hale Bros., San Franci department stores, joins Avery & Bruguiere Adv., same city.

HERBERT GRUBER, former timebuyer with Biow Co., New York, joins me department of Cecil & Presbrey, New York, in similar capacity.

WALTER H. HADLICH, for past 12 years business manager of Ice Foll joins Walter McCreery Inc., Beverly Hills, Calif., to handle promotion.

RICHARD G. MONTGOMERY & Assoc., formerly W. S. Kirkpatrick Adv. Se ice, Portland, Ore., moves to 1126 S. 13th Ave. Phone remains BEacon 3

GLENHALL TAYLOR, radio director of Hollywood office of N. W. Ayer & Inc., is the father of a girl, Aluriane Elizabeth, born March 5.



1021 INSERTIONS A YEAR!

WFBR daily newspaper advertising — placed on radio log pages exclusively—runs in 1 morning, 2 evening and 2 Sunday Baltimore papers! This hard-hitting promotion of *your shows*—and by the same token, *your spots*—is backed up by space in 6 weekly papers in Baltimore and surrounding counties to reach additional audience in WFBR territory, for an average of 1021 insertions a year!

To the best of our knowledge—no other Baltimore radio station can match this intensive promotion effort. It's another reason why, in Baltimore, you get the most for your money on . . .

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Rx FOR

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Feature of the Week

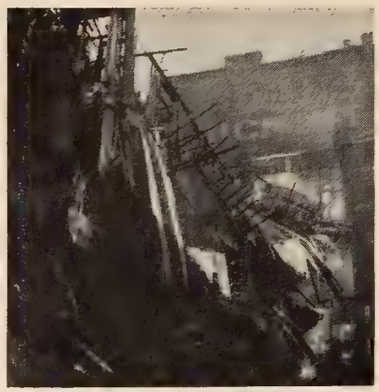
WHEN fire swept Spokane's Ridpath Hotel late last month causing an estimated loss of over $1 million, CBS outlet KXLY played a leading role—one that evoked many words of praise and commendation.

From the time the flames were discovered until it became necessary to vacate the studios because of danger of the wall between the two buildings falling, George McGowan, KXLY program director, gave a flame-by-flame story of the next-door fire. CBS programs were cancelled. Mr. McGowan, from a vantage point in the Symons Bldg., cooperated with the Spokane fire department by telling people to stay home and not come down town and get in the way.

After the fire chief closed the studios and control rooms because of collapse danger, KXLY tied into CBS lines at the transmitter for the rest of the night.

Another contribution by KXLY was use of its "fire door" which had been installed from its main studio into the Ridpath Hotel for the purpose of giving an escape to studio guests in case of fire in its Golden Concert Studio. Fire officials credited the door for saving many lives of Ridpath Hotel patrons as it gave them the opportunity to get out of the hotel after elevator serv-

(Continued on page 18)



This is how the interior of the Ridpath Hotel looked from the KXLY "fire door."

* * *

On All Accounts

PAUL WILLIAM COPELAND is his full name, but he prefers just plain Bill. Born in Columbus, Ohio, Aug. 12, 1917, Bill has by a circuitous route found his way back to Columbus and to Byer & Bowman, advertising agency, where he is presently radio-TV director.

This is Bill's fourth hitch at Byer & Bowman. His first was in 1936 when he came to B&B from The Duplex Printing Co., same city. Prior to that, in 1934, he graduated from East High School, Columbus. During his high school years Bill owned, edited and distributed house-to-house a Kluge-printed shopping news titled *Oak Street Buyers' News.*



BILL

He took a short fling at Ohio State U. right after he graduated from high school but discarded it in 1936 for a copy job at B&B. He returned to O. S. U. in '37, '39 and '40 for night schooling, mixing it with some classes at Franklin U. during the same period. He left B&B for a short time to become editor of *The Military Review,* a Fifth Corps area sheet which promptly folded, and so he returned to the B&B fold.

In 1942 young Copeland left the firm again, this time to beat the pavement for the *Columbus Star*—a tabloid weekly. Three months later he was drafted and spent nearly four years in the service. Two of the four years were spent at Lae, New Guinea, as radio operator and m. c. at the Red Cross Hut. While overseas, Bill wrote a column for the *Columbus Dispatch,* called "Hello Back There." In addition he wrote a weekly short short story for *The Columbus Star*—this for three years without missing a week.

Discharged Jan. 13, 1946, Bill was back at B&B on Jan. 17 same year, with his present title. Among his accounts are The Franklin Brewing Co., with nightly sportscast on WCOL, weekly mystery half-hour on WBNS, film spots on WBNS-TV, and The Ohio Fuel Gas Co. which sponsors nightly newscast on WBNS-TV. Others include Buckeye Foods (Buckeye Potato Chips), film spots on WBNS-TV and WLAC (TV) Columbus; Central Bldg. Loan & Savings Co., spots on WCOL; Ashland Oil & Refining Co., basketball & football on a special network.

Bill got his TV experience by doing his own kid show as "Stony Craig," but bowed out to *Howdy*

(Continued on page 18)

WIBG AM/FM

EXCLUSIVE!

FOR THE **8TH** STRAIGHT YEAR OF BROADCASTING FOR THE ATLANTIC REFINING COMPANY

FOR THE **1ST** TIME BROADCASTING ALL HOME AND AWAY GAMES . . . OF THE PHILADELPHIA ATHLETICS



10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

DIAL 990

with BYRUM SAAM

Outstanding play-by-play Sportscaster

REPRESENTED BY ADAM J. YOUNG, INC.

WIBG

Advertising Stays . . . Where It Pays

3,004 CLASS "A" QUARTER HOURS FOR CHAMPLIN

On July 15, 1940, the Champlin Refining Co. of Enid, Oklahoma, through the Ford Advertising Agency, contracted with WNAX for 312 Class "A" quarter-hours of news. Ten years later, March 1, 1950, marked the 3,004th consecutive Champlin - sponsored newscast on WNAX.

Champlin's is just one of the stories in WNAX's bulging file of advertisers who use WNAX year after year. More than 25 per cent of the national selective accounts now on WNAX were WNAX advertisers in 1940! These advertisers renew again and again because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX, embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

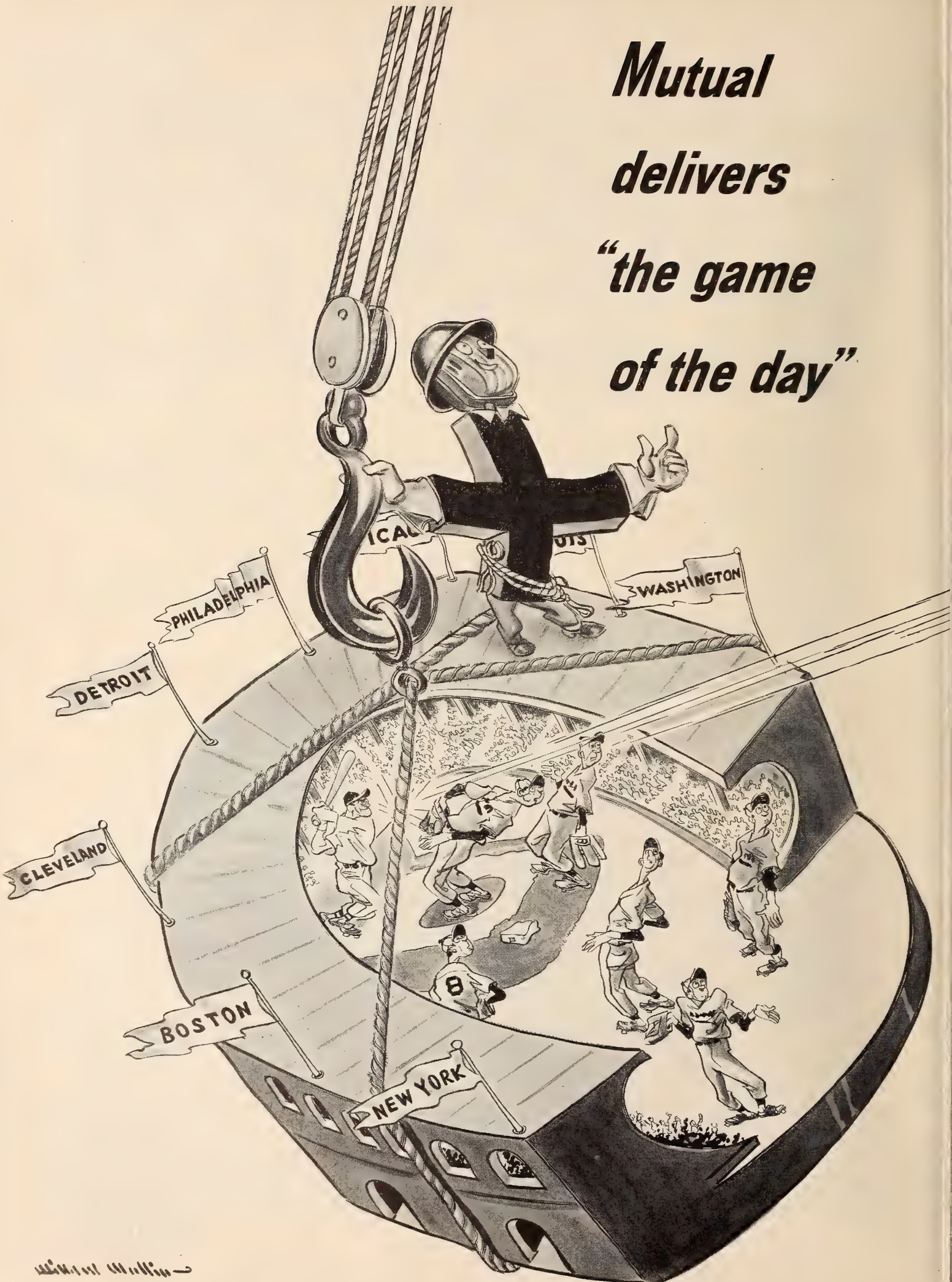
In 1948, folks in Big Aggie Land with a **buying income of nearly $5-billion—greater than Los Angeles, Washington, D.C., or St. Louis** . . . accounted for **$4-billion in retail sales — greater than San Francisco, Philadelphia or Detroit.***

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.



Mutual delivers "the game of the day"

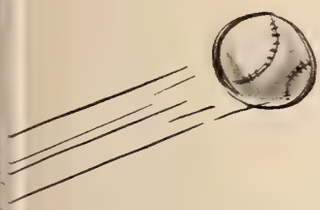


—LIVE, PLAY-BY-PLAY BROADCASTS

—FROM MAJOR LEAGUE BALL PARKS

—DIRECT TO 75,000,000 AMERICANS

—6 DAYS A WEEK, ALL SEASON LONG



BY UNPRECEDENTED ARRANGEMENT with major league baseball, the Mutual Broadcasting System will bring "THE GAME OF THE DAY" throughout the 1950 season, in live action, direct from the top ball parks to a coast-to-coast audience never before within play-by-play earshot of the nation's favorite sport.

Starting April 18 and continuing throughout the full season, Mutual will deliver "THE GAME OF THE DAY," Monday through Saturday, in complete, play-by-play detail. A special network of 350 Mutual stations has been set up to carry these broadcasts to some 75,000,000 people in 31 states.

Al Helfer, Mutual sports ace, will call the action of each day's game, with between-inning color by Art Gleeson, outstanding West Coast sportscaster.

This "GAME OF THE DAY" coup widens still further the Mutual margin as Number One Network for sports—a title earned by its consistent, year-round schedule of championship sports coverage. And, following the regular 1950 baseball season, Mutual will again carry—exclusively for the 12th consecutive year—the World Series, play-by-play, as well as the mid-season All-Star Game.

Advertising opportunities in "THE GAME OF THE DAY" are as broad in scope as the marketing areas it will reach: the 24-week series is available for cooperative sponsorship. For details, call or write the Cooperative Program Department, MBS, 1440 Broadway, New York 18, N. Y., or Tribune Tower, Chicago 11, Ill.

—MUTUAL BROADCASTING SYSTEM

To Better Sell NEW ORLEANS Better Buy WDSU!

1280 MATINEE—Jovial Dick Bruce, conducts two hours of records, wit and guest stars from historic Brulatour Courtyard (part of WDSU's new facilities).

(Spot participation available)





COURTYARD ECHOES—From the great Music Room, early evening organ reveries blend with soft voices to provide 30 minutes of pleasant, restful listening.

(Available for sponsorship)

Ask Your JOHN BLAIR Man!



EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business



SHOP BY MAIL, New York, appropriates $200,000 for television and radi promotion throughout the country. Agency is Scheck Advertising, New ark. Firm chiefly interested in women's participation shows.

PURITY BAKERIES, Chicago, for Taystee bread, to sponsor TV show, *Hopa long Cassidy,* in several major markets. TV spots used now. Agency: Youn & Rubicam, Chicago.

MYTELKA & ROSE Inc., distributor of Capehart television in New Jerse appoints Levy Adv. Agency, Newark, to handle its advertising. Radio is bein used.

PARK & TILFORD (All-fabric Tintex tints and dyes), through its agenc Storm & Klein, New York, started its annual spot announcement campaig March 6. Contracts are for 10 weeks.

REDDI-WIP Inc., Los Angeles, through William Kester & Co., same city, ente radio for first time with 36 weekly spot test campaign on KFWB Los Angele through March. If successful, test will be followed in June with 13 week sp campaign on several Los Angeles stations. Firm currently running two T spots weekly on KECA-TV Los Angeles, and KFMB-TV San Diego.

BESTE'S PROVISION Co., Wilmington, Del. (bacon, hams, etc.), appoin Kates-Haas Adv., same city, to prepare extensive state-wide campaign star ing April 1. Radio will be used.

AXEL BROS., New York (Columbia Diamond Rings Div.), appoints Baya Adv. Service, New York, to handle its advertising campaign. Firm is consi ering both radio and television. Definite plans are expected to be announc within a month.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago (food products), renews sponsorsh for an additional 13-week period, of *Auction-Aire* ABC-TV, Fri., 9 p.m. Neg tiations also underway to clear time on additional ABC stations. J. Walt Thompson, New York, is agency.

TONI Co., Chicago, will sponsor half-hour video show on CBS and five-minu AM strip on ABC for its home permanent wave during peak seasons, spri and summer. Starting dates are April 5 and March 20. CBS slot is for alterna Wednesdays from 8 to 8:30 p.m. CST with ABC daytimer from 12:15 to 12: p.m. CST. Neither format has been set. Agency: Foote, Cone & Belding, Chicag

GENERAL MILLS, Minneapolis (Wheaties), will sponsor special, one-ti broadcast, *Welcome Back Baseball,* MBS, Sunday April 16, 7:30-8 p.m., E and 8:30-9 p.m. PST. Bob Hope, Bing Crosby and prominent baseball perso alities will participate. Knox-Reeves Adv. Inc., Minneapolis, is agency f Wheaties.

CANADA DRY GINGER ALE Inc., Chicago, sponsor of 5-5:30 p.m. portion *Super Circus,* ABC-TV, Sun., 5 to 6 p.m., adds five stations to line-up n carrying show. Agency: J. M. Mathes Inc., New York.

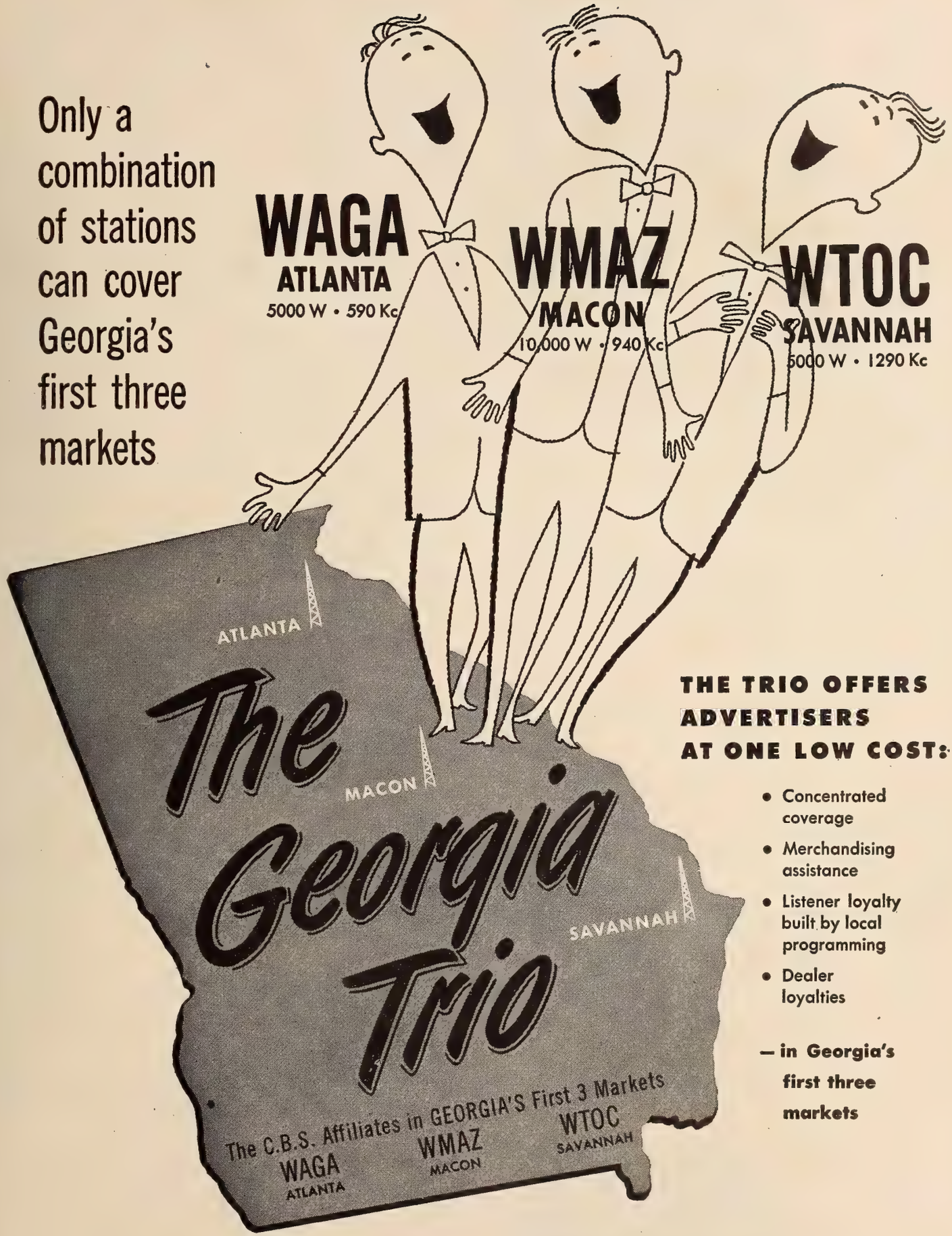
EQUITABLE LIFE ASSURANCE SOCIETY, New York, renews sponsorsh effective March 31, of *This Is Your FBI,* ABC, Fri. 8:30-9 p.m., for an additio 52-week period. Company has sponsored show since April 1945. Warwick Leger, New York, is agency for firm.

KAR SEAL Corp., Los Angeles (wax auto polish) April 1 starts weekly sp sorship of *Newspaper of the Air* on 12 Don Lee stations Saturday, 10-10: a.m. PST. Contract is for 26 weeks. Agency is Mogge-Privett Inc., Los Angel

FLORIDA GREYHOUND LINES, Jacksonville, Fla., renews for 13 weeks, operative sponsorship of ABC's quarter-hour news commentary featuring Elm Davis, three times weekly over four Florida stations: WPDQ Jacksonvil WSUN St. Petersburg, WHOO Orlando and WMFJ Daytona Beach. Agenc Beaumont & Hohman, Atlanta, Ga.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, which has sponsored *Malone Show* for past five years, will cancel five time weekly, five-minute sh on ABC, effective mid-March.

Only a combination of stations can cover Georgia's first three markets



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

Out of 47 West Coast regional shows

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

"THE CISCO KID"

*"Cisco Kid" moved up to.. 9.4
(Third place . . . a tie . . . in December, 1949)

from... 8.9
(Fourth position . . . achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Praises Editorial

EDITOR, BROADCASTING:

My thanks and my compliments go to you on account of the editorial in Monday's (Feb. 27) BROADCASTING. It is something of a task to keep so many members of a large family reconciled to a uniform program where so many conflicting interests are involved. A little "assist" like this once in a while is really a big help.

Justin Miller
President
Nat. Assn. of Broadcasters
Washington

* * *

All-Sweet's Plan

EDITOR, BROADCASTING:

I read with interest your article and editorial in BROADCASTING, Feb. 13, regarding free time. Here is a new twist on an old idea, to get free radio time. Our local hospital called this morning and wanted us to give a lot of free publicity to them, telling this story.

"For each empty carton of All-Sweet margarine that is turned in, the hospital will receive five cents." All-Sweet's advertising executives must have stayed up all night working this out, saying to themselves: "How can local radio refuse? It is all for charity." This is all very nice, and I know that five cents per package is a big budget for advertising, but where would the poor radio station (who gives and gives and gives) be if each company worked out a plan like this?

I assume there are many radio stations who will go along with this. WSKI did not! I think that radio's record is very good, and all of us give free time to worthy causes, but think of the thousands and thousands spent each day to work out something that radio stations will take free. Everyone gets paid except radio!

Paul H. Martin
General Manager
WSKI Montpelier-Barre, Vt.

* * *

FM Needs Selling

EDITOR, BROADCASTING:

Our broadcasting industry makes great claims as to its terrific selling power. Some of us would have the advertising world believe that we could sell hot air heaters to the Zulus at high noon. Maybe we could if we'd try! But the shame of it all is that we can't even sell a product in which our own industry has invested millions.

That product is FM and the reason we can't sell it is because any promotional ideas we once had concerning it, we have packed away in mothballs. A product must be advertised in order to be sold. We who have AM outlets have the means, at least we claim we have.

Just turn to almost any page in BROADCASTING and glance at the large type. Let's prove ourselves. We have a market surrounding

(Continued on page 42)

On All Accounts

(Continued from page 12)

Doody on a competing station. Actual experience he claims gave him more studio know-how than a dozen books.

In 1948 Bill Copeland and Annita Auteri were married. They now have one son, Bobby, eight months old.

Versatile Bill can literally and figuratively "change his tune." He has a fledgling music publishing firm called "My-Bob Music," named after the aforementioned son. With a BMI license the firm's white hopes are in four Copeland tunes, one of which is "If Summer Is Good To Me," a BMI published tune recorded on an old label by the Bus Brown Combo, and backed up by another, "You Gotta Get Up Mighty Early To Be the Early Bird."

Besides working for success in his job at Byer & Bowman, Bill Copeland hopes to build a weekly TV show that packs a wallop, with himself as m. c., "just to keep his hand in."

Feature

(Continued from page 12)

ice stopped and stairways becam blocked with flame and smok Floor in the KXLY studio wa damaged.

Typical of the comments o KXLY's coverage of the fire was letter received by E. B. Crane president of Symond Broadcastin Co., owner of KXLY, from R. V Jones, vice president of The O National Bank.

"After returning home," sa Mr. Jones, "we listened to KXL until the announcer was obliged evacuate his quarters. The descri tion of events was given in a mo interesting manner and under t circumstances in which the a nouncer was broadcasting he w not nearly excited as probably o would expect him to be. . . . Y are to be highly commended f giving the public this type of ser ice."



The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

Play 45 RPM's on 70-series Turntables—with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard —with this kit, and a second tone arm (available extra).

Easy to install

You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

Easy to operate

A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33⅓ rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). *You can shift speeds instantly in either direction while turntable is running.*

Same RCA broadcast dependability

Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 CB, CAMDEN, N. J.

☐ Send me____45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

☐ Send me____fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

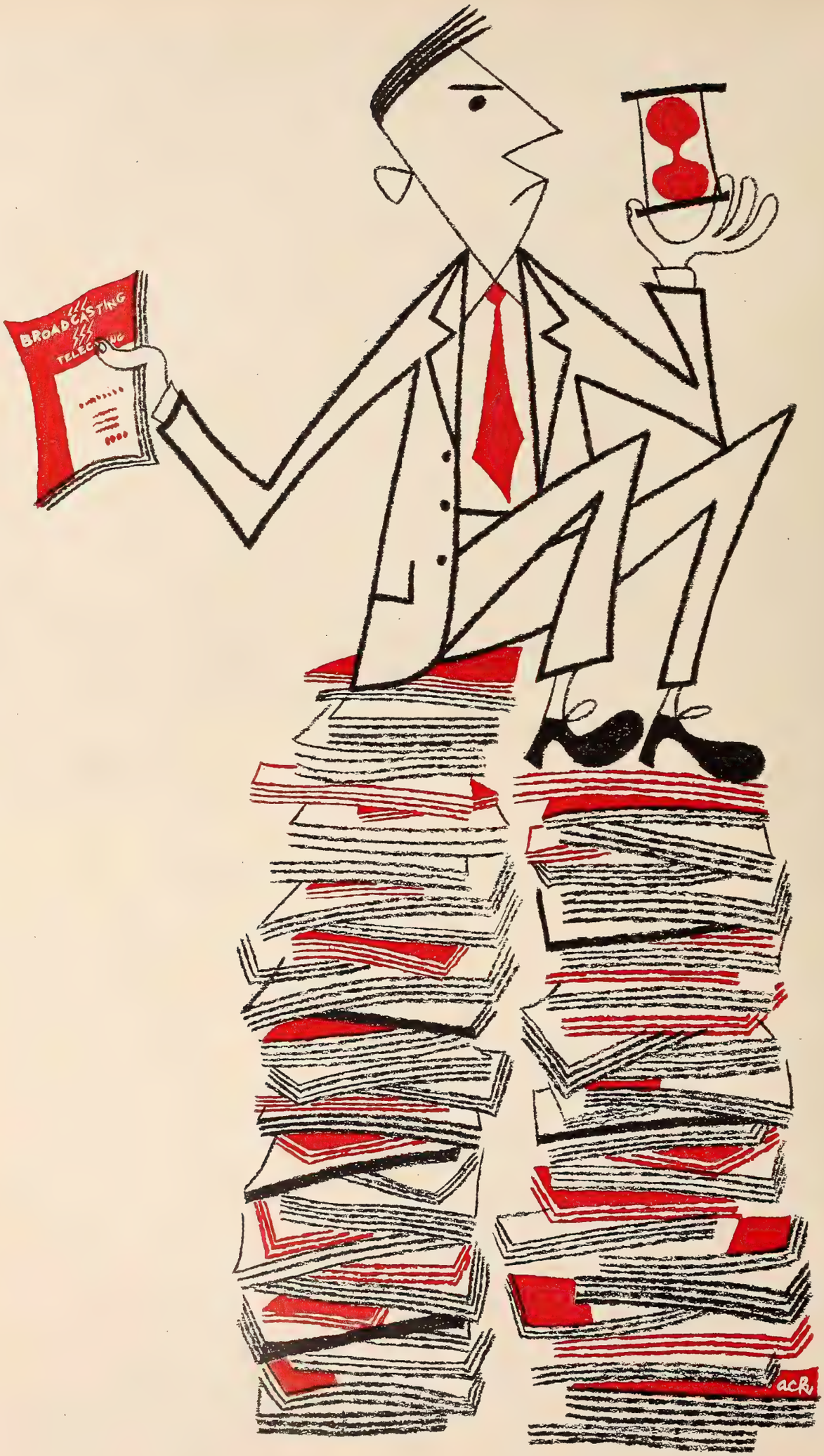
*NAME*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

*STATION*_____ **Price applies only in continental U. S. A.*

there



sn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency timebuyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

If you're still flirting with the notion that you need several magazines to surround the men who control the choicest advertising budgets...well, you're just peddling uphill needlessly.

It *doesn't* take five...three...even two publications to woo the attention (and recognition) of the people who really count. You can commune with them through a *single* medium — through the well-thumbed, well-noted pages of BROADCASTING.

For almost 20 years now, BROADCASTING has been the solid, authoritative reporter of everything significant about its namesake industry. So much so that today virtually anybody who has anything worthwhile to do with radio and TV timebuying decisions is a close reader of BROADCASTING. The moral is obvious. While these often-unattainable people are studying the pages of BROADCASTING, you have a chance to speak up (through those same pages) about yourself.

You have a chance to speak up before a bigger, more important assemblage of bigger, more important people than any other radio or TV publication can gather together for you. They may not read the others. *They always read BROADCASTING.*

r these facts on your adding machine:

he largest and oldest publication in its field, with ,300 weekly paid circulation.

ore paid circulation among radio advertisers and encies than any competing publication.

he highest survey-proven readership of all radio ade journals.

ome subscriptions (in addition to office copies) r key advertiser and agency personnel controlling ore *than 85%* of all national radio expenditures.

ore advertising linage annually than all other dio journals combined.

n advertising cost—to reach these decision-making lvertiser and agency readers—*of less than one nt per impression!*

BROADCASTING
TELECASTING


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 11 WASHINGTON, D. C., MARCH 13, 1950 $7.00 A YEAR—25c A COPY

LICENSE FEES

Explored by Congress and Treasury

A TWIN MOVEMENT was in progress on Capitol Hill last week which, if successful, would assess license fees on all commercial stations. Although not yet jelled, proposals have been forwarded along two separate paths:

● The Democratic leadership in the House has decided to sound out Treasury Dept. officials on the practicability of assessing license fees on stations and on civil airlines.

● A Senate committee staff is investigating services performed for radio and communications by the FCC with a view toward possibly assessing fees for licensing and other services rendered.

A meeting last Thursday of Administration leaders including Reps. Robert L. Doughton (D-N. C.), chairman of the House Ways and Means Committee; Jere Cooper, (D-Tenn.), Walter A. Lynch (D-N. Y.), all members of the Doughton committee; House Speaker Sam Rayburn (D-Tex.), and John W. McCormack (D-Mass.), House Majority Leader, reviewed the revenue problems.

It was reported that the session resulted in the naming of Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, to explore with Treasury officials the feasibility of levying fees on stations and also on civil aeronautics services.

Sen. Walter F. George (D-Ga.) is chairman of the joint group, Rep. Doughton is vice chairman.

Stems From White House

Unusual significance attaches to the House move, since it indirectly stems from the White House. President Truman's opposition to cancellation of the so-called luxury excise taxes, and the concerted Congressional drive to eliminate or reduce most of the war-time impost resulted in efforts to develop new sources of revenue.

The high-level conferences of the House leadership followed a session with President Truman during which it is understood he emphasized the need of maintaining most of the excise taxes. He did not suggest the radio and aviation license fee or franchise tax approach, it was learned.

The tax suggestion came from Rep. Cecil R. King (D-Calif.), a Ways and Means Committee member, during the closed door discussions on Wednesday, and the study was authorized the following day. He pointed out that in California the state levies a flat fee for oil-drilling permits which must be paid even if the hole eventually proves dry. It is understood he talked about big profits made in radio and the high cost of administration. He also projected the air lines aspects, with discussion centering around the "franchises" which was given by the government in both instances.

Whether this topic was broached to the President following the House leadership discussion was not ascertained. It is known, however, that FCC Chairman Wayne Coy conferred with the President last Wednesday, although he had no listed appointment. Later the same day, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser (D-Ohio) made scheduled calls on the Chief Executive.

For more than a dozen years proposals intermittently have been made for franchise taxes or license fees for radio. These have ranged from "$1 per watt" proposals to charges for filing of papers with the Commission to defray its administrative expenses, much in the manner in which the courts charge filing fees. All died aborning, however, because of the obviously discriminatory aspects, and in recognition of the fact that farmers do not defray the cost of the Agriculture Department, nor industry the costs of the Department of Commerce or of other Government agencies which render them service.

Senate Group Probe

Meanwhile, a more long-range investigation, but with the same end in mind, is underway in the Senate by staff members of the Senate Committee on Expenditures in the Executive Departments. The probe, led by Chairman John L. McClellan (D-Ark.), already has resulted in a request that the FCC provide detailed material.

According to a committee spokesman, FCC has been asked to show what services it renders the radio and television industry. The committee seeks to sift out those services which go beyond public benefit. Although the probe has been progressing for some weeks, disclosure came early last week by Sen. McClellan, who stated:

The FCC carries on extensive licensing and inspecting service without which wireless communications in the United States would be a bedlam of confusion. Further, through its inspection service the safety of shipping interests is safeguarded through issuance of adequate wireless transmitting and receiving equipment.

The FCC now has outstanding over 900,000 authorizations for transmitters of all kinds and licenses for more than 600,000 radio operators of all classes. There is essentially no charge whatsoever for these invaluable services from which tremendous benefits accrue to the recipients thereof, and the Committee expects

(Continued on page 76)

'LIGHTNING' IMPACT

Debut Reactions Vary

INDUSTRY film, "Lightning That Talks," opened last week in Manhattan and in several other cities with mixed success. On the basis of a painstaking survey by BROADCASTING, it was plain that the film failed to attain a sweeping endorsement among its audiences.

Among 309 representatives of agencies, advertisers, stations, networks and other elements of the industry who gave BROADCASTING their reactions to the film after attending its New York showing Thursday, more thought it was fair than thought it good, and more thought it poor than excellent. The great majority thought it either good or fair.

Reports from other cities where the picture was displayed last week ranged from enthusiastic to cool.

At Canton, Ohio, the picture was reported to have made a "striking impression" on an audience of 63 industrialists, retailers, wholesalers and distributors Thursday.

At Osceola, Ark., 75 business leaders gave it a cool reception. At Hopkinsville, Ky., 240 retailers and other business people viewed it with widely disparate opinions. Equally varied reactions were reported in Minneapolis and St. Paul.

A private screening by WOV New York for a group of clients in the Italian foods field resulted in "tremendously favorable" response.

At the biggest showing last week, before an audience of 500 at a luncheon meeting of the New York Radio Executives Club at New York's Roosevelt Hotel, BROADCASTING distributed questionnaires to get reactions. A total of 309 was returned. Of the total, 78 were from persons associated with advertising agencies, 101 from station and network people, 85 from station representatives firms, 15 from advertisers and 30 from other categories. *(Complete tabulation of survey on page 40.)*

Majority Liked

Among all respondents, 71.5% thought the film was either good or fair; 11.8% thought it excellent, and 16.7% thought it poor—the least favorable choice given on the questionnaire.

Slightly more than half thought it made a good sales talk for radio. Slightly less than half thought it did not.

As to how "Lightning That Talks" compared with promotion films for other media the audience had seen, 8.1% thought it was tops, 41.4% thought it was better than average, 40% thought it run-of-the-mill, and 10.5% thought it below average.

Among the New York Radio Executives Club audience, the group that appeared to be the most critical of the picture were those from advertising agencies and advertisers.

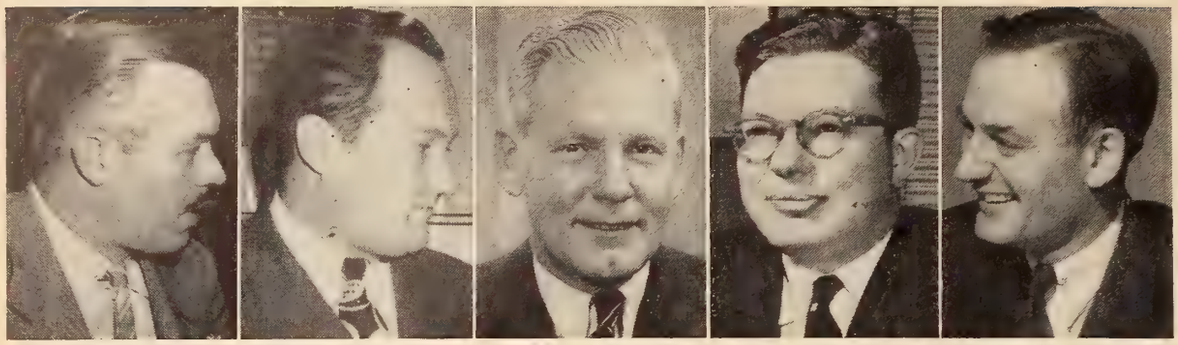
Only 10.5% of the agency respondents thought the film excellent, while 25% of them thought it poor, and 34.2% of them regarded it as fair while 30.3% thought it good.

More than half (51.5%) of the agency respondents thought it did not make a good sales pitch for broadcasting.

Among advertisers who answered the questionnaire, 20% thought

(Continued on page 40)

duPont Honors Include TV Awards to WPIX and ABC



Mr. Beatty | Mr. Howard | Mr. Clarke | Mr. Kintner | Mr. Scripps

* * *

duPONT AWARDS

Beatty, WNOX, WWJ Cited

NBC COMMENTATOR Morgan Beatty, WNOX Knoxville and WWJ Detroit received the 1949 Alfred I. duPont memorial awards at a dinner in New York last Saturday (March 11).

In addition to the three awards, made annually since 1942, two special citations were issued to ABC-TV and to WPIX (TV) New York, the first recognition of television by the duPont committee.

Each of the three principal awards includes a cash prize of $1,000.

The awards and citations were presented at a dinner held at New York's St. Regis Hotel, with ceremonies broadcast by ABC.

The commendations attached to each of the three main awards were like those which have been given since the founding of the prizes, a memorial to the late financier.

Mr. Beatty's commendation was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Station Citations

The commendations for both WNOX and WWJ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

The special citation to ABC-TV was for its telecasts of the film *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book. The citation was "in recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served through the television presentation of the historical documentation, *Crusade in Europe*."

The citation to WPIX (TV) read similarly except that it was for the station's presentation of "current news and events."

The awards and citations were received by Mr. Beatty; Jack R. Howard, president of Scripps-Howard Radio Inc., owner of WNOX; W. E. Scripps, a director of the Evening News Assn., owner of WWJ; Robert E. Kintner, president of ABC, and Richard Clark, executive editor of the New York *Daily News*, owner of WPIX.

Annual Awards

The duPont awards to stations are made annually to one station of more than 5 kw and to another of 5 kw or less. WNOX is a 10 kw outlet. WWJ is 5 kw.

Mr. Beatty is featured Monday through Friday, 7:15-7:30 p.m., on NBC's *News of the World*, sponsored by Miles Labs.

Members of the awards committee are Mrs. Alfred I. duPont, widow of the financier; Dr. Francis P. Gaines, president of Washington and Lee U.; M. H. Aylesworth, radio consultant and first president of NBC; Mrs. J. L. Blair Buck, president, General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Louisville Times* (WHAS). All committee members attended the dinner.

Others in attendance included Mark Woods, ABC vice chairman; Joseph H. McConnell, NBC president; Niles Trammell, NBC chairman of the board; William C. Gittinger, CBS vice president and assistant to the president; Frank White, MBS president; William H. Goodman, secretary of the Alfred I. duPont foundation, and Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING.

Milton Cross announced the program, and music was provided by Paul Lavalle's orchestra.

Rheinstrom to JWT

CHARLES A. RHEINSTROM, former vice president of Erwin, Wasey & Co., New York, has joined J. Walter Thompson, New York, in an executive capacity.



Drawn for BROADCASTING by Sid Hix

"One thing about Jones . . . cabinfever will never get him!"

'GAME OF DAY'

MBS Offers to Local Accounts

MBS' BASEBALL "Game of the Day" will be offered to local and regional advertisers over 350 network stations, Frank White, Mutual president, announced last week. Decision to make the broadcasts available exclusively for local sponsors resulted following an "overwhelming" response by Mutual affiliates, he said.

Two types of cooperative sponsorships can be arranged—a complete game by one advertiser, or purchase by various advertisers of 30-second announcements after every half inning, and one 60-second spot at the end of the game, according to Mr. White.

The daily broadcasts, which will commence with the opening of the Major League baseball season April 18, will be aired in 31 states from Florida to Oregon, Monday through Saturday, with Al Helfer handling play-by-play [BROADCASTING, March 6.]

HENRY C. KLEIN

BBDO Vice President Dies

FUNERAL services for Henry Clay Klein, 50, vice president of BBDO, New York, were held last Friday in New York. Mr. Klein died suddenly, March 7, enroute to Philadelphia.

Born in Muncie, Ind., Nov. 9, 1899, Mr. Klein joined the Chicago office of BBDO in 1935 as radio director, and in 1940 came to the New York office where he assisted Arthur Pryor Jr., in the development of new program ideas and talent. He was made a vice president on Feb. 21, 1948 and for the past few years served as account group head for the Curtis Publishing Co. account.

Mr. Klein is survived by his wife, Jean Sprinkel Klein, and a son Henry C. Jr.

Capitol Names Murray

S. W. MURRAY, formerly vice president of RCA, in charge of RCA Victor record division, has been elected vice president of Capitol Records Inc. He will serve in an executive capacity in a new post to be created for him. In the record business since 1928, Mr. Murray has been associated with Okeh Phonograph Co. Inc.; Nippono phone Co. Ltd., Japan; Victor Co of Japan Ltd., and Columbia Record Co., in addition to RCA.

BAB Retail Folders

BAB LAST WEEK issued two more retail information folders, an automotive industry folder for radio stations, and a TV folder on banking. Each contains a comprehensive review of the industry and its advertising practices, particularly its use of radio and/or TV. Each folder also includes pertinent information reprinted from banking (or automotive) trade papers.

FCC REORGANIZATION

Common Carrier Bureau Initiated

FCC'S AWAITED staff-wide reorganization [CLOSED CIRCUIT, Dec. 12, 1949; BROADCASTING, Feb. 20] was initiated last week with a realignment of the Commission's common carrier operations which set the pattern for wholesale changes to come in broadcasting and other FCC departments.

As the first step toward complete establishment of its staff on a functional basis, FCC Thursday:

- Created a Common Carrier Bureau which will include law, accounting, and engineering personnel;
- Abolished the existing Bureaus of Law, Accounting and Engineering, which heretofore have comprised the major staff divisions; and
- Created separate offices of General Counsel, Chief Engineer, and Chief Accountant which will serve as major staff units with broad authority and also, pending complete reorganization, assume the jurisdiction of the old law, accounting and engineering bureaus with respect to broadcasting, safety and special services, and field engineering and monitoring.

The changes become effective April 3 and will be followed by the creation of three additional bureaus —Broadcast, Safety and Special Services, and Field Engineering and Monitoring—on a par with the new Common Carrier Bureau. The reorganization, bureau-by-bureau, may take several months.

No Appointments Made

The Commission's announcement and orders gave no hint of likely appointments as heads of the Common Carrier and subsequently established bureaus, except to say all positions "will be filled from within the present staff of the Commission. . . ."

It was expected that the new offices of General Counsel, Chief Accountant, and possibly Chief Engineer would be headed by the men in those positions in the present organization—Benedict P. Cottone, William J. Norfleet, and John A. Willoughby, respectively.

There has been recurrent speculation that a new chief engineer may be appointed to succeed Mr. Willoughby, who has occupied the engineering post on an "acting" basis since George E. Sterling was advanced to Commissioner on Jan. 2, 1948.

Harold J. Cohen, assistant general counsel in charge of the Common Carrier Division of the present Law Bureau, was regarded as FCC's probable choice for chief of the new Common Carrier Bureau.

Plotkin Broadcast Chief?

Harry M. Plotkin, assistant general counsel in charge of broadcasting, was considered among the principal contenders for the same position in the forthcoming Broadcast Bureau.

George S. Turner, assistant chief engineer, was seen as one of the leading candidates for chief of the Field Engineering and Monitoring Bureau, while initial speculation on the ultimate Safety and Special Services post covered several prospects.

Each of the new bureaus will be "responsible to and subject only to the Commissioners themselves," FCC's announcement said. Thus each bureau chief will have to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

Under the realignment, the General Counsel, Chief Engineer, and Chief Accountant are slated to serve as the Commission's top-level technical advisors and representatives. For each the Commission has asked the Civil Service Commission for a $12,200 to $13,000 pay rating, as compared with the approximately $10,000 they now receive.

These three and their "principal assistants" would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

Their duties, FCC has indicated to the House Interstate and Foreign Commerce radio subcommittee, will include such functions as participation in rule-making, international conferences and litigation, and the making of recommendations to the Commission on proposed legislation [BROADCASTING, March 6]. These and other duties were spelled out for them in connection with common carrier affairs.

Their responsibilities presumably will cut across all of the functional bureaus. An assistant chief probably will be designated for each of the three offices.

New Set-up

The four new bureaus meanwhile will be organized into divisions, with executives in charge of each. In the Comon Carrier Bureau there will be an Office of the Chief, a Telegraph Division, Telephone Division, International Division, and Statistics Division.

In addition to a chief of each division, a deputy chief of the entire bureau probably will be chosen. The Office of the Bureau Chief also will include a Field Coordination Unit and an Administrative Unit.

In abolishing the Bureau of Law and creating the Office of the General Counsel, FCC transferred to the latter the "positions and personnel in the immediate office of the general counsel and the positions and personnel in the Litigation and Administration Division of the Bureau of Law."

The Litigation and Administration Division is headed by Assistant General Counsel Max Goldman, with Richard A. Solomon as chief of the Litigation Branch and A. Harry Becker chief of the Administrative Branch. The "immediate office" of the general counsel includes Joseph M. Kittner, assistant to the general counsel.

The "positions and personnel" of the Law Bureau's Broadcast Division and Safety and Special Services Division were transferred to the Office of the General Counsel "until further order of the Commission." They are slated for eventual inclusion in the new Broadcast Bureau and Safety and Special Services Bureau. As units of

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NUMBER SHOW

Giveaway Stirs Wide Reaction

By J. FRANK BEATTY

ANOTHER program idea with a giveaway gimmick ($100) has thrown 15 markets into varying stages of excitement and is starting to assume national aspects.

It's a $100 number-reading program that is giving the humble social security card a significance never conceived by its governmental creators. Within the last fortnight the idea has started to acquire angles:

- The Social Security Administration, not very happy about it, is investigating.
- FCC has heard, and is conducting a "routine inquiry."
- Fifteen areas are going through hourly crises as listeners check up on the latest number.
- Stations in 35 other markets are clamoring for exclusive rights.
- Participating sponsors are delighted, stations report.
- Some stations not in on the plan are said to be having fits about its audience impact.

This attention-getting device, described by one broadcaster as the "biggest thing since the Man From Mars incident," is the creature of H. E. Hudgins, copy chief of Azrael Adv. Agency, Baltimore. The plan was worked out by Mr. Hudgins and Maurice Azrael, head of the agency.

Since the first of the year, the Azrael agency has been working seriously on its brain-child and has taken out copyright protection. One of the first to try the idea was WBMD, Baltimore daytime independent [BROADCASTING, Feb. 6].

The basic format is simple. The Azrael agency selects potential social security numbers for each station, guided by the area formula governing first digits on Social Security Administration cards. Every hour the station reads a number. If a listener has the number on his card, he can call at the station and pick up $100.

How about potential lottery aspects of the scheme? The Azrael agency says it has been advised the plan is legal. More than one participating station has made a separate check and is convinced it's legal.

While chance of winning might appear remote, winners are appearing at stations about once a week. Without winners the plan might fold quickly so the number of required digits can be cut from SSA's maximum of nine to five or six, for example, greatly increasing the chance of finding a winner.



Mr. Azrael



Mr. Hudgins

WBMD Baltimore had five winners in six weeks and WLEE Richmond, Va., had four winners in eight days, according to Herbert R. Harris, Azrael account executive who finds himself suddenly enmeshed in a fulltime—even overtime—assignment.

The Azrael agency bases its fee on population of the market and the number of programs sold by the station. Since the station pays only on sponsored programs, the plan can be introduced in a market at nominal cost.

And what happens when social

(Continued on page 76)



An enterprising effort to capitalize on the program is evidenced by this Tulsa newspaper ad.

PERPETUAL BANKS ON RADIO

Builds Goodwill With WRC

By DAVE BERLYN

FEW OTHER radio advertisers can meet the claim of Perpetual Building Assn., Washington, in patting its competitors on their collective backs with altruistic acumen twice a morning three times a week.

This is precisely what Perpetual, bearing a banner of "the nation's largest saving and loan institution," has dared to do on NBC's network news show, *World News Roundup*, which it sponsors Tuesday, Thursday and Saturday over WRC Washington.

Banking its ideas on a sound program, Perpetual is making its innovation pay off in goodwill dividends. Always traditional and filled with pride of its stability and promise of security to home owners, Perpetual believes in carrying through this spirit to radio listeners.

The seed was planted for the program's different-type commercial—commending the history and accomplishments of a competing bank or loan institution in the capital city's area—a relatively short time ago.

Started in 1949

Perpetual first took to the morning show the beginning of 1949 when its president, Edward C. Baltz, decided the type of institutional-flavored advertising his firm favored should be extended from the printed page to depositors' radio sets. The news program was chosen, it was explained, because it was traditional morning radio fare for a wide audience in a long established time spot and because it was produced with network calibre.

In addition to being proud of its own record, Perpetual believes the entire field of savings, loans and such types of banking has a story to tell. Braving the stigma of spending dollars to advertise the *names* of competing institutions, the company proceeded to tell the story of the organizations.



MR. BALTZ

* * *

Its first half-dozen months on WRC hewed a straight line of institutional advertising, clinging to the policy of perpetuating the name of Perpetual, time out taken only to promote government savings bonds and other public causes.

Then the competitor service idea, called "know your building associations," engendered by Mr. Baltz, took hold. Conferences with Harry L. Merrick, vice president, and Forest Entwisle, both of Kal, Ehrlich & Merrick, Washington, Perpetual's agency, developed the format. Sol Panitz, agency's radio and TV director, and Dana Dillon, agency's copywriter, ironed out details. Edward Hotze, Washington *Times-Herald* advertising man and Perpetual advisor, was liaison.

Handling of announcements since the new policy's start, Aug. 22, 1949, has been a simple but meticulous process. A competing institution is chosen, research rounded into shape by Mr. Hotze, copy turned out by Mrs. Dillon and the result checked by Mr. Panitz. After the careful selection of material and its assembly, the finished product is tailored to fit a smooth, deliberate delivery which preserves the tonal quality of Perpetual's prestige.

Listeners to the news roundup on that summer's day wondered if their ears played them tricks. An announcer in a quiet, sincere voice described the history of a banking firm other than Perpetual, mentioning resources or assets and praising founders or present officers. No mention was made of Perpetual until the close of the announcement, e. g.: "Perpetual . . . is proud to be a neighbor of the————————Bldg. Assn., and salute its officers, directors and employes for their faithful assistance in making Washington a city of homes. This message is sponsored by Perpetual, a neighbor association—11th and E Sts. N. W."

Emphasizes Name

As one of the officials concerned with the program puts it, Perpetual thinks of the program as public relations because "it does not sell anything, never asks people to deposit money, but emphasizes the name of Perpetual, inoffensively." The 60 seconds allotted to the announcement may be pared at times on the theory the listener is tuning to the program to get the news quickly. The opening and closing seldom vary in content and are altered only to fit continuity.

Perpetual not only is making an imprint on Washington radio but also is carrying its message to outlying areas where spot, twice daily, Mon.-Fri., is placed on the *Brooke Johns Show* on WBCC Bethesda-Chevy Chase, Md. (Washington suburb). These announcements are the same as those on WRC.

Stacks of mail which fill the Perpetual letter box quite often ask "how come?" These are quickly answered by Mr. Baltz with an explanation of the program's intent. Letters from depositors have expressed thanks. Still other letters, warmly appreciative, are signed by officials of competing firms. One depositor said the program expounds the saying "a chain is no stronger than its weakest link" and that he was sure Perpetual was "doing much to sell the industry as a whole to radio listeners." He said: "I have been a shareholder in Perpetual for the last 15 years and feel that my money could not be in a more desirable depository."

W. S. Pratt Jr., president of Equitable Cooperative Building Assn., Washington, said he was "particularly impressed with the unselfishness of your thought and the fairness of its presentation. To us at the Equitable it represents the fine goodwill among our group, each striving to serve the community. . . ."

At least for 1950, as in 1949, it can be said Perpetual is allotting 20-25% for radio in a flexible advertising budget. Kal, Ehrlich & Merrick also vouches for this faith in radio—and TV seems to be in the not too distant future for Perpetual—"the nation's largest."

FCC Actions

THIRTEEN new AM stations approved by FCC last week included two new outlets for Hawaii, one of which went to Royal V. Howard at Honolulu and the other at Hilo to owners of KPOA Honolulu. Seven existing AM stations won improved facilities. Four new Class B FM outlets approved for New York metropolitan area, three of which went to existing AM operators. KBTV (TV) Dallas granted transfer for $575,000 to WFAA-AM-FM there. Six other assignments also approved. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 59 and in FCC Roundup on page 75.

GALE ELECTED

To Be Ad Council Chairman

ELECTION of Samuel C. Gale, of General Mills Inc., Minneapolis, as chairman of the Advertising Council, succeeding Charles G. Mortimer Jr. of General Foods Corp., was announced by the council last Thursday following the annual board of directors meeting.

Mr. Mortimer, vice president in charge of marketing for General Foods and council president for the past three years, was named to head the policy planning committee of the council board. Theodore S. Repplier, council president since 1946, was re-elected.

Mr. Gales, vice president in charge of advertising, home service and public services for General Mills, has been a director in the council for two years. Last year he was chairman of the advertising subcommittee for the Citizens United Nations Committees. He is the first midwest executive to head the council.

Lee H. Bristol, president of Bristol-Myers, was re-elected vice chairman. Louis N. Brockway, executive vice president of Young & Rubicam Inc., and Philip L. Graham, president of the *Washington Post* and WTOP Inc., were elected new vice chairmen.



THE Advertising Council's new board chairman, Samuel C. Gale (r), vice president and director of advertising, General Mills Inc., chats with his predecessor, Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., chairman for the past three years.

Other elections included Frederic R. Gamble, AAAA president, and Paul B. West, ANA president, as secretary and treasurer, respectively. Allan M. Wilson and George P. Ludlam were re-elected vice presidents.

Annual Time Contribution

About a $100 million worth of advertising is contributed annually by radio and television stations, newspapers, magazines and outdoor billboards. Because time and space are frequently donated by various companies, it is necessary for the board to get the "fullest" cooperation, Mr. Gale said. He added that the council's progress to date has been "significant" in the east, but that heaviest stress would be laid on western territories.

Any campaigns adopted by the council must have the approval of three-fourths of the policy planning committee. Its newest campaign—the decennial census—opens this month on radio, television, and in other media.

NARBA TURMOIL LESSENS

Cuba Pact Subject to Senate

WORK on the new U. S.-Cuban NARBA treaty [BROADCASTING, March 6] reportedly was near completion in Havana late last week, while industry protests against "secret agreements" subsided under assurances that the document will be subject to Senate scrutiny and ratification.

Barring unanticipated developments, the task of working out final details and drafting the agreement was expected to be completed within a few days—perhaps over the weekend (see channel-by-channel analysis of tentative agreement below and tabulation page 42).

Industry indignation over failure to serve notice of the proposed terms upon the affected stations was calmed by guarantees that the document will not be "final" until it is ratified by the Senate.

It is slated to become a part of the complete NARBA, on which negotiations among all participating nations are scheduled to resume some time after April 1, or to be used as a separate bilateral agreement with Cuba in event no overall NARBA agreement is reached. In either case, it would be subject to Senate ratification.

Chairman Ed C. Johnson of the Senate Interstate and Foreign Commerce Committee, spurred by protests from broadcasters and Senate colleagues alike, was poised early in the week to lodge a stinging protest with FCC and the State Dept. He was disuaded in a Tuesday-morning conference with FCC Comr. Rosel H. Hyde, chairman of the U. S. NARBA delegation, before Mr. Hyde flew back to Havana for the final round of negotiations.

Without discussing the merits of the proposed agreement, Sen. Johnson told BROADCASTING:

"I can say that I am satisfied with Comr. Hyde's assurance that the Senate would have the chance to ratify either a new NARBA agreement or a treaty worked out between the United States and Cuba."

When that time comes, Sen. Johnson continued, "we can judge the effects of the agreement on its merits."

Tentative terms reported unofficially from Havana indicated Cuba would:

- Give up all operations not authorized by the expired NARBA or the new agreement;
- Receive special rights on the three 1-A clear channels on which she had privileges under NARBA —640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis)—and relinquish unused NARBA rights on 1-A 890 kc (WENR-WLS Chicago).
- Get Class 2 authority on 16 1-B channels.
- Receive rights to use power above 5 kw on the same number of channels on which she had similar rights under NARBA (these would be 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc).
- Be permitted to increase the limitation to seven existing U. S. regional stations.
- Be accorded "special" protection by future U. S. stations on 11 channels (550, 570, 590, 630, 640, 690, 740, 860, 920, 950, and 980 kc).
- Permit U. S. stations to exceed "normal" protection to Cuban 250-w stations on at least eight regional channels (930, 1250, 1270, 1290, 1360, 1430, 1470, and 1590 kc).
- Be permitted to operate with 1 kw on the 1340 kc local channel.
- Operate a 1-kw part-time station on the 1-A 1160 kc channel, limiting the operations to protect KSL Salt Lake City, the U. S. dominant, in accordance with NARBA.

The granting of "special" protection to Cuban stations on 11 frequencies, authorities reported, would affect no existing U. S. station except KPRC Houston (950 kc). Two Puerto Rican outlets—WIBS Santurce (740 kc) and WNEL San Juan (860 kc)—would also be affected, but it was pointed out that these may be moved in any event. KPRC was reported to have agreed tentatively to make directional antenna changes satisfactory to Cuba.

Additionally it was learned that insofar as these 11 channels are concerned Cuba is still seeking to have the "special" protection include a ban on further U. S. assignments in Florida and southern portions of Georgia, Alabama, Mississippi, and Louisiana.

The NAB, in a comprehensive study and report on the Havana negotiations, also reported the U. S. has indicated it will consider shifts in frequency or changes in directional systems for WMBM Miami Beach (800 kc daytimer) and WVCG Coral Gables (1070 kc daytimer).

One of the chief points of industry opposition to the agreement, aside from the secrecy in which it was evolved, arose from a fear that Cuban stations would not employ directional antennas that will give U. S. stations the specified degree of protection.

Proponents of the agreement contended it goes comparatively little farther than the expired NARBA in its concessions to Cuba and that, as an instrument for "regulated interference," it is preferable to having "unregulated interference" with no treaty.

They summarized salient features:

1. Cuba relinquishes rights to one of the four U. S. 1-A clear channels she was authorized to use under the old NARBA.—Proponents of clear-channel breakdown felt this is not a victory for clear channels alone. They argue the U. S. will thus have one more clear channel available which she can "exploit"—that is, break down.

2. Cuban use of U. S. 1-B clear channels.—The agreement, proponents claimed, "merely adds insignificant interference to two or more" U. S. 1-B's. In one case, they said, the U. S. station will suffer "only in an area of about 200 square miles in a locality where hardly anyone lives." In the other the Cuban interference will be "much less than the interference already existing" from U. S. operations.

3. Cuban "high power" on U. S. regionals.—There is no increase in the number of regionals involved (10), and Cuba undertakes to protect the U. S. stations in accordance with U. S. standards. As to Cuban compliance with protection terms, treaty proponents claimed "the vast majority of the Cuban radio industry" are now convinced of the need for cooperation with the U. S. in the interests of the Cuban radio economy. Additionally, it was felt the new NARBA will provide better enforcement procedures.

4. Interference from low-power Cuban stations to U. S. regionals.—Seven instances of increases in the RSS value of interference to U. S. regionals were cited. The amount of

(Continued on page 42)

TENTATIVE U. S.-CUBA TREATY ANALYZED

HOW DOES the tentative new U.S.-Cuba ether treaty [BROADCASTING, March 6; also see story this page] compare with the 1946 NARBA agreement which expired last March 29?

To provide the answer, the following channel-by-channel analysis has been prepared with the assistance of Commdr. T.A.M. Craven, Washington consulting engineer, former FCC Commissioner and one-time FCC chief engineer, a leading figure in the original NARBA sessions, and a member of the U.S. industry advisory delegation at the U.S.-Cuba negotiations in Havana.

The comparison undertakes to show the principal special rights accorded Cuba under the tentative new agreement as against those provided in the 1946 NARBA or Interim Agreement, which expired March 29, 1949. It is broken down according to (1) Cuban use of U.S. 1-A clear channels; (2) use of U.S. 1-B channels by Class 2 stations in Cuba; (3) Cuban use of "high power" on regional channels; (4) instances of new interference to U.S. regionals.

In addition, Cuba would retain her NARBA right to use up to 250 w on any local channel and would abandon operations which she has conducted contrary to her NARBA allocations. The new agreement also would provide for additional protection of Cuban stations in future U.S. grants on 11 channels, and for U.S. to exceed "normal" protection to Cuban stations on eight other frequencies.

In the following breakdowns, U. S. clear-channel stations listed in parentheses are the dominants on the respective frequencies:

CUBAN USE OF U.S. 1-A CHANNELS

640 kc (KFI Los Angeles)—1946 NARBA authorized 25 kw at Havana; new agreement changes this to 15 kw at Las Villas.

670 kc (WMAQ Chicago)—1946 NARBA authorized 1 kw at Oriente; new agreement directionalizes this operation.

830 kc (WCCO Minneapolis—1946 NARBA authorized 1 kw at Havana; new agreement makes it 5 kw day and 1 kw night at Havana.

890 kc (WENR-WLS Chicago)—1946 NARBA authorized 1 kw at Camaguey; in new agreement Cuba relinquishes this right.

(Cuba had never exercised her 1946 NARBA rights on 890 kc. Channels which she has used contrary to the 1946 NARBA include 660 kc (WNBC New York) and 760 kc (WJR Detroit) and possibly 780 kc (WBBM Chicago); these would be among those she would relinquish.)

USE OF U.S. 1-B CHANNELS BY CLASS 2 STATIONS IN CUBA

(Comparison is with reported Cuban operations as of the time NARBA expired, some of which the U. S. had protested on grounds they were contrary to NARBA. Asterisk (*) indicates "some interference.")

680 kc (KNBC San Francisco is U. S. 1-B)—Cuba has had 1 kw day and 500 w night at Santa Clara and 250 w fulltime at Artemisa, which U. S. had protested. Havana Agreement would change this to 1 kw day and 250 w night at Camaguey.

810 kc (KGO San Francisco and WGY Schenectady)—Cuba has had 1 kw day and 250 w night at Las Villas. This would become 1 kw fulltime at Las Villas, using directional antenna.

850 kc (KOA Denver)—Cuba has had 2 kw fulltime at Oriente. Havana Agreement would add 250 w fulltime at Las Villas.

* 1000 kc (WCFL Chicago and KOMO Seattle)—Cuba has had 1 kw fulltime in Oriente plus 1 kw at Camaguey which the U. S. had protested. Havana Agreement would give her 1 kw fulltime at Camaguey and 1 kw day and 250 w night at Oriente.

1030 kc (WBZ Boston)—Cuba has had 250 w daytime at Pinar del Rio. This would be unchanged.

* 1060 kc (KYW Philadelphia)—Cuba has had 10 kw directional at Havana, which U. S. had protested, and 250 w at Camaguey, both causing some interference. These are changed to 1 kw day and 250 w night at Las Villas and 250 w full-

(Continued on page 42)

IRE CONVENTION

Over 150 Technical Papers Read

OVER 16,000 visiting engineers from 23 states, Canada and England gathered in New York last week to hear technical papers and inspect over $7 million worth of equipment on exhibit for the 39th annual convention of the Institute of Radio Engineers.

Session's were held at the Hotel Commodore and Grand Central Palace Monday through Thursday, with 150-technical papers read during some 30 sessions. In addition, a total of 253 exhibits were on display. Seven symposiums, including one television, commanded the attention of IRE members and other visitors.

IRE 1950 Medal of Honor was awarded to Professor Frederick E. Terman, dean of the School of Engineering, Stanford U. Otto H. Schade, research engineer, RCA Victor Div., received the Morris Liebmann Memorial Prize.

Fellowship recipients included A. V. Bedford, research engineer, RCA Labs., and Jack R. Poppele, MBS-WOR New York.

Guy Honored

Raymond F. Guy, NBC engineer and new IRE president, was honored at a luncheon Tuesday. Speakers included Maj. Gen. F. L. Ankenbrandt, communications director, Air Force Dept., and Sir Robert Watson-Watt of England, new IRE vice president. Stuart L. Bailey, outgoing IRE president, was toastmaster.

The institute's annual awards for merit in radio-electronics and 30 fellowship awards were given at the annual banquet Wednesday evening. Speaker was Harold B. Richmond, chairman of the board, General Radio Co. Toastmaster was Donald G. Fink, editor of *Electronics* magazine.

* * *

New developments revealed at the exhibit were:

A new circuit design which makes possible a new simplified three-tube receiver giving five-tube performance, and a radio set selling for as little as $5—by W. K. Volkers, consulting engineer.

An amplifier tube which may improve TV reception, especially on the fringe of a TV station's area, and enable better receivers with fewer tubes—RCA Labs.

RCA high-vacuum tube (Type 5831) capable of 500 kw of continuous output, with power four times that of any previous RCA tube.

Improved radio circuit techniques applicable to standard broadcast receivers, television and other radio receiving systems—Sylvania Electric Products Inc.

Test Equipment—oscillators, frequency meters, and noise generators—for the UHF television band —Polytechnic Research & Development Co.

A flying spot scanner picture generator, for television studio operations, which can carry the program load at certain daily periods, thus freeing an iconoscopic chain for previewing film or for rehearsals. Unit also can be used as a basic picture generator for color TV experiments, and as a compact television camera for industrial television—by Philco Corp.

New transmitting equipment designed for use in UHF channels proposed by FCC for commercial telecasting was described last Wednesday by two RCA engineers. They read papers on the RCA Type TTU-1, a UHF transmitter, and RCA Type TFU-20, a high-gain slot-type antenna and radiating system for TV transmission.

This equipment currently is being operated by NBC under an experimental authorization in the UHF installation at Bridgeport, Conn., in the 529 mc-535 mc band. The transmitter and antenna were described as helpful in the utilization of UHF frequencies for TV, thus relieving the limited channel situation in the present VHF band.

At a Monday session Ralph Bown, Bell Telephone Labs, urged radio and communications engineers to "lead the way" in finding out what the future holds for television. He expressed hope that engineers would be impressed with the thought that television has a "wider destiny and a deeper obligation than merely to serve as mass amusement." He characterized video as a "servant" to each individual.

DuMont Color System

DuMont Labs last Monday unveiled its new color television system for industrial use [TELECASTING, March 6]. System may be installed in medical schools, clinics or hospitals, and now is available commercially. It is designed for 18 mc, 525 lines at 180 fields per second, and is described as affording picture resolution better than that obtained with black-and-white equipment with full color added.

TV broadcasting's problem of narrow bandwidth and compatibility which has restricted picture resolution and color fidelity in other color systems was ignored in the design of the closed circuit system, Dr. Allen B. DuMont, president of DuMont Labs, noted.

Cost of the color system for one camera chain from pickup eye to monitoring scope was set at $19,985. The system was described as "wired" video rather than "air" television by DuMont engineers.

Among the exhibits at the convention were a 16mm Telecasting projector, a large screen projector (36 inches by 27 inches), film processor and experimental TV camera chain developed in the laboratories of General Precision Equipmen Corp. and manufactured by its member companies.

GPE has been eyeing the growing interest in theatre television as well as projection TV for restaurants, bars, and hotels, for which it is prepared to furnish projection equipment. GPE comprises 12 companies, among them the Theatre Equipment Contracts Corp. which handles installment contracts.

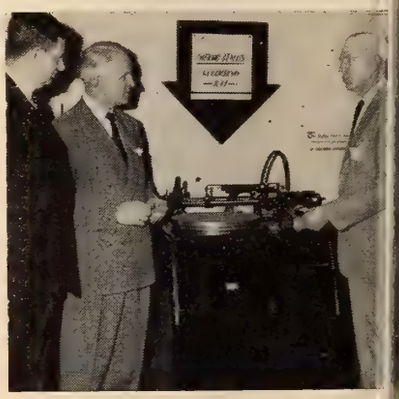
Additionally, GPE has a working agreement with Pye Ltd., the British TV firm, for pushing the latter's complete portable TV camera and experimental camera chain.

Also shown was the new trylon TV antenna mast made by Wind Turbine Co. and designed for outdoor television support especially in fringe or non-urban areas. The 40-foot antenna mast also is adaptable to other communications uses.

A new type of transmission line, called the "G-String" and having commercial and military applications, also was described during the convention. The line may serve as

(Continued on page 30)

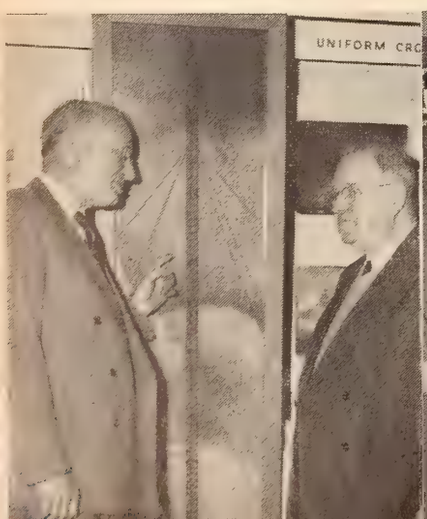
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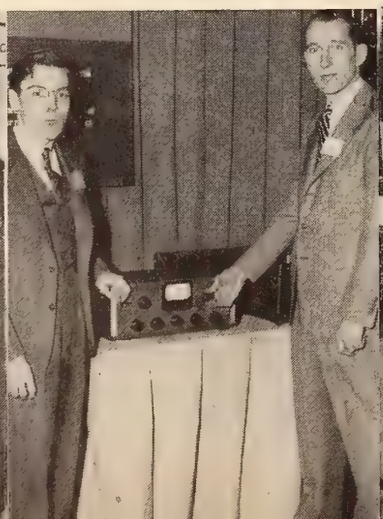
IRE session break finds Jay Quinn (r), of Fairchild Recording Co., explaining operation of a thermo-stylus recording kit to Frank H. McIntosh (center), of Frank H. McIntosh Co., and Blair Foulds, General Precision Corp.

* * *

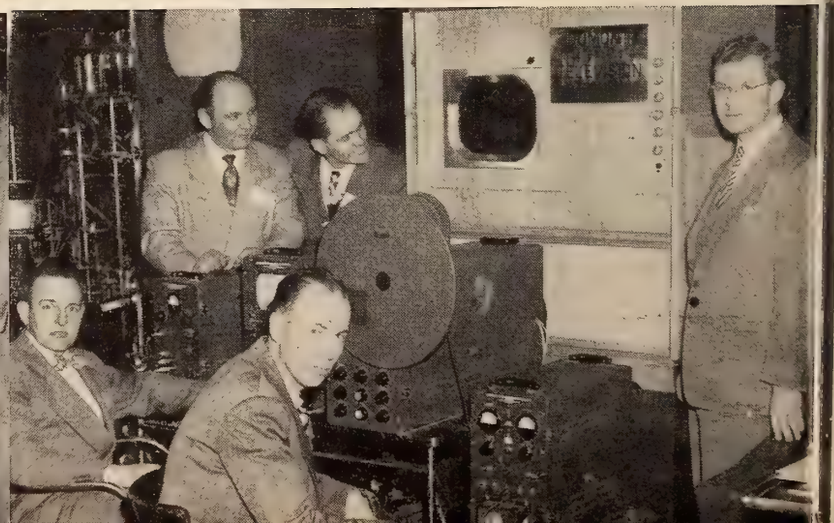
DuMONT's industrial color television system gets attention from this group at IRE meet (l to r): Seated, R. E. Kessler and Harry R. Smith; standing, Herbert E. Taylor, T. T. Goldsmith and G. R. Tingley, all of DuMont.

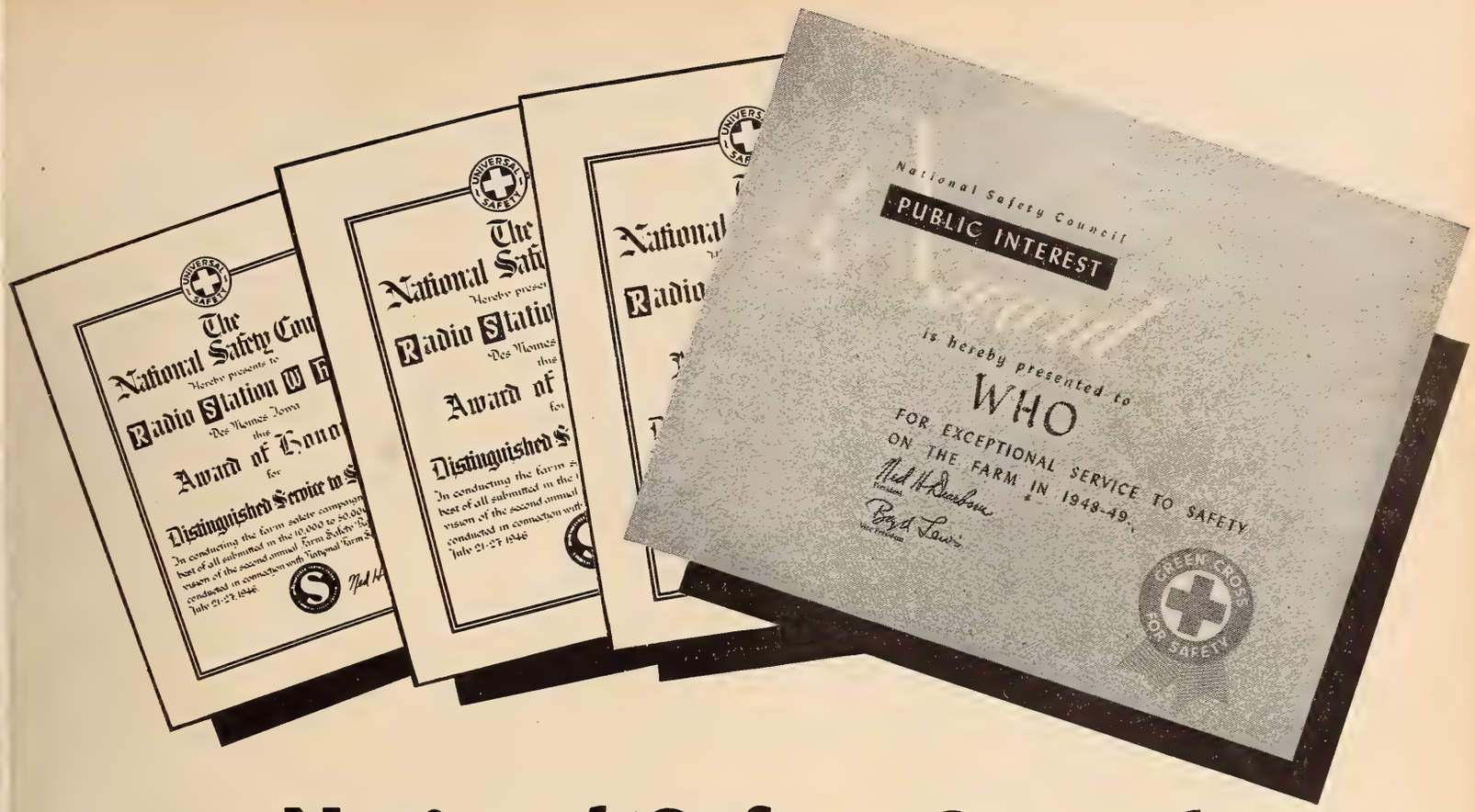


DETAILS of uniform cross-section guyed tower constructed by Truscon Steel Co., Youngstown, Ohio, are pointed out at IRE session by G. F. Bateson (l), of Truscon, to B. A. Proctor, Proctor Soundex, Mt. Vernon, N. Y.



ANOTHER piece of equipment shown at IRE meet is examined by D. H. Shallcross Jr. (l), Shallcross Mfg. Co., Collingdale, Pa., and Thomas Aldrich, Presto Recording Corp., Paramus, N. J.





National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the *fourth consecutive year* in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the *people* on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting *realities* from farm-safety *ideas*.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—*WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!



*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

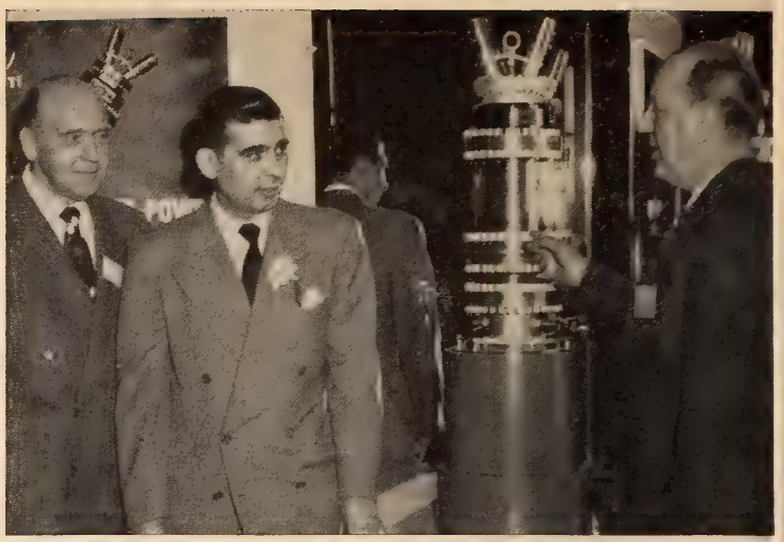
Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!



INITIAL showing of the new super-power beam triode tube (see page 69), developed by RCA Victor's Tube Dept., was given at IRE show in New York last week. Explaining the tube are (l to r): W. L. Rothenberger, assistant general sales manager; Louis Martin, manager of the equipment field force, and H. C. Vance, manager of industrial tube sales.

IRE Convention

(Continued from page 28)

a means for distributing TV programs on a wired basis, according to Dr. G. Goubua, Signal Corps Engineering Labs.

Principle involves an ordinary wire conductor with a specially treated surface. Where a single unit of the coaxial cable can carry only one TV program at a time, the "G-String" would enable transmission of a number of services, including television with facilities criss-crossing the country.

Additionally, the new transmission system could lead the way to a system of television distribution to homes with telephones enabling callers to see as well as hear themselves.

Standby station generating equipment provided power for hundreds of pieces of technical apparatus during the exhibit, because of the electric power shortage.

RIVERS GRANT

Savannah Outlets Oppose

IN WHAT is believed to be the first such action of its type, the existing stations of Savannah, Ga., last Wednesday filed a formal complaint with FCC against a new station-grantee there, E. D. Rivers Jr. FCC on Monday granted Mr. Rivers 1 kw daytime on 900 kc in Savannah.

The charge, filed by the Savannah Radio Council, is that Mr. Rivers has not operated WEAS Decatur, Ga., in the way he told FCC he would, which raises "serious question as to Mr. Rivers' qualifications to conduct and operate the proposed station at Savannah." The council asks that the non-hearing grant be set aside and the application set for hearing.

The Savannah Radio Council is composed of WCCP WDAR-AM-FM WFRP WSAV-AM-FM and WTOC-AM-FM, all Savannah.

FTC VACANCY

Truman Names Hutchinson

MARTIN A. HUTCHINSON, 57-year-old Richmond attorney, was named last week by President Truman to succeed the late Ewin L. Davis on the Federal Trade Commission. Mr. Hutchinson would fill out a term that expires in September 1953. Senate confirmation would make him fifth commissioner and fill out FTC's remaining vacancy.

Mr. Hutchinson's clients in Richmond have included WMBG and WTVR (TV).

Mr. Hutchinson, a Democrat who has described himself as "liberal" and "independent," ran unsuccessfully against Sen. Harry F. Byrd (D-Va.) for the Democratic nomination for the U. S. Senate in 1946. Sen. Byrd has not indicated whether he will take exception to Mr. Hutchinson's nomination. Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee that will consider the nomination, said hearings have not yet been scheduled.

In recent years, Mr. Hutchinson directed political activities in opposition to the Democratic organization headed by Sen. Byrd in Virginia. Posts held in the state by Mr. Hutchinson included secretary to the Democratic Central Committee and secretary of the Commonwealth.

Upcoming

March 24: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet San Francisco.
March 28-31: National Premium Buyers Exposition, Stevens Hotel, Chicago.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-13;
Unaffiliated Stations Conference April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

KGW Delivers... COMPREHENSIVE COVERAGE of



1950—a choice industrial area, site of the Alcoa aluminum plant.



1825—a frontier fort, outpost of the Hudson Bay Company.



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the power-laden Columbia River, Vancouver shares with its sister city a new-found prosperity — through an influx of multi-million dollar industry and a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade.

Through Comprehensive Coverage KGW DELIVERS VANCOUVER . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

17 out of 1

BILL POWELL



FRANCIS LAUZAU



BILL KRAMER



BOB FRAZIER



FRANK LEE



WMMN

PRODUCTION SHEET

Station WMMN — Date SUNDAY, MARCH 5, 1950

Time STANDARD — Page 2

Announcer	Time	PROGRAM	Class	St	SPONSOR
JW	12:00	NEWS THIS WEEK IN WEST VIRGINIA PS	LS	3	
	12:14:30	ANN IMPERIAL ICE CREAM	SA	3	
		THE WMMN SUNDAY SHOWCASE			
		✓ BLUE BARRON ET	RC	3	HARTLEY'S
	12:15	ANN SELECT BAKING CO.	SA	3	
FL	12:29:30	✓ EDDY HOWARD ET	RC	3	DODGE JEWELRY COMPANY
JW	12:30	✓ COTE GLEE CLUB ET	RC	3	ROSS FUNERAL HOME
BP	12:44:30	ANN ET CARTER'S PILLS	SA	3	
BF	12:59	✓ DEL COURTNEY ET	RC	3	EAST PARK MARKET
JW	1:00	✓ EVALYN TYNER ET	RC	3	MAUNZ SHOP
FL	1:14:30	ANN STANDARD FURNITURE	SA	3	
BP	1:29	✓ VAUGHN MONROE ET	RC	3	BARR THOMAS LUMBER CO.
JW	1:30	✓ CHUCK FOSTER ET	RC	3	JENKINS G.M.C.
BK	1:44:30	ANN SELECT BAKING CO.	SA	3	
LA	1:59	✓ RAY ANTHONY ET	RC	3	SPRINGERS APPLIANCE
JW	2:00	✓ HENRY BUSSE ET	RC	3	COZY REST
BK	2:14:30	ANN HARTLEY'S	SA	3	
LA	2:29	✓ FOUR KNIGHTS ET	RC	3	RADIO ELECTRONICS
JW	2:30	✓ TOMMY TUCKER ET	RC	3	A.T.MORROW
BF	2:44:30	ANN DUNLAP CHEVROLET CO	SA	3	
LA	2:59	✓ AIR LANE TRIO ET	RC	3	1ST NATL.BANK OF GRAFTO
JW	3:00	✓ FRANKIE CARLE ET	RC	3	HUMASON TIRE SHOP
BF	3:14:30	ANN KETTERING BAKING CO	SA	3	
BK	3:29	✓ SHEP FIELDS ET	RC	3	DELANEY APPLIANCE
JW	3:30	✓ TONY PASTOR ET	RC	3	QUEENS ESSO STATION
FL	3:44:30	ANN JONES, INC.	SA	3	
BP	3:59	✓ LEW WHITE ET	RC	3	ANGELILLI MEMORIAL
JW	4:00	✓ RUSS MORGAN ET	RC	3	EAST FAIRMONT HEAT
BK	4:14:30	ANN 1ST NATL.BANK OF FAIRMONT	SA	3	
LA	4:29	✓ AL TRACE ET	RC	3	PARKERS CLEANERS
JW	4:30	KAY KYSER ET	RC	3	RAYS JEWELRY STO
BP	4:44:30				
BF					

✓ denotes Lang-Worth talent.

These Lang-Wo Artists Capture the A

These WMMN Announcers Capture the Sales

SPONSORS BUY LANG-WORTH

WMMN Reaps Commercial Harvest Every Sunday Afternoon, via Lang-Worth

Says Allen (Dutch) Haid:

"Sunday afternoon, in many communities, is not too productive of commercial radio time. To combat this situation in Fairmont, West Virginia, WMMN came up with its 'Sunday Showcase.'

"The enclosed log (Sunday, March 5, 1950) speaks for itself. Note that 17 of the 19 quarter-hour commercials are programmed from the Lang-Worth Library. We are now entering the second 26-week flight of the 'Showcase' with every quarter hour re-sold! This proves conclusively that both our idea and your talent are commercially solid.

"We take off our hats to Lang-Worth! The flexibility of the library, together with its personalized openings and closings, makes possible this very satisfying revenue, every Sunday afternoon.

"WMMN, with 5000 watts power, has been doing a big job in North-Central West Virginia for the past 22 years. With CBS, Lang-Worth, and a red hot staff with plenty of 'savvy,' WMMN keeps in the number one spot by a large margin."

(Signed) **Allen L. Haid,**

Operating VP, WMMN, Fairmont, W. Va.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Editorial

. . . and There Was Light

A WEEK AGO there were portents of another conflagration in the inter-American ether waves. Today the torch is being carried by both the United States and Cuba for peace, justice and radio tranquility. These nations now have tacitly agreed to allocations which the experts say will result in a minimum upsetting of the service in both nations.

Most significant is the fact that the agreement, in one fashion or another, entails ratification by the Senate and does not become operative until it receives full diplomatic treatment. Thus, it can be used as a model in devising the new NARBA treaty which would embrace Mexico, Canada, and other signatory Latin nations. It will be integrated in NARBA if an accord is reached. If not, then through a bilateral arrangement, subject to Senate ratification, Cuba and the United States will make its terms effective.

In the interim, steps will be taken to eliminate existing make-shift allocations, outside the original treaty terms, whereby Cuban stations are operating on U. S. assignments without essential protective safeguards. Under the agreement, Cuba gets special rights on 10 regional and three 1-A clear channels and certain other concessions, with provisions for directional installations adequate to protect mutually the assignments in both countries.

This situation was resolved last week when FCC Comr. Rosel H. Hyde, chairman of the U. S. Delegation, returned from Havana for hurried sessions with the State Department, the FCC and Chairman Ed Johnson of the Senate Interstate Commerce Committee. It is an open secret that the Senator was primed to blast with more of his rhetorical T. N. T. because many of his colleagues had complained about the "secret" negotiations which would "sell out" constituent independent stations. When it was ascertained that there would be a full dress treaty and that the allocations would not become operative until Senate ratification, hostilities properly were called off.

Broadcasters who protested had learned of the scope of the proposed agreement by radio's vaunted underground. They fought back, particularly against the secrecy element. Once they learned that there would be no agreement until ratified by the Senate, their main objections were withdrawn.

The new Cuban communications ministry is responsible, and it is generally felt it will live up to its commitments. Provisions for directional arrays would give strongest possible protection, our delegation reports. Because this has not been so in the past, those broadcasters who had not been apprised of the agreement, understandably sought more information. Chairman Johnson's interest, engendered by inquiries from his colleagues, has cleared the atmosphere.

The solution to one of radio's knottiest problems appears to have been achieved despite the momentary confusion which obviously stemmed from lack of information. The U. S. always has championed open covenants openly arrived at. The wisdom of this precept is reflected in this current incident. As soon as there was freedom of access to the information, the fire of unrest and confusion was snuffed out.

Merited Merits

THERE ARE few in radio—or outside of it—who will challenge the wisdom of the duPont Awards for 1949. Morgan Beatty, recipient of the commentator's citation, has long been distinguished in his field. He is more than a commentator; he's a foot-reporter with an insatiable thirst for the news behind the news.

WWJ Detroit and WNOX Knoxville are distinguished stations under distinguished ownership and management. Each has had more than a quarter-century of operation—WWJ since 1920 and WNOX since 1921.

The surprise came in special citations for television, marking duPont's recognition of that kaleidoscopic medium. It was done without drum-beating or press-agentry, in the traditional duPont manner. The winners are ABC-TV for its challenging telecasts of Eisenhower's *Crusade in Europe*, and WPIX (TV) New York for its current news and events.

It is significant that neither of these TV ventures brought monetary profits to their telecasting entrepreneurs. The rewards come in recognition of jobs well done, and of building prestige that pays its dividends in public acceptance and eventual economic return, in the time-tested American way.

Budgeteering

IF APPROPRIATIONS determine the amount of work which will be done, President Truman's FCC budget proposal, now under House Committee scrutiny, leads us to expect a 2.7% increase in FCC accomplishments during the next fiscal year. This seems little enough to expect. The obvious conclusion would be that FCC should have more money.

But if increments are based not only on work to be done but also on past attainments, then there is an equally obvious suspicion that 2.7% is aplenty if not too much. Thus Mr. Truman's FCC budget leaves us with what FCC would call mutually exclusive conclusions.

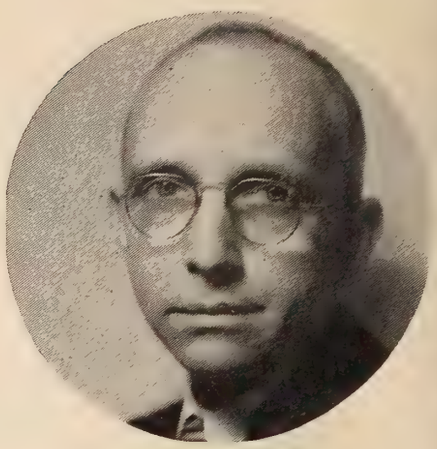
There can be little dispute that the past year has not seen many FCC missions completed. That applies whether "past year" is fiscal or calendar.

In the past calendar year, FCC made some changes in its procedures; revised its Mayflower Decision (14 months after hearings were completed); repealed the Avco Rule; adopted special rules relating to time-reservation contracts (11 months after they were first proposed); and adopted anti-giveaway rules (now in suspension). To get the fiscal-year total, take the calendar-year list and subtract the giveaway rules.

To be sure, FCC did a lot of other things during the year, including a great deal of work on television. These are the major policy accomplishments. Many other policy questions were left unanswered—for the second year in a row, in the case of the vitally important clear-channel case. There are also the NARSR-networks fight (awaiting decision for a year); proposed new multiple-ownership rules (heard in January 1949); qualifications of anti-trust law violators; minimum hours for FM; and theatre TV. Meanwhile, new controversial "policy" proceedings have been instituted, multiplying the demands on time, talents and tempers.

Some of FCC's pending business was FCC-proposed, and some of it has been hanging fire so long that we begin to suspect the Commission regulates not only by the lifted eyebrow, but also by the proposed rule. It would be in the interests of good administration and orderly process, we submit, if the Commission would concentrate on the business already at hand. Thus will the public interest—and the budget dollar—be served most sensibly.

Our Respects To —



JOSEPH ALBERT McDONALD

IF ABC ever has to call in haste for the services of an office boy, bowling alley pin boy, engine room wiper, coal passer, ship carpenter's helper, deckhand, dishwasher, elevator operator, an axeman or rodman or transitman in a surveying crew, a draftsman, naval architect or salesman of heavy machinery, it has but to summon Joseph Albert McDonald.

Mr. McDonald is now fully occupied as vice president, general attorney and secretary of ABC, but in an emergency he could fall back on the wild assortment of jobs embraced in his disparate experience.

The network would be well advised, however, to refrain from adding duties to those already performed by Mr. McDonald; he has enough to do.

In addition to coping with the routine intricacies of keeping the network legal—not an easy job with federal regulations as tricky as they are today—and of officership in the company, Mr. McDonald finds time to be an expert in labor relations and copyright law.

At the moment ABC has 48 different labor contracts with 11 different union groups. Mr. McDonald has negotiated all of them. When not embroiled in a labor negotiation, he is apt to be delving into the obscurities of copyrights. His is a toilsome job.

The wonder is that Mr. McDonald today is a broadcasting attorney and not a shipbuilder. His early schooling fitted him to be a naval architect. Between then and now he was blown off his course.

Born in New York City June 8, 1903, Mr. McDonald attended grade and high school in the Bronx. He received a scholarship at Webb Institute of Naval Architecture, graduating with honors.

Part of the Webb training obliged students to go to sea during summer vacations from classes. It was during those periods that Mr. McDonald ran through some of the less desirable stations he has held.

In the third summer at Webb, he took a lubber's job with a marine insurance firm. In the course of his work he occasionally was assigned to accompany admiralty lawyers on inspections of ships the company insured.

The comparison between the lot of a deckhand, a function to which he had been indentured the summer before, and that of a lawyer skilled in admiralty law, roused in Mr. McDonald a desire to attend law school. After graduating from Webb in 1924, he decided to enter Fordham for legal training.

Mr. McDonald, whose admiration for hard

(Continued on page 63)



Business is always better in Washington, D.C.

Washington was the only major market in the U. S. to show an increase in retail sales in 1949.

This rich market established an all-time retail sales high. And WTOP delivers the largest audience in this rich market—36.4% greater than any other station.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

ENGINEER MEET

Tentative NAB Agenda Set

PROGRESS of aural and visual broadcast enginering, along with economic aspects of the industry's technology, will be covered by top-flight figures during the fourth annual NAB Engineering Conference April 12-15. The conference will be held at the Stevens Hotel, Chicago, as the opening feature of NAB's annual convention week.

List of papers to be read at the meeting was about complete at the weekend. They run about 60% television, conforming to results of a station survey conducted by Neal McNaughten, director of the NAB Engineering Dept.

Last of the formal events on the agenda will be the annual FCC-Industry Roundtable. This forum, which gets wide open and frank as government and private industry leaders attack common problems, will be moderated by Stuart L. Bailey, of Jansky & Bailey, Washington consulting firm.

Effort will be made this year to confine the discussion to "answerable questions" instead of letting it bog down on issues for which no definite answer can be given by government participants.

Appearing on the panel for FCC will be John A. Willoughby, acting chief engineer; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braum, chief, FM Broadcast Div.; Curtis B. Plummer, chief, TV Broadcast Div.; Edward W. Allen, chief, Technical Research Div.; Edward W. Chapin, chief, Laboratory Div.

Industry Panel Unnamed

Mr. McNaughten was not yet ready to announce members of the industry side of the panel.

Though TV will appear on a considerable portion of the program, little emphasis is placed on color aside from results of interference tests.

New wrinkle planned for the conference is serving of coffee and doughnuts during intermissions, a move designed to keep delegates from scattering to the equipment exhibits or other attractions.

Two more exhibitors asked NAB for space last week. They are Fairchild Recording Equipment Corp., New York, and Wincharger Corp., Sioux City, Iowa. Both will exhibit on the "Magical Fifth" floor. Last year the two firms were exhibitors.

The Exposition Hall exhibits are to open officially at 9 a.m. Wednesday, April 12. The day's events include registration in the Exposition Hall; 10 a.m. meeting of the NAB Engineering Committee, headed by A. James Ebel, WMBD Peoria, Ill.; 6:30-8:30 p.m. reception for delegates.

Jack R. Poppele, WOR New York, member of the committee, will preside at the first formal session Thursday morning. Meetings will be held in the North Ballroom, on the third floor of the Stevens. Morning topics will include TV transmitters, NBC's UHF installation, camera lenses and TV projectors.

Mr. McNaughten will preside at the lunch, with NAB President Justin Miller delivering the welcoming address. Luncheon speaker will be Raymond F. Guy, NBC manager of radio and allocation engineering, and president, Institute of Radio Engineers. He will give a history of broadcasting. The afternoon agenda covers sound diplexing, moderate-sized TV studio and transmitter installation, networking, antennas and studio lighting. Oscar C. Hirsch, KFVS Cape Girardeau, Mo., member of the Engineering Committee, will preside.

DeWitt to Preside

The Friday morning meeting will open with John H. DeWitt, WSM Nashville, another committee member, in the chair. Topics will be synchronizing generators, UHF propagation, selection of site, theatre control, miniature microphones, power amplifiers, TV economics.

Mr. Ebel will preside at the Friday luncheon. Speaker will be G. Emerson Markham, NAB television director. Presiding Friday afternoon will be K. W. Pyle, KFBI Wichita, Kan., alternate member of the NAB committee. This meeting will cover transit radio, facsimile, 1 kw AM broadcast transmitters, progress in magnetic recording and FCC audio proof of performance tests.

Mr. McNaughten will preside Saturday morning. Prior to the FCC-Industry Roundtable the group will hear papers on a small FM transmitter and engineering employment problems.

The tentative agenda follows:

WEDNESDAY, April 12

9 a.m.-5 p.m. Registration, Exposition Hall.
9 a.m. Exhibits officially open.
10 a.m. NAB Engineering Committee.
6:30-8:30 p.m. Reception for delegates.

THURSDAY, April 13

9 a.m. Presiding, Jack R. Poppele, WOR New York, member NAB Engineering Committee.
9-9:30 a.m. "Five KW Air-cooled Television Transmitters for VHF," E. Bradburg, Federal Telecommunication Labs.
9:30-10 a.m. "Adjacent and Co-channel Television Interference," J. W. Wright, CBS.
10-10:30 a.m. "Objectives of the NBC Bridgeport, Conn., UHF Installation," Raymond F. Guy, NBC.
10:30-11 a.m. "RCA: The Bridgeport Installation."
Part I. "A One KW UHF Television Transmitter," T. M. Gluyas, RCA Engineering Products.
Part II. "A Supergain UHF Television Transmitting Antenna," O. O. Fiet, RCA Engineering Products.
11-11:30 a.m. "A Five KW Television Transmitter of Advanced Design," John Ruston, Allen B. DuMont Labs.
11:30-12 noon. "Basic Optical Requirements for a Good TV Broadcast," Dr. F. G. Back, Television Zoomar Corp.
12-12:30 p.m. "16mm Telecasting Projectors," Blair Foulds and Frank N. Gillette, General Precision Labs.

LUNCHEON

12:30-2:15 p.m. Presiding, Neal McNaughten, NAB director of engineering.
Address of Welcome—Justin Miller, president, NAB.
"History of Broadcasting," Raymond F. Guy, NBC.

AFTERNOON SESSION

Presiding, Oscar C. Hirsch, KFVS Cape Girardeau, Mo., member, NAB Engineering Committee.
2:30-3 p.m. "Television Sound Diplexing in a Television Link," Lee Staschover and H. G. Miller, Federal Telecommunication Labs.
3-3:30 p.m. "A Moderate Size Television Studio and Transmitter Installation," Ernest L. Adams, WHIO-TV Dayton, Ohio.
3:30-4 p.m. "Operation of Bell System Television Network Facilities," Charles E. Schooley, American Telephone & Telegraph Corp.
4:30-5 p.m. "A Supergain Antenna for VHF Television (WCON Atlanta installation)," L. J. Wolf, RCA Engineering Products.
5-5:30 p.m. "The Evolution of Studio Lighting," Richard Blount, General Electric Co.

FRIDAY, April 14

Presiding, John H. DeWitt, WSM Nashville, member NAB Engineering Com-

(Continued on page 41)

NIELSEN

Hooper Purchase Spurs Interest

A. C. NIELSEN and Co. reports that reaction to its purchase of C. E. Hooper's National Rating Services is "extremely good".

Orders for NRI and requests from prospective clients for interviews with representatives of the Nielsen Company are "rolling in at an unprecedented rate", according to a company spokesman.

Charles A. Wolcott, vice president and sales manager at the company's New York office, reports that he is besieged with calls for appointments indicating that broadcasters, agencies and advertisers in the New York metropolitan area are interested in bringing themselves up-to-date on what the Nielsen service offers.

Active Promotion

Meanwhile, the Nielsen company has flooded the industry, including Hooper subscribers, with literature giving a quick grasp of what may be expected from NRI.

"All Nielsen network services are now available to you," says a special bulletin to Hooper subscribers. "National Nielsen-ratings will be furnished for prior months to facilitate the changeover and to provide national rating trends. Complete NRI analysis data for current and back months also can be provided."

A letter from Mr. Nielsen to the "broadcasting industry" cited the company's "mighty tough job" in creating a "mechanized audience research service of unmatched accuracy, reliability and usefulness—a service on which a great industry could safely rely in reaching its most vital decisions."

Mr. Nielsen paid tribute to advertisers, agencies, networks and stations for encouraging him to "persevere," but he noted that his acquisition of the Hooper services was also the acquisition of "serious responsibilities as the sole source of network audience research."

"The broadcasting industry, too, has certain responsibilities: To recognize sound research techniques, to keep clear of unsound methods, to strive for increased skill in the application of research and to cooperate in efforts to create an equitable sharing of costs among all who enjoy the benefits of research," he wrote.

Charts Mailed

The Nielsen company mailed out charts supporting its contentions that national NRI facts provide the basis for "sound appraisal and action." One display states that national NRI is needed to fully appraise national radio usage trends —"the long-term growth . . . the current changes . . . the significant shifts in radio listening habits by city sizes, time zones, market areas . . . the complete picture for advertisers, agencies and networks." Another points up NRI's appraisal of program coverage—"the number of homes reached . . . the actual circulation . . . not only circulation per broadcast but the number of different homes reached by a series of broadcasts . . . the variations in coverage obtained by different radio programs, in total and by city sizes, time zones, market areas."

A third stresses Nielsen's claim that its special studies highlight the fact that when television enters a home, it greatly increases the total time spent with broadcast medium.

New York Area

"In the New York TV area, for example, the average TV home does nearly three hours of viewing per evening—and TV represents around 91% of combined hours of listening and viewing," it states. "On the overall basis TV's share of combined listening and viewing is fairly constant throughout the evening hours."

This exhibit, however, also points to radio's potency as a "national" advertising medium.

"Nationally (among the some 40 million radio homes) radio accounts for about 93% of the total hours of listening and viewing for the entire day," it states. "During evening hours radio's share drops to 85%. Television's share is increasing steadily, having moved up from 9% of the combined radio-TV total during the evening hours in September to 15% at yearend."



— how many?

transit radio

is your most

ACCURATELY MEASURABLE

advertising medium with GUARANTEED Low Cost!

FOR EXAMPLE, YOU GET

★ A counted audience, by half-hour periods. You know exactly how many people your advertising reaches. No "guesstimates," no surveys necessary.

★ A selected audience. Breakdowns of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

★ Low cost. With this precise audience information and transit radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):

Allentown, Pa.	WFMZ
Baltimore, Md.	WMAR-FM
Bradbury Heights, Md. (and suburbs of Wash. D. C.)	WBUZ
Cincinnati, Ohio	WCTS
Des Moines, Ia.	KCBC-FM
Evansville, Ind.	WMLL
Flint, Mich.	WAJL-FM
Houston, Tex.	KPRC-FM
Huntington, W. Va.	WPLH-FM
Jacksonville, Fla.	WJHP-FM
Kansas City, Mo.	KCMO-FM
Omaha, Neb.	KBON-FM
Pittsburgh, Pa.	WKJF
St. Louis, Mo.	KXOK-FM
Tacoma, Wash.	KTNT
Topeka, Kans.	WIBW-FM
Washington, D. C.	WWDC-FM
Wilkes-Barre, Pa.	WIZZ
Worcester, Mass.	WGTR-FM

☆ ☆ ☆

And remember, transit radio Gets Results!

Why not call TODAY for the fact-full story from

TRANSIT RADIO, INC.

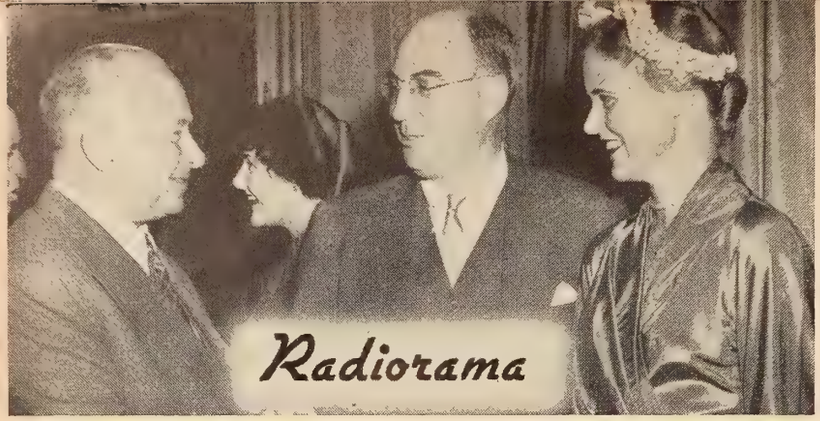
New York
250 Park Ave.
Mu.H. 8-3780

Chicago
35 E. Wacker
Fin. 6-4281

And in CINCINNATI, OHIO

transit radio is WCTS-FM

Times-Star Bldg.—GA. 1331
Affiliated with WKRC—WKRC-TV and the Cincinnati Times-Star



BRIG. GEN. David Sarnoff (l), RCA board chairman, greets NBC President and Mrs. Joseph H. McConnell at a reception for the McConnells given in Washington's Carlton Hotel by NBC Washington Vice President and Mrs. Frank M. Russell. In the background, Mrs. Russell chats with RCA Vice President Edward McGrady.

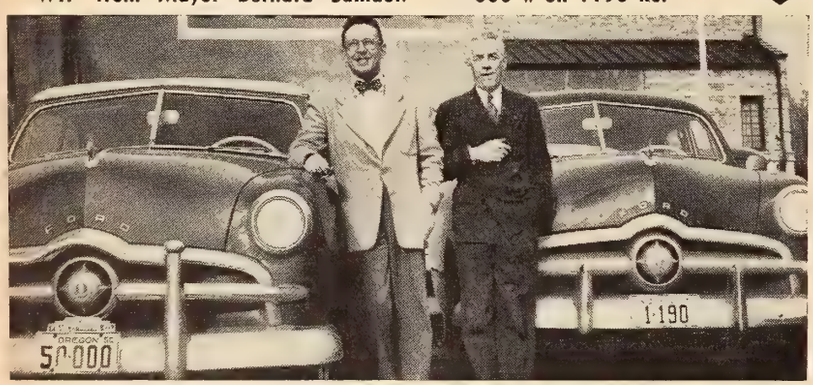
COMBINED meeting of the Cleveland Convention and Visitors Bureau and the Cleveland Advertising Club finds John F. Patt (r), WGAR vice president and general manager, receiving the groups' silver plaque for civic leadership and community service from Frank J. Ryan, bureau vice president.





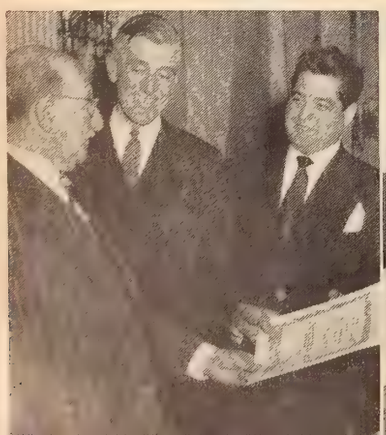
TRADITION is broken as Philadelphia's Fourth Estate Square Club award for leadership in the news field for the first time goes to a radio newsman, John Facenda (center), WIP commentator-news analyst. Benedict Gimbel Jr. (l), WIP president, receives duplicate plaque for WIP from Mayor Bernard Samuel.

MEL BAILEY (l), program manager, and C. S. Young, general manager of KEX Portland, Ore., may not need reminders of their station's power and frequency but if they should, they can find both on their 1950 Oregon license plates, 50,000 and 1190. KEX is assigned 50,000 w on 1190 kc.



WBAL-AM-TV Baltimore's public service counselor, Dr. David Weglein (l), accepts National Conference of Christians and Jews award for contribution to racial understanding, at Baltimore dinner, from Sen. Leverett Saltonstall (R-Mass.) and John Dickman (r), of the conference.

GLENN CONDON (seated), KRMG Tulsa news editor, and Perry Ward, prog. dir., inspect the new typewriter Mr. Condon won on ABC's *Gentlemen of the Press*. He told how, as editor of the defunct New York *Vaudeville News*, he got ABC Commentator Walter Winchell to take his first daily paper job.





RADIO-TV COUNT

'50 Census Begins April 1

NATIONWIDE count of radio and television sets will get under way April 1 when 140,000 enumerators begin the biggest statistical job in the world's history—collection of the 1950 decennial census figures.

Individual stations and networks are participating in pre-census activities by carrying program material and announcements dealing with the census and designed to prepare the occupants of the nation's homes for the arrival of the enumerator.

The data collected will provide a complete statistical picture of the nation's people, dwellings and farms. More than 450 field offices of the Census Bureau are completing preparations for the decennial count, according to Frank R. Wilson, information assistant to Roy Victor Peel, new bureau director who was sworn in Thursday afternoon.

NAB sent a notice to stations Thursday advising them to avoid use of the word "census" in any private audience or set ownership studies. A suggested technique for FM set measurement, based on a formula suggested in 1948 by the FM Executive Committee, has been used in a number of cities. NAB asked stations to check up on any studies they are conducting to make certain there is no possible use of the term "census." This word, it was felt, could cause confusion in the minds of homeowners who naturally associate "census" with the government's decennial count.

Actual taking of the census is to be completed by the end of April. Population data are to be in the hands of the President by Dec. 1, and have priority in the long computation process. Radio and television set figures for the nation as a whole may be available before the yearend via the Census Bureau's sample technique but county breakdowns may not become available until early next year.

Audience contacts through broadcast and TV stations on behalf of the census already are running far into multi-million figures. Top network programs have been built around the census, references have been placed in scripts of all types and the number of announcements has run into record figures.

Seay Joins Law Firm

TEMPLE W. SEAY has joined the Washington law firm of Dow, Lohnes & Albertson the firm has announced. A former attorney for the U. S. Board of Tax Appeals, now the Tax Court of the United States, Mr. Seay also served as vice chairman of the Processing Tax Board of Review. Meredith M. Daubin will continue his association with the law firm as tax counsel.

WHAT Philadelphia increases power to 250 w on 1340 kc, and ups programming to 18½ hours daily. WHAT-FM now has continuous operation of 18½ hours per day.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, January 31	277
Number of commercials starting on networks during February	3
Number of commercials dropped from networks during February	3
Number of commercials on the four nationwide networks, February 28	277

February Additions

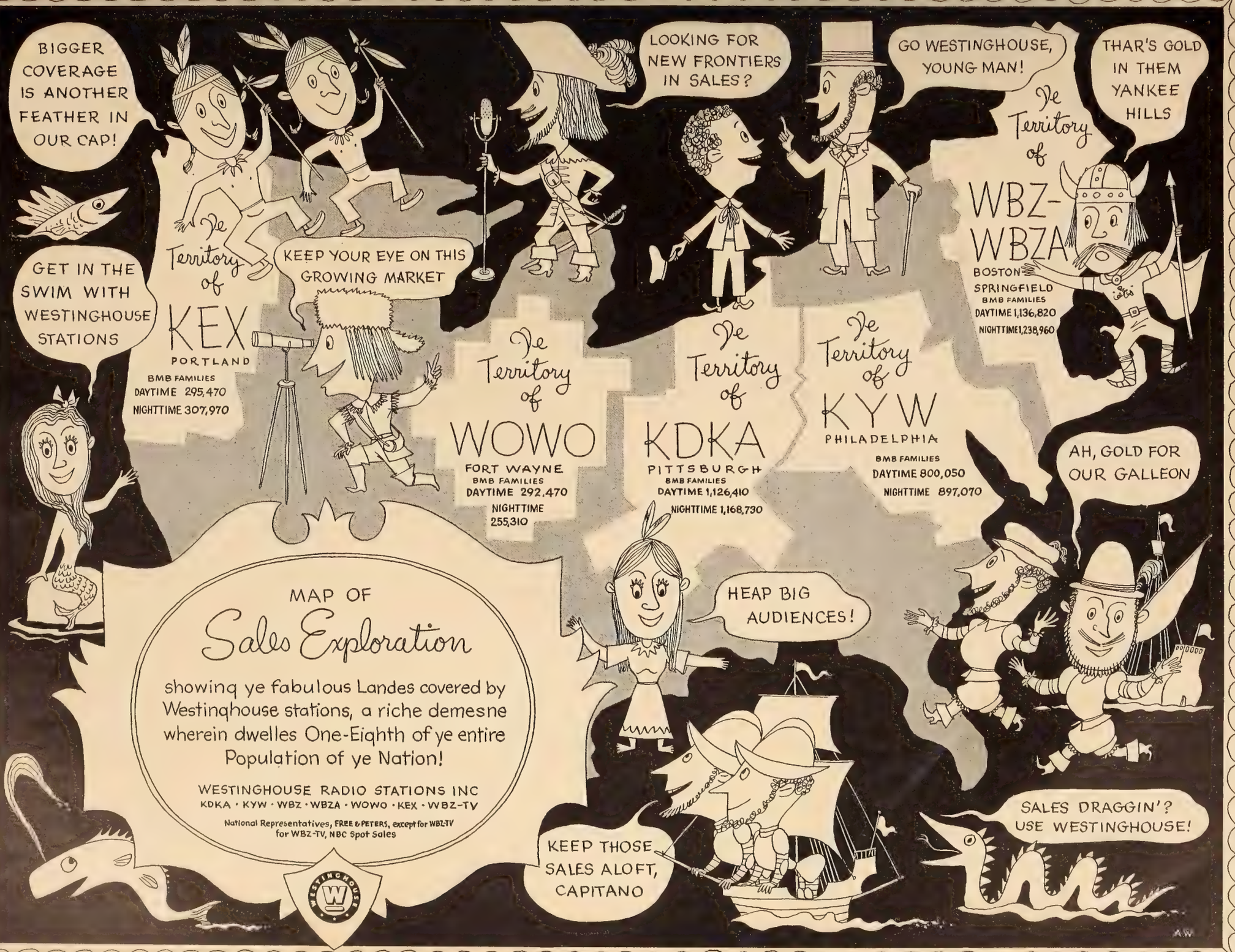
SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Bowey's Inc.	Radie Harris	MBS	Sat., 5:30-5:45 p.m.	Sorenson & Co.
Miles Labs.	Ladies Fair	MBS	Mon.-Fri., 2-2:30 p.m.	Wade Adv.
Miles Labs.	One Man's Family	NBC	Sun., 3-3:30 p.m.	Wade Adv.

February Deletions

General Mills	Sam Hayes, Night Reporter	NBC	Tues., Thurs., Sat., Sun., 10-10:15 p.m.	Knox Reeves
Fruehauf Trailer Co.	This Changing World	ABC	Sun., 3-3:15 p.m.	Zimmer-Keller
Revere Camera Co.	Date With Judy	ABC	Thurs., 8:30-9 p.m.	Roche, Williams & Cleary

February One-Timers

Ford Dealers of America	Affairs of Peter Salem	MBS	Mon., Feb. 6, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Official Detective	MBS	Tues., Feb. 7, 8:30-8:55 p.m.	J. Walter Thompson
Ford Dealers of America	Can You Top This	MBS	Wed., Feb. 8, 8-8:30 p.m.	J. Walter Thompson
Ford Dealers of America	I Love a Mystery	MBS	Fri., Feb. 10, 7:45-8 p.m.	J. Walter Thompson
Ford Dealers of America	Crime Fighters	MBS	Mon., Feb. 13 9:30-10 p.m.	J. Walter Thompson
Ford Dealers of America	Mutual Newsreel	MBS	Fri., Feb. 17, 10:15-10:30 p.m.	J. Walter Thompson
Ford Motor Co.	Blondie	ABC	Thurs., Feb. 9 & 16, 8-8:30 p.m.	J. Walter Thompson
Congress of Industrial Organizations	Speech by CIO Pres., Philip Murray	ABC	Wed. Feb. 1, 9:30-9:45 p.m.	Leon Loeb & Co.
Ford Motor Co.	Escape	CBS	Tues., Feb. 14, 9:30-10 p.m.	J. Walter Thompson
Ford Motor Co.	Lum and Abner	CBS	Wed., Feb. 15, 10:30-11 p.m.	


BIGGER COVERAGE IS ANOTHER FEATHER IN OUR CAP!
GET IN THE SWIM WITH WESTINGHOUSE STATIONS
Ye Territory of KEX
PORTLAND
BMB FAMILIES
DAYTIME 295,470
NIGHTTIME 307,970
KEEP YOUR EYE ON THIS GROWING MARKET
LOOKING FOR NEW FRONTIERS IN SALES?
Ye Territory of WOWO
FORT WAYNE
BMB FAMILIES
DAYTIME 292,470
NIGHTTIME 255,310
Ye Territory of KDKA
PITTSBURGH
BMB FAMILIES
DAYTIME 1,126,410
NIGHTTIME 1,168,730
GO WESTINGHOUSE, YOUNG MAN!
Ye Territory of KYW
PHILADELPHIA
BMB FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070
THAR'S GOLD IN THEM YANKEE HILLS
Ye Territory of WBZ-WBZA
BOSTON-SPRINGFIELD
BMB FAMILIES
DAYTIME 1,136,820
NIGHTTIME 1,238,960
AH, GOLD FOR OUR GALLEON
HEAP BIG AUDIENCES!
KEEP THOSE SALES ALOFT, CAPITANO
SALES DRAGGIN'? USE WESTINGHOUSE!
MAP OF
Sales Exploration
showing ye fabulous Landes covered by Westinghouse stations, a riche demesne wherein dwelles One-Eighth of ye entire Population of ye Nation!
WESTINGHOUSE RADIO STATIONS INC
KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, FREE & PETERS, except for WBZ-TV for WBZ-TV, NBC Spot Sales
WESTINGHOUSE

'Lightning' Impact

(Continued from page 23)

"Lightning" was excellent, 13.4% good, 33.3% fair, and 33.3% poor.

More than half (57.1%) of the advertisers said they did not think it was a good sales pitch.

BROADCASTING'S questionnaire also invited respondents to make general remarks about the film. One comment made repeatedly was that the sound and the quality of the film itself were poor.

This attitude was confirmed by members of the All-Radio Presentation Committee and the production staff of the film. Whether because of inadequacies in the film projection system, or in the film itself, or quirks of acoustics in the ballroom of the hotel where it was shown, the "Lightning" presentation in New York was undeniably not up to professional cinema projection.

A similar report of poor sound quality came from Osceola, Ark., where the picture was shown in a local theater.

Other comments ranged widely.

One agency respondent said, briefly and to the point: "Try again."

Another agency comment: "It's embarrassing."

A broadcaster said: "Write it off as a bad investment."

A station representative who thought the film good, said: "I believe the film will induce most skeptics to try a test broadcast schedule."

Another station representative, however, summed up his reaction more succinctly: "Ugh."

One advertiser said: "Wonderful job."

An agency respondent said: "Twenty-five years ago this might have meant something to the prospective advertiser. Today it's got nothing—says nothing."

A comment made by respondents in several categories was critical of the singling out of newspapers for a competitive sales talk. One agency respondent, who was otherwise favorable to the film, said: "The anti-newspaper pitch—bitter. One bad apple in a mighty appetizing barrel."

A station representative, commenting on the question as to whether the film was a useful sales tool, said: "Lacked conviction and sell. The impression it leaves is—too little, too late."

To get non-New York reactions to "Lightning," BROADCASTING queried broadcasters in other cities where the film was shown last week.

Ted Woods, manager of KOSE Osceola, Ark., said that the picture "received a cool reception in this Arkansas town of 5,000 population Wednesday, March 8."

"KOSE was host to about 75 businessmen and women at a luncheon preceding the showing in a local theatre," Mr. Woods said. "The sound was not of the best quality, and the story was slow in getting started, dragging in spots. . . . Too, many of those attending thought the newspaper angle might have been handled with a little more tact."

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., said that at the local showing, before 240 persons, "comments ran from 'best sales film I ever saw' to non-favorable toward the portion of the picture devoted to a comparison with newspapers."

"On the whole," said Mr. Lackey, "I would say the film was well received. We have secured two unsolicited contracts as a direct result of the showing. Personally I would have preferred omitting the portion attacking newspapers since ours is a small one-newspaper, one-station town. We attend the same clubs and church with the publisher and sell our time on the basis of positive results, not against the paper's failures."

'Nice Party'

Mr. Lackey said he was favorably disposed toward the film "if for no other reason (that) the picture gave us an excuse for a nice party that most everyone enjoyed."

Tony Moe, sales promotion manager of WCCO Minneapolis, said that the film was shown before the St. Paul Advertising Club on Tuesday and before the Minneapolis Advertising Club the next day and that in both cities it attracted "almost the entire club membership."

"Reactions to the film were mixed," said Mr. Moe, "and ranged from 'very good' and 'not strong enough' to the other extreme of 'unfair to newspapers'."

Julius Glass, promotion manager of WHBC Canton, Ohio, said that 63 industrialists, retailers, wholesalers and distributors were shown the film at a luncheon sponsored by the station in the Onesto Hotel, March 9. The picture made a "striking impression" in Canton, he said.

Provokes Thought

"Comments ranging from 'a thought provoking vehicle' to 'a realization of what radio does not only as an advertising medium but what it does for and means to the consumer' were among the opinions voiced," Mr. Glass said.

He reported "the general consensus was favorable."

"But more definite reactions are expected to be formulated when WHBC's sales staff make personal follow-up calls on those invited," Mr. Glass said.

Ralph Weil, general manager of WOV New York, said that at a showing of the film before a group of clients and prospects in the Italian food field the picture got a "tremendously favorable" reception.

"The film is right down our alley," Mr. Weil said. "It's especially valuable to us in our dealings with advertisers on the local level, clients and prospects to whom we want to show how radio moves products off the merchant's shelves.

"We followed the showing with a five-minute talk on the use of Italian food products in the New York market, applying the general principles of the film to the specific situation in which both we and our guests are primarily interested."

The BROADCASTING survey, conducted at the Radio Executives Club showing last Thursday, elicited a response of 309 out of about 500 total attendance. No questionnaires were distributed to the press.

The three questions asked by the BROADCASTING survey were:

(1) What was your over-all reaction to "Lightning That Talks?" To this, respondents were given a choice among four answers: excellent, good, fair and poor.

(2) Do you think it makes a convincing sales pitch for radio? The choice of replies to this was: yes and no.

(3) How does it compare with presentation of other media you have seen? Four choices in answers were offered to this: tops, better than average, run-of-mill and below standard.

A breakdown of answers appears in the tables below.

Here's The Reaction Following N. Y. Showing . . .

All Categories—Total 309 Responses

What Was Your Over-all Reaction to "Lightning That Talks"?

	Number	Total Answering
Excellent	36	11.0%
Good	100	32.8%
Fair	118	38.7%
Poor	51	16.7%
	305	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	140	51.9%
No	130	48.1%
	270	100%

How Does It Compare with Presentation of Other Media?

Tops	23	8.1%
Better Than Av.	118	41.4%
Run of Mill	114	40.0%
Below Standard	30	10.5%
	285	100%

* * *

Broadcasting Stations or Networks—Total 101 Responses

What Was Your Over-all Reaction to "Lightning That Talks"?

	Number	Total Answering
Excellent	9	9%
Good	35	35%
Fair	40	40%
Poor	16	16%
	100	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	48	53.3%
No	42	46.7%
	90	100%

How Does It Compare with Presentation of Other Media?

Tops	6	6.4%
Better Than Av.	41	43.6%
Run of Mill	25	37.2%
Below Standard	12	12.8%
	94	100%

Agencies—Total 78 Responses

What Was Your Over-all Reaction to Lightning That Talks"?

	Number	Total Answering
Excellent	8	10.5%
Good	23	30.3%
Fair	26	34.2%
Poor	19	25.0%
	76	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	33	48.5%
No	35	51.5%
	68	100%

How Does It Compare With Presentation of Other Media?

Tops	4	5.3%
Better Than Av.	31	40.8%
Run of Mill	35	46.0%
Below Standard	6	7.9%
	76	100%

* * *

Station Representatives—Total 85 Responses

What Was Your Over-all Reaction to Lightning That Talks"?

	Number	Total Answering
Excellent	11	12.9%
Good	35	41.2%
Fair	33	38.8%
Poor	6	7.1%
	85	100%

Do You Think It Makes a Convincing Pitch for Radio?

Yes	44	60.3%
No	29	39.7%
	73	100%

How Does It Compare With Presentation of Other Media?

Tops	7	9.2%
Better Than Av.	35	46.1%
Run of Mill	27	35.5%
Below Standard	7	9.2%
	76	100%

Advertisers—Total 15 Responses

What Was Your Over-all Reaction to Ligh ning That Talks"?

	Number	Total Answerin
Excellent	3	20 %
Good	2	13.4%
Fair	5	33.3%
Poor	5	33.3%
	15	100%

Do You Think It Makes a Convincing Pitch f Radio?

Yes	6	42.9%
No	8	57.1%
	14	100%

How Does It Compare With Presentation Other Media?

Tops	2	13.3%
Better Than Av.	4	26.7%
Run of Mill	5	33.3%
Below Standard	4	26.7%
	15	100%

* * *

Others—30 Total Responses

What Was Your Over-all Reaction to "Ligh ning That Talks"?

	Number	Total Answeri
Excellent	5	17.2%
Good	5	17.2%
Fair	14	48.4%
Poor	5	17.2%
	29	100%

Do You Think It Makes a Convincing Pitch Radio?

Yes	9	36 %
No	16	64 %
	25	100%

How Does It Compare With Presentation Other Media?

Tops	4	16.7%
Better Than Av.	7	29 %
Run of Mill	12	50.0%
Below Standard	1	4.2%
	24	100%

BUYS UNIVERSAL

Hogan Now Sole Owner

ARTHUR B. HOGAN, secretary-treasurer, has become sole owner of Universal Recorder Inc., Hollywood, having purchased 140,000 shares in that company from Wesley I. Dumm, his former partner. Purchase price was not revealed. Negotiations were handled by Blackburn-Hamilton Co., media broker, with the deal closed last Monday (March 6).

Capitalized at $500,000 with $250,000 issued in capital stock, Universal Recorders was established during World War II for Army work. Since that time it has greatly expanded. It is now one of the largest magnetic recording studios in the West.

With full control of the firm, Mr. Hogan plans active expansion into television, engaging in 16 and 35mm film as well as TV sound work, it was said. Mr. Hogan became financially interested in the firm in 1946, shortly after he went to California from Atlanta, Ga. In addition to owning Universal Recorders, he is also senior partner in Hogan, Price & Co., Beverly Hills, Calif., investment firm.



Mr. Hogan (seated) completes the contract in the Universal Recorders sale with approval of Mr. Dumm.

* * *

Mr. Dumm, pioneer in West Coast radio and television, will devote full time to his four San Francisco stations—KPIX (TV) KSFO and shortwave outlets KWID KWIX. He also holds the Muzak wired music franchise in that area. New officers of Universal Recorders will be elected shortly.

RICHARDS CASE

Postponement Again Denied

LAST-MINUTE petition of attorneys representing the G. A. Richards stations for postponement of the FCC hearing scheduled to open in Los Angeles today (Monday) was denied Thursday by FCC Examiner J. Fred Johnson, who will preside at the hearing. The proceedings will review news policies of Mr. Richards' stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

Examiner Johnson had previously denied an informal request for postponement [BROADCASTING, March 6].

PULSE REPORT

Jack Benny Tops Ratings

JACK BENNY led the list of most popular nighttime programs in the Pulse Inc. radio report for the Jan. 3-9—Feb. 1-7 period in eight metropolitan areas released last week.

The report was for New York, Philadelphia, Boston, Chicago, Cincinnati, Washington, Los Angeles and San Francisco.

Ratings were:

Evening	Program Av. Rating Jan. Feb.	Nov. Dec.
Jack Benny (CBS)	21.9	21.0
Lux Radio Theatre (CBS)	17.3	18.5
Walter Winchell (ABC)	14.9	15.7
Amos 'n' Andy (CBS)	14.6	15.0
Fibber McGee & Molly (NBC)	14.6	12.1
Daytime 5-a-week	**Jan. Feb.**	**Nov. Dec.**
Arthur Godfrey (CBS)	9.9	10.0
Rosemary (CBS)	8.0	8.3
Grand Slam (CBS)	7.9	8.4
Our Gal Sunday (CBS)	7.9	7.5
Ma Perkins (CBS)	7.8	7.6

Engineer Meet

(Continued from page 36)

mittee.

9-9:30 a.m. "The New Synchronizing Generator," C. L. Ellis, General Electric Co.

9:30-10 a.m. "UHF Propagation Tests at KDKA Pittsburgh," Ralph Harmon, Westinghouse Radio Stations Inc.

10-10:30 a.m. "Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique," Lucien Rawls, WSM Nashville.

10:30-11 a.m. "Theatre Television Control Facilities," Robert Bigwod, DuMont Television Network.

11-11:30 a.m. "A Miniature Condenser Microphone for Radio and TV," John K. Hilliard, Altec-Lansing Corp.

11:30-12 noon "Graphical Design of Grid Modulated Power Amplifiers for Television," John Lorber, Raytheon Mfg. Co., Waltham, Mass.

12-12:30 p.m. "Television Economics," Robin D. Compton, WOIC (TV) Washington.

LUNCHEON

12:30-2:15 p.m. Presiding, A. James Ebel, WMBD Peoria, Ill., chairman, NAB Engineering Committee.

"Television Problems," G. Emerson Markham, NAB television director.

AFTERNOON SESSION

Presiding, K. W. Pyle, KFBI Wichita, Kan., alternate member, NAB Engineering Committee.

2:30-3 p.m. "Engineering Aspects of Transit Radio," Charles Sheridan, Transit Radio Inc., Cincinnati.

3-3:30 p.m. "Facsimile, Present and Future," John V. L. Hogan, Hogan Labs.

3:30-4 p.m. "A New One KW AM Broadcast Transmitter," Lauren K. Findley, Collins Radio Co., Cedar Rapids, Iowa.

4:30-5 p.m. "Magnetic Recording Advances in 1949 and 1950," W. Earl Stewart, RCA Broadcast Audio Engineering, Camden, N. J.

5-5:30 p.m. "FCC Audio Proof of Performance Tests," George Adair, consultant.

SATURDAY, April 15

9 a.m. Presiding, Mr. McNaughten.

9-9:30 a.m. "Five KW AM Transmitter," representative of Gates Radio Co.

9:30-10 a.m. "Recording Developments," Howard Chinn, CBS.

10-10:30 a.m. "Ten Watt FM," Thane E. McConnell, Collins Radio Co.

10:30-11 a.m. "Engineers and Management," Richard P. Doherty, NAB employe-employer relations director.

11-12:30 noon. FCC-Industry Roundtable. Presiding, Stuart L. Bailey, Jansky & Bailey.

No afternoon technical session.

3 p.m. NAB Recording & Reproducing Standards Committee.

WIBW is heard most...

...where herds mean most



Out here in Kansas, herds of dairy and beef cattle mean big profits. The farmers who raise these herds prefer WIBW to any other station.

Dr. F. L. Whan's statewide interviews analyzing the Kansas Radio Audience for 1949, show WIBW the outstanding favorite in farm homes. WIBW led its nearest competitor by a 3 to 1 margin.

It's so easy to make your product first choice among these prosperous Kansas families. Just use the station that's *their* first choice—WIBW.

W I B W



SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Treaty Analyzed

(Continued from page 27)

time at Oriente. Some interference still involved.

1070 kc (KNX Los Angeles)—Not assigned under NARBA. Havana Agreement would provide for 5 kw directional at Pinar del Rio and 250 w fulltime at Camaguey.

*1080 kc (KRLD Dallas and WTIC Hartford)—Not assigned under NARBA. Havana Agreement would grant 250 w day and 100 w night at Havana, resulting in slight interference to KRLD.

*1090 kc (KTHS Hot Springs and WBAL Baltimore)—Cuba has had 250 w day at Oriente and 250 w day and 100 w night at Havana. She would have 250 w fulltime at Oriente and 250 w day and 100 w night at Los Villas, both causing some interference.

1110 kc (WBT Charlotte and KFAB Omaha)—Cuba has had 5 kw at Havana (directional at night). This would become 250 w daytimer.

*1130 kc (KWKH Shreveport and WNEW New York)—Cuba has had 250 w fulltime at Oriente, causing some interference. No change in assignment.

*1170 kc (KVOO Tulsa and WWVA Wheeling)—Cuba has had 250 w at Pinar del Rio (directional at night), with no interference indicated. New agreement would add 1 kw day and 250 w night at Oriente, causing slight interference to WWVA.

*1190 kc (WOWO Ft. Wayne and KEX Portland)—Cuba has had 5 kw at Havana, causing some interference. This would become 5 kw directional or 250 w non-directional, still resulting in some interference. Additionally, 250 w fulltime would be added at Camaguey.

1520 kc (WKBW Buffalo and KOMA Oklahoma City) — No NARBA assignment. Would be used at Havana with 250 w daytime only, or fulltime with directional.

1550 kc (no 1-B assignment in U. S.)—No NARBA asignment. Would be used at Camaguey with 500 w.

1560 kc (Cuban 1-B channel under NARBA)—Cuba has had 5 kw at Havana and 250 w at Caibarien. Havana Agreement would provide for 10 to 50 kw directional at Havana, and 250 w at Oriente.

TOTALS—As of last March 29 Cuba had 17 stations on 12 channels, with interference to U. S. stations on five channels. Under Havana Agreement, total is 23 stations on 16 channels, with interference to U. S. stations on seven.

CUBAN HIGH POWER ON REGIONAL CHANNELS

(These are the regional channels on which Cuba would have rights to use power in excess of the normally permitted 5 kw.)

550 kc—Cuba had no high-power rights under expired NARBA. Havana Agreement provides for station at Havana using 10 kw directional or 2.5 kw non-directional.

570 kc—NARBA authorized 15 kw directional at Las Villas, whereas Cuba reportedly used 10 kw. Havana Agreement would put limit at 10 kw directional, also at Las Villas.

590 kc—25 kw directional at Havana under NARBA. Unchanged by new agreement.

600 kc—10 kw directional authorized by NARBA, 1 kw used. Under new agreement Cuba would give up high-power rights on this channel.

630 kc—25 kw directional authorized by NARBA, 15 kw used. New agreement retains 25 kw directional authorization, station to be at Havana instead of Las Villas.

790 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement authorizes 10 kw directional, station to be at Havana.

910 kc—Same as 790 kc above.

920 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement provides 10 kw directional or 5 kw non-directional at Camaguey, and 1 kw at Pinar del Rio.

950 kc—10 kw directional authorized by NARBA, 5 kw used (later notification indicated use of 5 kw day and 1 kw night). New agreement provides for 10 kw directional or 2 kw non-directional, station to be at Havana.

960 kc—10 kw directional authorized by NARBA, 1 kw used. High-power rights on this channel to be relinquished.

980 kc—No high-power rights under NARBA (permitted power of 5 kw was used). New agreement provides for 10 kw directional at Havana.

1150 kc—Same as 980 kc above.

1270 kc—10 kw directional authorized by NARBA, but not used. High-power rights to be relinquished.

TOTALS — 10 channels under NARBA; 10 under new agreement.

(Directional antennas would be designed to avoid interference to U. S. stations having priority.)

NEW INTERFERENCE TO U. S. REGIONALS

(Work reportedly was still in progress on this phase of negotiations late last week. Information shown below, therefore, is tentative.)

WDBO Orlando (580 kc)—Present RSS 2.37; new limit 2.80; increase 0.43.

WSUN St. Petersburg (620 kc)—Present 2.13; new 2.70; increase 0.57.

WJAX Jacksonville (930 kc)—Present 2.61; new 2.85; increase 0.24.

WDSU New Orleans (1280 kc)—Present 2.54; new 3.10; increase 0.56.

WCOA Pensacola (1370 kc)—Information not definitely ascertained.

WCSC Charleston, S. C. (1390 kc)—Present 2.73; new 3.26; increase 0.53.

WALA Mobile (1410 kc)—Present 3.04; new 3.22; increase 0.18.

NAB NARBA Tabulation

THIS TABULATION prepared by NAB provides an at-a-glance comparison of the overall channel rights which Cuba had when NARBA expired last March 29, the final list of her demands at the Montreal conference early last winter, and the rights she will have under the agreement reached "in principle" at Havana (story page 27).

Some inconsistencies will be noted between some of the overall totals shown here and those noted with the channel-by-channel breakdown presented herewith, insofar as past (or present) Cuban operations are concerned. They apparently are due to the use of different data on this seemingly elusive subject. Thus the two analyses are not directly comparable in this respect. On the point of the tentative new agreement there is general unanimity between the two.

McNaughten Direction

The NAB table is part of an exhaustive analysis of the agreement, its background, and its effects, as prepared under the direction of Neal McNaughten, NAB engineering director. He was a member of the industry advisory delegation at the U. S.-Cuba negotiations before he was recalled 10 days ago by NAB because the official U. S. delegation failed to notify affected stations of the terms of the imminent agreement. The table:

	3-29-49	Mont. List	Hav. List
Channels involved	68	79	78
Stations	91	111	114
Cuban Stations by Province			
Pinar del Rio	9	8	10
Havana	32[1]	31	29
Matanzas	4	7	8
Las Villas	15	18	17
Camaguey	14	20	22
Oriente	21	27	28
Number of U. S. Class I-a Channels involved	4[2]	6[3]	3
U. S. I-B involved	8	14	13[4]
Regional Channels Involved	35	38	38
Regionals on which Cuba Permitted to use more than 5000 w. (All with DA)	10	9	10
Stations on Local Channels	9[5]	12	21
1-kw's on Local Channels	0	3	1
Da's involved	11	25	29
Maximum Power[6]	232.45 Kw	403.5 Kw	404.25 Kw

[1] Eight are shared-time stations.
[2] According to 1946 NARBA Interim Agreement.
[3] Does not include limited use of 1160 kc.
[4] Includes 2 daytime only.
[5] Six stations on three channels.
[6] Includes highest power listed for all alternates.

Telecasting Insert
Pull Out for Filing

NARBA Turmoil Lessens

(Continued from page 27)

increase ranges from 0.18 to 0.57 millivolts, which treaty advocates felt "is insignificant and probably could not be measured." To fight over this portion of the treaty, they maintained, would risk "undue chaotic interference to a relatively large number of stations in the entire southern, southeastern and eastern part of the U. S."

5. Interference with U. S. local channels.—Supporters of the agreement said there is only one instance of Cuban use of local channels with more than 250 w. The lone case involves 1 kw on 1340 kc. They felt "there would be no harm whatsoever to any local channel stations in the U. S."

6. Modification of U. S. operations to accommodate Cuban stations.—Such cases, it was reported, are relatively few in number." Advocates claimed one U. S. station stands to gain and that two Puerto Rican stations affected are, in any event, required to move transmitter locations because of the construction of U. S. air stations.

7. Protection to Cuban stations.—The agreement provides that certain Cuban operations be protected from interference created by future U. S. grants. Advocates felt that "in most instances this works no hardship on existing U. S. licensees and has but a minor effect on future assignments," although "in a few instances existing licensees would be handicapped in proceeding with presently planned improvements." Protection requirements imposed on Cuba would balance out, "to some extent at least," the increases in interference which the seven regionals would receive from Cuba.

Open Mike

(Continued from page 18)

every one of us, just outside our AM primary service areas, and let's do it now—summer is coming when fading and atmospherics are a source of grief to us all. In short let's plug our FM outlets and get back a return on our investments.

Joseph W. Doherty
Engineer
WTRI-FM Troy, N. Y.

LEOPARD HUNT

WKY Reports Coverage

WHEN the Oklahoma City zoo's leopard escaped from his pit a fort night ago [BROADCASTING, March 6], WKY-AM-FM-TV reports i gave the story the most intensive spot and public service coverage

WKY said thousands of calls flooded its switchboard at the time

In addition, the station's news bureau fed telephone interviews twice to NBC, three times to KRNT Des Moines, and once each to KPO San Francisco, KDKA Pittsburgh, WIOD Miami, KITI San Antonio, and KRMG Tulsa.

MARCH 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Du Mont Daytime Television *sells!*



Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

★ *low time costs!*

★ *low talent costs!*

★ *big sales results!*

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N.Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MARCH 13, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV'S RISING COSTS

Mulled at Annual Chicago Council

TELECASTERS will have to reconcile costs of television, destined to increase, with stepped up agitation by advertisers and their agencies for more and better sales effectiveness. This was the consensus of some 50 speakers at the second annual National Television Conference sponsored in Chicago last week by the city's Television Council.

More than 225 video executives met March 6-8 at the Palmer House for panel discussions and speeches on all phases of the medium. Although the cost problems were recurrent in meetings and conversation, interest centered also on:

- Lack of availabilities and adjacencies, with little prospect for relief because of the "freeze" and possible reconstruction of time slots to allow more commercial time.
- Development of a code of conduct, with emphasis on good taste, decency and dignity.
- Double-spotting, which gains added revenue for the telecaster but sets precedents in commercialism which will be hard to break.
- Original programming, outside the realm of Hollywood and New York with their high-budgeted shows and top-rated personalities, along simple lines and patterned to the local scene.
- Rapid development of daytime programming, termed the difference between making a profit and breaking even.
- Need for comprehensive TV measurements in coverage, sponsor-identification and impact.
- Establishment of uniform standards, technical and production, among stations, with special reference to TV film producers who find requirements incompatible.
- More intimate knowledge among agencies, stations and clients about how to move goods from shelves.

Costs were surveyed from every angle, but conferees were most concerned about the average or small budget advertiser who finds TV's doors closed because of prices.

★

Spots and participations, at this point, seem to be his only out, many speakers agreed. Station men agreed also that there is not much of an actual sales problem, but profitable sales are hard to achieve. Progress has been made, but little profit.

Advertisers, realigning and scrutinizing budgets, want to correlate more effectively expenditures with results. Merchandising, a necessary follow-up to video advertising, is an extra heavy expense item.

Some suggestions for the future which came out of the conference: (1) purchase of the coaxial cable by the networks on a spot basis, when needed; (2) shift to mood and suggestion selling in commercials; (3) installation of TV film networks; (4) exploitation of side rights, to defray expenses of TV production; (5) cut back of AM costs on networks so that the money differential can be allocated to TV; (6) large-screen TV, with 30-inch screens in the home and theatre TV, and networking with programming different from that seen in the home.

Maintenance of quality programs is video's first need, in the opinion of John B. McLaughlin, advertising and sales promotion manager of Kraft Foods Co., Chicago, a keynote speaker at the opening luncheon.

"More important in maintaining the industry," Mr. McLaughlin said, "is whether spot advertisers are to be allowed to coast along in the wake of large commercial sponsors and reap benefits they don't pay for. Often, because of his greatly lowered time cost, the spot buyer can spend more money on dramatic commercials than we can. He really gets a greater impact on

AGENCY BILLINGS

11 Exceed $1 Million in '49

By FLORENCE SMALL

ELEVEN advertising agencies in New York registered television network billings, including time, talent and production costs, of more than $1 million during 1949, with one agency tabulating as high as $8 million and three others exceeding $3 million.

These were the salient facts uncovered in a special survey by TELECASTING last week.

Basing its figures on both production (including talent) and time costs, TELECASTING learned that the lead agency by a wide margin is J. Walter Thompson Co. Its $8 million outlay outstrips by $3 million its two closest competitors, Young & Rubicam and Kudner Agency, both of which had yearly totals of $5 million.

William Esty ranks third in annual television expenditures with $3 million followed by Cunningham & Walsh (then Newell-Emmett) with $2,800,000 spent in 1949.

Those New York agencies which spent more than $1 million but less than $3 million for television billing in 1949 are Lennen & Mitchell, $2 million; McCann-Erickson, $2 million; Benton & Bowles, $1,700,000; N. W. Ayer, $1,500,000; Campbell-Ewald, $1 million and Kenyon & Eckhart, $1 million.

J. Walter Thompson's production costs for 1949 were approximately $5 million for the following shows: *Tournament of Champions, International Boxing Club, Through the Crystal Ball, Kay Kyser's College of Musical Knowledge, The Clock, Auction-Aire, Kraft Television Theatre, Kukla, Fran & Ollie, Dione Lucas,* and *The Hartmans.*

Young & Rubicam devoted an estimated $2,500,000 to production costs for the following shows: *Bigelow Show,* Phil Silvers *Arrow Show, The Fred Waring Show, Author meets the Critics, The Meredith Willson Show, The Goldbergs, Paul Whiteman Goodyear Revue, We, the People, Arthur Godfrey's Talent Scouts, Gulf Road Show* with Bob Smith, *Silver Theatre* and *Crusade in Europe.*

Kudner Agency allocated an estimated $2,500,000 for production costs of the following programs: *Martin Kane, Private Eye, Texaco Star Theatre,* Opening Night at the Metropolitan Opera, *Fireball Fun for All, Stop the Music, Admiral Broadway Revue.*

William Esty's Costs

William Esty & Co. designated an estimated $1,500,000 to production costs for the following: *The Colgate Theatre,* Golden Gloves Boxing, Madison Square Garden, *Man Against Crime, Camel Sports Caravan, Camel Newsreel* and the International Finals of the Golden Gloves.

Cunningham & Walsh spent an estimated $1,700,000 for production costs on the following: *Arthur Godfrey and His Friends, Chesterfield Supper Club,* and *The Dog Show.*

Lennen & Mitchell allotted an estimated $1 million for production costs on the following: *Original Amateur Hour* and *Stop the Music.*

McCann-Erickson expended an estimated $1 million in production for the following 1949 shows: Roller Derby, *Greatest Fights of the Century,* Navy-Notre Dame Game, U. S. Army Championship Boxing Bouts, *The Wayne King Show, The Swift Show* and *Studio One.*

Benton & Bowles outlayed an estimated $850,000 in production costs for the following: *This is Show Business, Who Said That, Meet The Press* and *Mama.*

N. W. Ayer spent approximately $750,000 for production costs on the following: *Your Showtime,* football games, *Singing Lady* and *Kukla, Fran & Ollie.*

Campbell-Ewald production costs during 1949 were an estimated $500,000 for the following programs: *Inside USA,* football games, *Chevrolet Teletheatre, Chevrolet on Broadway,* and Roller Derby.

Kenyon & Eckhardt, expended approximately $600,000 in production for: United Nations, *Toast of The Town* and *Ford Theatre.*

The breakdown of the relation between production and time costs would seem to indicate that during most of 1949 television tended toward the broad economic philosophy of radio wherein time and production incline generally to equal each other. However, toward the latter part of the year and early in 1950 production costs rose, and are rising, according to agency sources in a ratio of three to one, with production costs almost tripling the cost of time.

IN THIS TELECASTING . . .

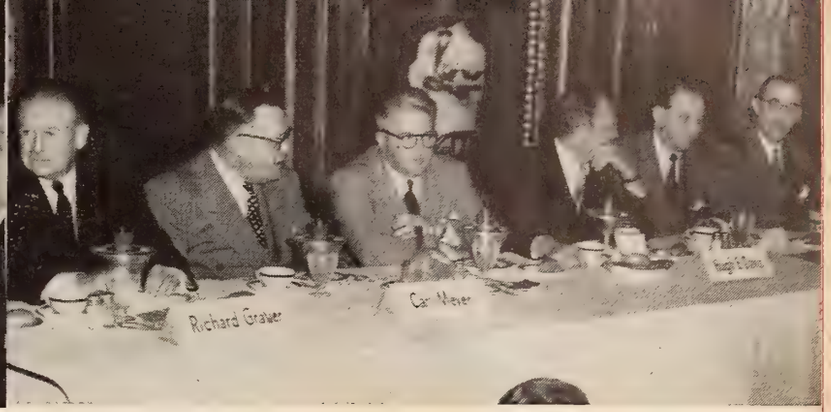
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Interconnection Question Still Unsettled . . . 11

DEPARTMENTS

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AMONG those attending Monday night's TV conference banquet were (l to r): Reynold Kraft, Paul H. Raymer Co., New York; John McPartlin, WNBQ (TV) Chicago sales manager; Robert D. Swezey, WDSU-TV New Orleans; Joy Shepard, WGN-TV Chicago; I. E. Showerman, NBC vice president, Chicago; Jack Russell, Mutual Entertainment Agency; Jules Herbeveaux, WNBQ manager; Earl Thomas, TV Inc., New York



THIS head table group at the Chicago Television Conference luncheon Tuesday includes (l to r) Richard Graver, vice president, Admiral Corp.; Carl J. Meyers, chief engineer, WGN Inc., Chicago; Robert J. Burton, vice president, BMI; Hugh Davis, executive vice president, Foote, Cone & Belding, Chicago; J. A. Frye, Stromberg Carlson, and E. Y. Flanigan, general manager of WSPD-TV Toledo.

* * *

our audiences than we do. At the moment they are spending their money more wisely than we are. This problem is even more serious in TV than it ever was in radio, where it is no longer profitable to carry a one-hour show."

Tracing Kraft's TV history, Mr. McLaughlin said his firm in 1948 spent $1 for every TV set in the U. S. Early in '49, this went down to 50c, and to 28c late in the year. His 1950 estimate—between 15 and 18c. "That represents real progress," he said.

Denny for McConnell

Charles R. Denny Jr., NBC executive vice president, substituted for President Joseph H. McConnell in delivering the second keynote speech. Outlining TV's dimensions, Mr. Denny said the audience today which sees one dramatic TV performance outnumbers all those who see all of Broadway's dramas in an entire season. Chicago TV circulation is double that of *Life* magazine, he pointed out.

New concepts of programming, as in the "Chicago approach," were defined by Ted Mills, executive TV producer at NBC Chicago, and Beulah Zachary, producer of NBC's *Kukla, Fran & Ollie*. The panel was conducted by Fred Killian, program director, ABC-TV Chicago, who introduced also Fred Bolton, art director, J. Walter Thompson Co., and Steve Hatos, manager of James L. Saphier Talent Agency, both Chicago.

Mr. Mills, producer of *Garroway at Large*, said: "Whatever good things are coming out of Chicago are good because we are poor financially. This forces us into production and conception techniques which can make our lack of money a blessing, and these things apply to stations anywhere outside New York and Hollywood."

Color came in for a hearing at the Tuesday luncheon, when NBC Chicago Commentator Clifton Utley sparked discussion by Martin Codel, editor of a Washington newsletter, *Television Digest and FM Reports*, Richard Graver, vice president, Admiral Corp.; Carl Meyers, chief engineer, WGN-TV Chicago, and J. Hugh E. Davis, executive vice president, Foote, Cone & Belding.

Color Question

Mr. Utley read messages to conferees from color experts. President R. C. Cosgrove of the Radio Mfrs. Assn. reaffirmed the group's position that color is not ready. Sen. Edwin C. Johnson decried the "pessimistic approach and reluctance to push forward." Programwise, color TV won't cost a nickel more, and the impact will be 10 to 1 over black-and-white. Color television is a commercial reality today, he charged.

RCA President Frank Folsom pointed up the "little or no effect" color talk has had on black-and-white set sales. CBS President Frank Stanton said color TV is an "accomplished fact, irrespective of FCC hearings." Dr. Allen B. DuMont of DuMont Labs, said that because of the incompatibility of the CBS system, introduction would cause a turmoil. RCA and Color Television Inc., in his opinion, have promise for future developments.

Color has been delayed because (1) almost no one can afford to broadcast color on a substantial scale, and (2) even if it were perfected and ready, it would come slowly because gadgets would be needed for reception and transmission, according to Mr. Codel. It will be a long time before advertisers think it worth while. Nobody's color is ready or even in early prospect, he said. "To promise color any time soon might stymie progress being made in black-and-white.

"Compatibility is the key, because you can't build a new audience from scratch. Colorcasts must be received on the black-and-white sets."

Admiral Position

Admiral favors compatibility, Mr. Graver asserted. When asked about possible costs, he said it depends on the additional number of tubes needed, the picture tube and the expensive cabinet. Color sets may cost "several hundred dollars more" than black-and-white. "There is no evidence of color hampering in any way the keen desire for black-and-white sets today. The industry can't and isn't meeting current demand. Customers mention color but are not waiting for it," he said.

Mr. Meyers of WGN-TV charged CBS with making no progress in its color system since 1940, and said RCA and CTI have made great progress since October. He pointed out that there are 170 lines in the CBS picture, 230 CTI, and 250 RCA, with 275 lines now used in black-and-white transmission.

Film must get the quality of live shows, and will be under a stigma until then, George Harvey, president of the Chicago Television Council, said at the Wednesday luncheon when introducing Russ Johnston, vice president of Jerry Fairbanks Films, New York.

Coverage vs. Costs

Sooner or later we will have to measure TV as any other medium, Mr. Johnston said, referring to coverage, sponsor identification and impressions, all of which will be related to cost.

Shows without an element of immediacy can be circulated on film to avoid high cable costs, he said.

He outlined the firm's new Multicam system, with motion pictures being shot by multiple cameras synchronized to a sound track and an optical system which follows the focus. "We have the flexibility of an electronic camera, can take long, medium and close shots at the same time, and can film a half hour show in a half hour."

Gil Berry, western sales manager for DuMont TV Network, read a speech slated to be given by Chris Witting, general manager of the network. He pointed out that

(Continued on Telecasting 12)

ATTENTION getter in this conference banquet group is Thomas L. Rowe (r), chief engineer, WLS Chicago. Others are (l to r) Chuck Gay, TV director, Kircher, Helton & Collett Agency, Dayton, Ohio; J. Leonard Reinsch, managing director, WSB-TV Atlanta; Glenn Snyder, vice president, WLS Chicago.



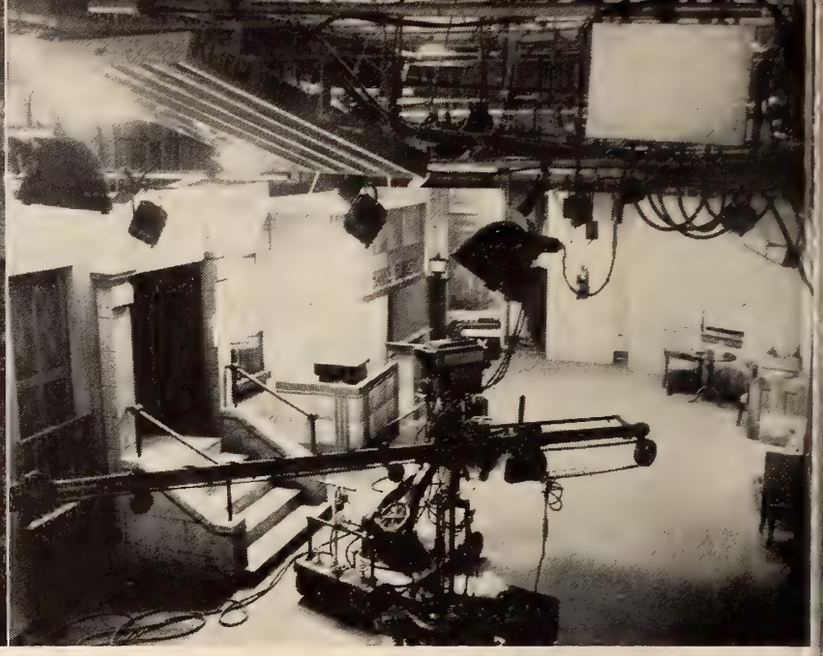
AMONG guests at the head table at the TV conference banquet are (l to r): Judge Justin Miller, NAB president; Mayor Martin Kennelly of Chicago; George Harvey, WGN-TV Chicago sales manager and president of Chicago TV Council, and Herb Graffis, toastmaster and Chicago *Sun-Times* columnist.



GENERAL MANAGER Harry Bannister (r) of WWJ Detroit discusses a point at Monday's banquet with (l to r) Benedict Gimbel Jr., president, WIP Philadelphia; William A. McGuineas, WGN-TV Chicago, commercial manager, and Kay Lucke, Chicago. Over 225 attended the CTC sessions.







Telefile:

TWO LARGEST studios at ABC's Television Center are (left photo) TV-1, measuring 100 by 100 feet with a 45-foot ceiling, and (right) TV-4, which is 34 by 62 feet.

Good Local Programming for New York, Plus Service As the ABC-TV Key, Is the Dual Role of WJZ-TV

IN THE 18 months since New York's Mayor William O'Dwyer welcomed WJZ-TV to the air (for the benefit of TV historians, the date was Aug. 10, 1948), it has served a two-fold function. That of originating a general program service for the nationwide audience of the ABC video network which it serves as key station and of providing good local programming for its own viewers in the New York metropolitan area.

Actually, there has been little conflict between the two sides of this dual service, according to Murray B. Grabhorn, ABC vice president and general manager of WJZ-AM-TV. "If we create a program of network quality—and we have to if we're going to compete successfully for the New York television audience with the six other TV stations on the air here—it would make little sense to put it on the air here in New York but to withhold it from the rest of the network," he said.

WJZ-TV's local operation is completely integrated with that of the ABC-TV network. There is only one employe whose salary is charged exclusively to WJZ-TV, Harold Day, who serves as liaison between the program department and the spot and local salesmen. This sales staff serves not only the five TV stations owned by ABC but its AM stations as well, differing from network sales, where AM and TV are separated and a salesman handles one or the other but not both.

"The reason for different procedures for network sales and spot and local sales, is really very simple," Mr. Grabhorn explained. "The network salesman is normally presenting a plan to a client, a particular program which fits into or can be made the basis of a complete advertising campaign for a particular product. That's creative selling, and if the salesman tried to work in two media at once, he'd be selling against himself.

"It's different in the spot and local level; here selling is competitive not creative. When an agency starts to buy spots the nature of the campaign is set; the salesman's job is to deliver information about rates and availabilities and to try to get his stations on the list. Since the same timebuyer usually buys both radio and TV, our experience has been that having the same salesman for both is more effective than assigning different men to AM and TV. We tried that, but it didn't work."

Although other sales executives may not agree with this theory, it's hard to quarrel with its results. ABC-TV's spot and local sales in the opening months of 1950 are running about three times the volume of the same months of 1949, with a substantial month-to-month increase, Mr. Grabhorn reported.

WJZ-TV's nighttime announcements are completely sold out, even the sign-on and sign-off, he stated. The station's daytime operation, which is entirely local in contrast to the evening hours which are largely devoted to network programming, is "away in the black," he reported, with revenue substantially higher than operating expenses and gaining every month.

The WJZ-TV daytime operation, which was launched last May, is made up of two programs, *Market Melodies*, a women's participation show, 2-4 p.m., and *TV Telephone Game*, a video bingo type show, 4-4:30 p.m. Both are telecast Wednesday through Saturday (WJZ-TV is not on the air Monday and Tuesday).

* * *

FOUR of the five advertisers who started with *Market Melodies* are still on its sponsor list, which has now expanded. They are Stahl-Meyer (meats), Hills Brothers (Dromedary Mix), Brooklyn Union Gas Co. (ranges, refrigerators), Snow Corp Marketers (frozen orange juice). The only original sponsor to drop out was Foremost Dairies (ice cream), a hot weather advertiser who contracted for a summer campaign only.

The fact that these accounts continue to sponsor *Market Melodies* at a cost of roughly $500 a week indicates that the program must be doing a satisfactory sales job. More specifically, WJZ-TV cites such direct sales results as 284 orders from one announcement of a $15 reconditioned vacuum cleaner; over 700 sales of a $2.95 set of Christmas tree ornaments from five announcements; over 300 sales of a $1 set of toy balloons from one announcement; an average of $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher.

Outstanding success of the *Telephone Game*, which averages 1,000 calls a day, is for Swift & Co., one of its four sponsors. Swift gives the program entire credit for opening up the New York market for its peanut butter, reporting that sales have mounted so steadily the company has had to appoint two additional brokers to handle the new retail accounts.

Last fall WJZ-TV experimented with a pre-Christmas *Holiday Hints* series, Friday evening half-hour telecast demonstrations of holiday gift or service ideas, presented by Anne Russell and Walter Herlihy, co-conductors of *Market Melodies*. This series of straight commercial demonstrations and sales talks, without any entertainment in the usual sense, was so successful that the station is planning to repeat it this year, possibly for other holidays as well as Christmas.

The Fitzgeralds, veteran radio husband-and-wife "breakfast table" team, do two half-hour shows a week on WJZ-TV in the early evening hours and are numbered among the station's "sold out" local programs. A similar happy fate is anticipated for the *Ray Heatherton* Show, a sidewalk superintendent program filmed at various spots around New York, which recently has been added to the WJZ-TV early evening schedule.

These programs, plus most of the station's network originations, are telecast from the ABC Television Center, three connecting buildings on West 66th St., just



ABC PRESIDENT Robert E. Kintner (l) shakes hands with William Zeckendorf, now a member of the network's board of directors and also a president of Webb & Knapp, following completion of the ABC acquisition of its Television Center. Webb & Knapp handled the real estate deal.

off Central Park. Five live studios, the largest 100 feet square with a 45-foot ceiling, a film projection room, paint and carpentry shops, scenery warehouses and prop storerooms, film laboratory, kinescope recording room, plus offices, dressing rooms, etc., occupy more than two million cubic feet of space.

By housing all the various elements needed for a video program together, the Center saves time and manpower, eliminates warehouse and trucking charges and altogether lowers production costs by 20% to 25%, say ABC executives, who expect this saving to swing many top video programs to ABC in preference to other TV networks. Two theatres, the Ritz and the 58th St. Playhouse, accommodate programs with studio audiences. There also are two mobile units for remote pickups.

Equipment includes 18 studio cameras (one mounted on a Houston crane), six field cameras, seven microphone booms, four film cameras, six motion picture projectors (two 35mm, four 16mm), two microwave units, four video recorders. All of the equipment is RCA except for three DuMont studio cameras.

The WJZ-TV transmitter, an RCA TT 5A 5 kw unit, was transferred last month from its original location on the 43d floor of the Pierre Hotel to the 85th floor of the Empire State Bldg. In moving the transmitter 26 blocks, downtown, and that much farther from the ABC-TV Center, the station more than doubled the height of its transmitting antenna.

* * *

ABOUT 300 persons work for WJZ-TV and the ABC network in New York, including some 60 engineers and technicians, 80 in programming and six in sales, plus about 150 assigned to TV duties in continuity acceptance, news, publicity, accounting, and other departments of the network organization.

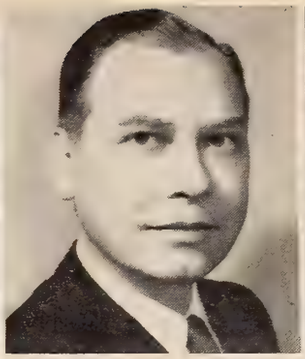
Top executives include Mr. Grabhorn; Clarence L. Doty, sales manager of WJZ-AM-TV; Frank Marx, ABC vice president and chief engineer of WJZ-TV; Alexander Stronach, ABC's national director of television program operations and program manager of WJZ-TV.

Facilities of WJZ-TV and the ABC video operation in New York have cost the network some $3,700,000 of a total of $8,500,000 capital investment in video plant and equipment in Detroit, Chicago, Los Angeles, and San Francisco as well as New York. Amortization of this sum, plus heavy operating costs which the network's TV revenue does not yet offset, caused ABC last fall to cut the air time of WJZ-TV from seven to five days a week, coincidentally dropping some of the network's more expensive sustaining programs.

Robert Kintner, ABC president, said at that time that the curtailment was a temporary expedient to allow ABC to strengthen its video programming on the other five nights without unduly tapping the network's resources. ABC's net revenue for the first nine months of 1949 showed a net loss of several hundred thousand dollars, attributable to expenditures for TV. Even with the curtailed schedule, Mr. Kintner said that the network was spending at the rate of $1,200,000 a year for TV sustaining shows.



Mr. STRONACH



Mr. DOTY



Mr. GRABHORN



Mr. MARX

WJZ-TV's current five-day, 33-hour weekly program schedule may be divided a number of ways; 12¾ hours of local programs and 20¼ hours of network shows; 29¼ hours of live program and 3¾ hours of films, including two hours of kinescope recordings of programs originating at other ABC TV stations; 18 hours and 55 minutes of commercial programs, including 11 hours of local participation shows but omitting WJZ-TV's extensive line-up of sponsored spots, and 14 hours and 5 minutes of sustainers.

Roughly classified into program types, the WJZ-TV schedule for the week of February 12-18 contained: 2½ hours of kid shows, 1½ hours of comedy, 1½ hours of drama, 7¼ hours of sports (chiefly the Roller Derby), 5 hours of quiz shows, 3 hours of musical variety, 8 hours of *Market Melodies*, 3¼ hours of talk program (discussions, forums, interviews, etc.), 30 minutes of documentary and 30 minutes of religious programming.

* * *

THE list of outstanding programs WJZ-TV has originated for the ABC-TV network begins with the all-star variety show from New York's Palace Theater, the Mecca of vaudeville, which inaugurated the station's program service on Aug. 10, 1948.

On election night, WJZ-TV fed returns to the network under the sponsorship of Kaiser-Frazer Sales Co., with commentaries by Walter Winchell, Drew Pearson and the rest of the ABC news corps, aided by George Gallup who, as the evening wore on, swallowed his own predictions in full view of the ABC-TV audience. Later that month, WJZ-TV telecast the opening of the opera season at the New York Metropolitan Opera House, covering the full performance of Verdi's "Otello" plus between-the-act interviews with opera stars and notables from the audience. This opera telecast, a first in video history, was sponsored by the Texas Co., which repeated its sponsorship of ABC telecast opera a year later at the Met's 1949 opening.

In the sports realm, WJZ-TV early realized the viewing appeal of the Roller Derby's fast, furious, and frantic action, and for the second year is feeding an hour or more of this sport to the network most weekday nights, with Blatz Brewing Co., Chesebrough Mfg. Co. and Chevrolet Dealers Assn. currently sponsoring these programs.

Another notable WJZ-TV network origination is the video version of *Stop the Music*, mystery melody jackpot program, sponsored by Admiral Corp. and P. Lorillard Co. Paul Whiteman's variety show for Goodyear Tire & Rubber Co. and Kellogg's *Singing Lady* series are other top ABC TV shows fed to the network by WJZ-TV.

The World War II documentary film series, *Crusade in Europe*, first telecast from WJZ-TV to the network with Time Inc. as sponsor is now being repeated as a local series on WJZ-TV and other ABC video affiliate stations. Bowery Savings Bank is sponsoring this second run on WJZ-TV.

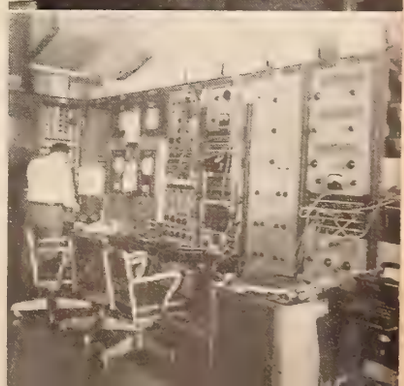
WJZ-TV operates on Channel 7. Its base rate for an hour of Class A time (7-10:30 p.m., Monday through Saturday, 6-10:30 p.m., Sunday) is $2,000. For an hour of Class B time (5-7 p.m., Monday through Saturday; 10:30-11 p.m., Monday through Sunday; 1-6 p.m., Sunday) the base rate is $1,500. The Class C rate (all other time) is $750 an hour. Discounts run from 2½% for 13 or more broadcasts to 20% for 260 or more.

While its primary role will always be that of a network key station. WJZ-TV will continue to expand its local operations, particularly in the daytime hours.

"Programs such as *Market Melodies* have clearly demonstrated that television fits into the retail sales picture in a way that radio never has," Mr. Grabhorn said, reporting that plans are nearing completion for a new daytime program to be sponsored by a New York department store. "We do not plan on all-day sustaining programming," he added, "but we do expect to expand our daytime operations as we find programs that will fill a need for our viewers and our sponsors."

* * *





INTEGRAL parts of Television Center are (top photo) the film laboratory, several rooms in a special section of the basement area which have been set apart for film editing, storage, kinescope recording, etc., and (lower photo) the master control from which all ABC telecasts are controlled.

FLORIDA FIRM

Pelican Productions Formed

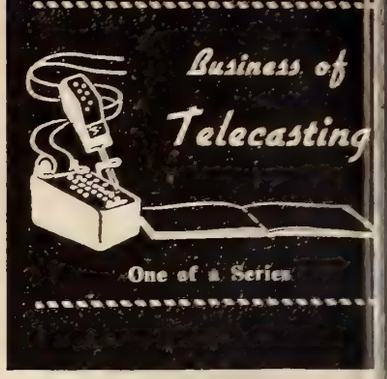
ORGANIZATION of Pelican Productions, firm specializing in filming sporting events in Florida for television use, has been announced. The firm's address is P. O. Box 839, St. Petersburg, Fla.

Officers are Phillip Dana Boose, president; Lyman E. Rogers, vice president; Raymond I. Whitely, secretary and treasurer. Mr. Boose has been in television and radio in Philadelphia and the New Jersey area. Prior to that, he was a sportscaster for WTSP St. Petersburg.

Tavern TV Ban

BAN on the use of television in city taverns and off-sale liquor establishments was voted by a split ballot of three to two by the Duluth City Council last Monday (March 6).

Hurry, Hurry . . . Television Has Its Own Big Top



It's 'Super-Circus' For Canada Dry

By JANE PINKERTON

APTLY NAMED is *Super Circus*, for it begins with super audiences and ends with super sales. Such is the conviction of ABC television, the Canada Dry Ginger Ale Co., New York, and J. M. Mathes Agency, New York.

Sponsored by Canada Dry on the network from Chicago each Sunday since last April, *Super Circus* occupies a five-ring stage in the minds of network, agency and client personnel. The format lends itself to successful merchandising tie-ins with retailers, gives distributors a conversational subject with a universal, family appeal, and proves that video cameras are adroit enough to catch the multifarious maneuverings of 40 dogs and three trained seals at one time.

The hour-long (4 to 5 p.m. CST) show, presenting only circus performers conditioned to big-top operations, is a blend of skillful direction, a sawdust and tent atmosphere, unpredictable animals, blatant band music and a beautiful girl. All these add up to entertainment popularity and more and more Canada Dry sales. Bubbling is the byword.

Although *Super Circus* originated at WENR-TV Chicago for the network Sept. 17, 1948, it remained unsponsored until April of last year, when the beverage firm decided to try a medium new to the soft drink industry. ABC signed Canada Dry for the first half hour and conducted in March what is believed to be the industry's first closed circuit TV meeting.

Canada Dry President Roy W. Moore; William M. Collings, vice president in charge of company-owned operations; William S. Brown, vice president and advertising manager; and Ralph O. Nims, manager of the sales and merchandising department, spoke directly to regional and district personnel in the eight cities originally comprising the ABC-TV network. Mr. Moore and Charles C. Barry, ABC vice president in charge of TV, outlined the firm's promotion and sales plans for the circus show.

That initial 13-week contract has been renewed three times, and J. M. Mathes officials hope to continue sponsorship indefinitely.

Phil Patton and Greg Garrison, producer and director, have worked together as a team on the circus epic since it went commercial. Mr. Patton began working for ABC Chicago on a freelance basis (he used to do *Ladies Be Seated* on AM), and recently was named executive producer for ABC television there. He and Mr. Garrison also produced the televersion of *Ladies Be Seated* with Tom Moore, telecast as a sustainer on the network for 10 weeks early last year.

They coordinate duties of 34 persons, excluding talent, at ABC's Civic Studio, the former Chicago Civic Theatre, in the Civic Opera Bldg. It is on the western fringe of the loop at the Chicago River. The 34 men and women assigned include—on stage and in the control room—eight stage hands, two floor managers (Grover Allen and John Fitzpatrick), Assistant Director Dick Ortner, three cameramen, a dolly pusher, two microphone boom operators, an audio engineer, Technical Director Frank Koerner, two video control operators and a switcher.

Working in the Penthouse Studio atop the building are a man for slides, a girl giving slide cues, technical director, switcher and video control operator. These are in addition to two girls for inside and outside props, a girl who selects children for special stunts, Scene Designer John Boyt, Artist Robert Moak, Makeup Artist Carol Castle and Dan Schiffman, author of children's stunts.

Mr. Patton supervises overall production and auditions most of the acts. Mr. Garrison takes over in the control room and handles rehearsals. Originator and owner of the package *Stand by for Crime*, formerly telecast via ABC, he was a motion picture producer and writer and studio production director at WFIL-TV Philadelphia. In 1947, Greg Garrison, then scarcely 24 years old, directed the ABC portion of both national political conventions for the Republicans and Democrats.

TELEVISION has proved such a happy medium for Canada Dry that the firm plans soon to expand its present 16-station network to include St. Louis and Milwaukee. Canada Dry's first year has been "a very exciting one, and a profitable one from the standpoint of experience and actual leadership. We are the only beverage sponsoring a network program, and we consider that important," said Read H. Wight, radio and television director for Mathes agency.

Canada Dry has used radio every year of the 16 it has been in business, buying shows such as *Jack*

* * *



BLONDE AND BEAUTEOUS Mary Hartline, bandleader who doubles on the trumpet, relaxes backstage with Cliffy the Clown (Cliff Soubier). In the background are (l to r): James L. Stirton, general manager of ABC's Central Division; Horst W. Roder, manager of Canada Dry's Chicago division; Ringmaster Claude Kirchner, and Allen R. Schaedel, regional manager for Canada Dry.

Benny, Information Please and *Meredith Willson*. The first TV experiment took place about two years ago when *Sports Sparkles*, minute films about sports, was telecast in Syracuse and Milwaukee for franchised bottlers. Although the company maintains 29 of its own plants, it also issues bottling franchises to more than 90 local firms.

Super Circus time charges are paid for by the parent company in company-owned distribution areas. In other non-company plant markets, the local bottler chips in on time costs. Talent and production fees are absorbed by the national company. Its weekly share of costs adds up to less than $5,000, including time charges.

The company is thus spending about $250,000 of a reported $3 million advertising budget on its network television show. Most of the media allocations go to local rather than national advertising, however, because of the need to merchandise locally to build mass market sales with direct deliveries. This is why stress is placed on the local franchise-holder, the distributor and the salesman. "Because Canada Dry salesmen go into retail outlets more than most other salesmen, we have a fine talking point with *Super Circus*," Mr. Wight explained.

Super Circus is bolstering the sponsor's three-way objectives to create and develop mass markets for ginger ale, sparkling water and its other products, Spur Cola and Hi-Spot. It reportedly now has about 20% of the ginger ale business in the country. Working on a 50-50 arrangement with bottlers, Canada Dry gives them promotion packets at cost, including transcribed radio commercials. TV spots are aired occasionally, but usually only in areas out of *Super Circus* range.

* * *

A CRASH of Cliffy the Clown through a paper hoop announces the opening of *Super Circus*, as the 18-piece band blares and Ringmaster Claude Kirchner steps to the center of the stage. From there, for an hour, he introduces the acts, smooths over gaps when donkeys balk at coming on stage and intrigues children in the studio with his long red coat and white, fitted trousers.

Five acts, ranging from four to 14 minutes, are packed tightly into a fast format that includes several band selections, kid stunts, clown routines and commercials. As the first half closes at 4:29:40, Mr. Garrison and his staff have 20 seconds before the second portion to reset the large stage, remove commercial props for the sustaining period, open the traveler, set the band, get a new hoop for the clown and set the cameras.



IT'S NOTHING UNUSUAL for 500 adults, who *must* be accompanied by children, to stand along Chicago's Wacker Drive outside ABC's Civic Studio waiting to fight the battle of seats for *Super Circus*.

* * *

The kid stunts have from four to eight children vying in foot races, balloon-punching contests and pie-eating clashes. The winner gets a dollar, and non-winners —usually elated about their fate— dip eagerly into fish bowls filled with pennies. They keep whatever they can carry away.

The same conviviality and informality applies to commercials, which have been acted by Charlie Flynn since the show started. He wears a tight-jacketed bus boy outfit, wandering in and out of the studio audience where he passes out free bottles of ginger ale. Up on stage, he delivers a casual but solid-sell commercial.

To get a tighter and better camera closeup on the commercial, which is always live, Canada Dry redesigned a bottle label for video use only, removing small and extraneous printed matter to avoid fuzziness.

Acts are booked two or three weeks in advance, usually through two Chicago agents. Price ranges up to $500, which was paid for Tom Pack and his herd of four baby elephants. Most performers (there have been as many as 15 persons in one act) have never played night club dates, and all have been circus headliners. Many work the show between circus and winter dates.

Along with magicians, trampoline artists, sword swallowers and tumblers have been a menagerie of animals — universally popular. At least one animal act is booked for each show. Animals, because of their inability to take coaching, often provide comic relief to an already funny show. Animal stories in *Super Circus*' private collection include gags about the chimpanzee that threw a bicycle at the bandleader, a four-minute hole filled with music because a jackass refused to come on stage, the seal that played "How Dry I Am" (not at the sponsor's request) on a horn combination, and the dog (in a troupe of 40 frantic hounds) who sauntered up to a prop fire plug and was ready to sanction same when the screen blacked out and cameras switched.

Thousands of irate viewers wrote in after seeing Umbangi, the Hollywood "gorilla," race across stage, clamber up the back of a dolly pusher into the lens of the camera and tear off through the audience. In the excitement, they hadn't heard Umbangi identified as the best gorilla impersonator in Hollywood.

As a joke on a band man, Director Garrison rented a skunk for $7.50, thinking this was a new low in expenses. In two days of rehearsal, the skunk (deodorized) bit Star Mary Hartline, a property girl and the assistant director. Doctor bills cost $25, and a stuffed skunk was finally used. Total cost —$32.50.

Three cameras are spotted in the studio, one on stage right, one in front of center stage on a platform extension into the audience (permitting dollying in and out), and a third at the back of the 860-seat house. For trapeze acts performing as high as 60 feet, the rear cameraman sits on the floor and shoots almost straight up with a wide angle lens. A Zoomar for extreme closeups was used for the first time in January and is used consistently now.

Elephants and camels are the largest in the circus ark to crowd through the stage doors. The camel was brought in for a quick walk-around when appearing in the Passion Play at the Opera House. Elephants, which always get rave notices from fans, have stomped across the reinforced floors on several occasions.

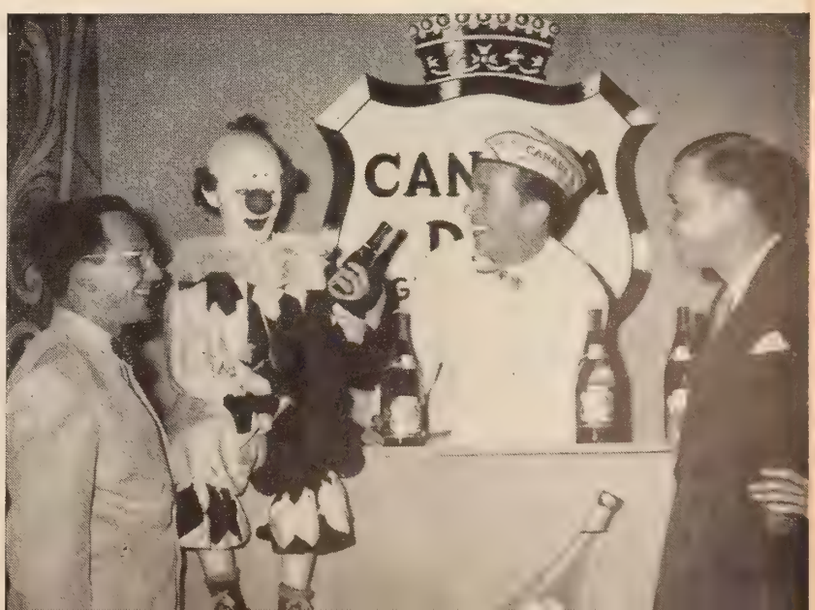
Because of the scattered camera angles, the men have orders to follow whatever is happening, even if it is not scheduled. As a result, all mikes are covered to blend with the backdrop, and flown by pin rail. Thirteen others are used— three for the audience, three downstage (10 feet apart), three for the orchestra, two upstage and two standby.

* * *

THE permanent cast centers around Ringmaster Kirchner, who traversed the talent obstacle course from being Sally Rand's first barker at the Century of Progress in Chicago in 1933 through announcing to successful freelance work in Chicago. He has several radio programs. Sharing the spotlights with him is blonde and lovely, 22-year-old Mary Hartline, who stars on ABC's *Junior Junction*. Miss Hartline, in private life Mrs. Harold Stokes, wife of ABC Chicago's program director, is also a fashion photographic model. She has brought to the show kudoes galore, winning such titles as Sweetest Television Star of the Year (1949), Chicago's Number 1 Career Girl (1948) and Miss Television of 1949 (from ardent Phi Gamma Deltas at the U. of Michigan.)

Sharing the bandstand with Bruce Chase, Miss Hartline plays occasional trumpet solos and takes part in the children's portions. Working with her are Cliffy the

(Continued on Telecasting 8)



SCAMPY THE CLOWN, in non-*Super Circus* life 11-year-old Phillip Bardwell Patton, ogles a bottle of Canada Dry enthusiastically with TV Announcer Charlie Flynn, who has hawked the soft drink since the show started. With them are William S. Brown (l), Canada Dry vice president and advertising manager, and Carl G. Suber, J. M. Mathes account executive on company-owned plant and national advertising.

It's Super Circus

(Continued from Telecasting 7)

Clown, veteran radio actor Cliff Soubier, and 11-year-old Scampy, Phillip Bardwell Patton, son of the producer. Scampy was called in at the last minute one day when a midget performer failed to appear.

Although all elements in the show are scheduled two or three weeks in advance, rehearsal takes place on Saturday before and Sunday of the show. On Saturdays, kid stunts, clown gimmicks and commercials are given a thorough going-over. Opens and introductions are set, and one of two hours on the commercial is on camera. Musicians rehearse alone Sunday morning, when music is set with placement and setting of the acts. Dress rehearsal and a complete dry run take place until 3:30, half an hour before the show.

Then the 860-seat house is opened, timings are checked, additions and deletions made, the stage closed and camera levels determined. Eight ushers line-up ticket-holders in front of the studio where, on balmier days, hawkers come over from West Madison St. to sell balloons and popcorn. Children are admitted before adults, and long ago ABC set a precedent by insisting that all adults be accompanied by youngsters.

M & M Ltd., Newark, for its candy, and International Shoe Co., St. Louis, will share sponsorship of the second half on alternate weeks starting next month. Respective dates are April 23 and 30, through Lynn Baker, New York and Henri, Hurst and McDonald, Chicago. Derby Foods, for Peter Pan peanut butter, sponsored the same segment for 26 weeks last year until the end of October. Its agency is Needham, Louis and Brorby.

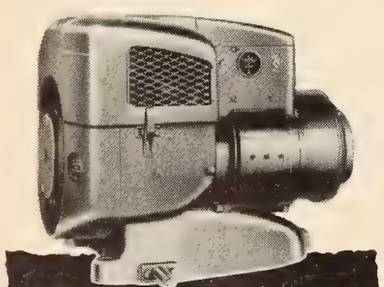
During the first 10 months that Telepulse ratings were available in Chicago, *Super Circus* ranked among the top 10 seven times. Considering TV ratings, "and a 27 Hooper Telerating, we think our program is a happy achievement for both the advertiser and our agency," Mr. Wight said.

As of November 1949, according to an ABC sales report, 455,385 TV sets were tuned in to each quarter hour of the show. Average number of viewers to each portion was 2,368,002, of which 683,078 were men, 819,693 women, and 865,232, children. These figures back up the Mathes and Canada Dry conviction that the show is for the family, not just children. Net talent cost per half hour per 1,000 *homes* reached was $3.46 (as of January 1950), and net talent cost per half-hour per thousand *viewers* was 66 cents.

Studio audiences alone last year totaled 40,000, giving the show the best attendance record among ABC Chicago TV offerings. On Jan. 1, ticket requests were filled through April, and 1,000 more are turned down each week.

Canada Dry, as the only soft drink manufacturer sponsoring a network video show, is finding that the super in *Super Circus* goes much farther than the show itself.

ELECTRIC POWER
for MOBILE TV UNITS



with ONAN ELECTRIC PLANTS



Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Supply power for transmitting, recording, lights and all other needs. Electric push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS for transmitter stations, *keep you on the air* and protect against loss through failure of highline power. Fully automatic start and stop. 1,000 to 75,000 watts, A.C.

Write for literature

D. W. ONAN & SONS INC.
3155 Royalston Ave., Minneapolis 5, Minn.

WTAR-TV PREVIEW

RCA Gives Demonstration

PREVIEW of television, heralding the opening of WTAR-TV Norfolk, Va., which is scheduled for April 2, opened today in the Norfolk municipal auditorium and will continue through Thursday. More than 75,000 persons are expected to attend.

The RCA Victor promotions department sent a seven-man production and technical staff and complete studio equipment to the auditorium where a studio and control room have been set up. RCA-produced programs, given from 3 to 5 p.m. and 7 to 10 p.m. daily, are being transmitted to 32 booths in which various manufacturers will show their TV receivers in action. Four TV sets are being given away each day as door prizes.

WTAR-TV has signed an affiliation contract with ABC-TV, bringing that network's number of owned and/or affiliated stations to 51. Forty-eight now are on the air. WTAR-TV is owned by WTAR Radio Corp. and authorized for Channel 4 (66-72 mc). Station also is affiliated with NBC-TV and CBS-TV.

INDUSTRIAL TV

RCA System Shown At IRE Meet

A COMPACT TV system designed especially for industrial and educational black-and-white use but said to be adaptable to commercial color television, was unveiled by RCA last Wednesday at the IRE national convention in New York (see story page 28).

The new RCA system comprises two units—a TV camera similar in size to a 16mm movie camera and a suitcase-sized master control monitor, and is based on RCA's Vidicon tube, which is described as less than one-tenth the size of the image orthicon, and simpler in application.

The system produces black-and-white pictures at normal light levels and can be adapted to produce pictures in natural colors, according to Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs, who directed development of the system.

It also was revealed that RCA engineers are conducting research in development of tubes like the Vidicon for use in RCA's new all-electronic, high-definition color TV system. Additionally, the Vidicon will be developed further to make it a valuable device in commercial monochrome telecasting, and the entire system eventually could serve to replace present studio equipment, it was explained.

Details of the industrial system were revealed in technical papers offered at the convention by Dr. Paul K. Weimer, RCA research scientist, who helped demonstrate the system, and Richard C. Webb, of the RCA Labs. Mr. Webb and J. N. Morgan, research engineer, were credited with development of the overall system.

"RCA scientists developed the system so it is almost compatible with standard television broadcasting techniques," Mr. Webb said. "Home television receivers can be adapted to use as monitors by the addition of a single tube, with accompanying resistors and capacitors at a very modest cost."

The two-part TV package probably will be offered at an estimated cost of $6,600 with delivery in six months, according to M. C. Banca, of RCA Engineering Products Division.

"This service eventually will be available in color, as well as in black-and-white," Dr. Zworykin explained. "While surveys have indicated that black-and-white coverage will meet the requirements in most industrial uses, engineers at RCA Labs. are at the present time working on color equipment to fulfill needs that may arise."

Camera Size

RCA's first color camera probably would be larger than the one in the new compact system but would be "considerably smaller" than existing ones, it was said.

The entire system operates on 110-v, 60-cycle alternating current and consumes only 350 w, according to Mr. Webb. He said it is capable of transmitting a signal 500 feet over a coaxial cable closed circuit with "enormous flexibility" for a wide range of industrial, scientific and miscellaneous applications.

The Vidicon measures one inch in diameter and is six inches long. The master control unit is 24 inches long, 15 inches high and 1¼ inches wide. Weighing 48 pounds, it contains its own seven-inch monitoring kinescope and 44 tubes—about 50% more than the average home TV receiver. Camera is 10 inches long, 3¼ inches wide and five inches high.

The RCA system was described as indicating "great promise" for closed circuit television, which Dr. Zworykin said can be a "powerful instrument of education."

TECHNICOLOR

Buys Geer Tube Patent

TECHNICOLOR Motion Picture Corp. has bought the patent on a color television tube invented by Dr. Willard Geer, of the U. of Southern California, the company announced last week.

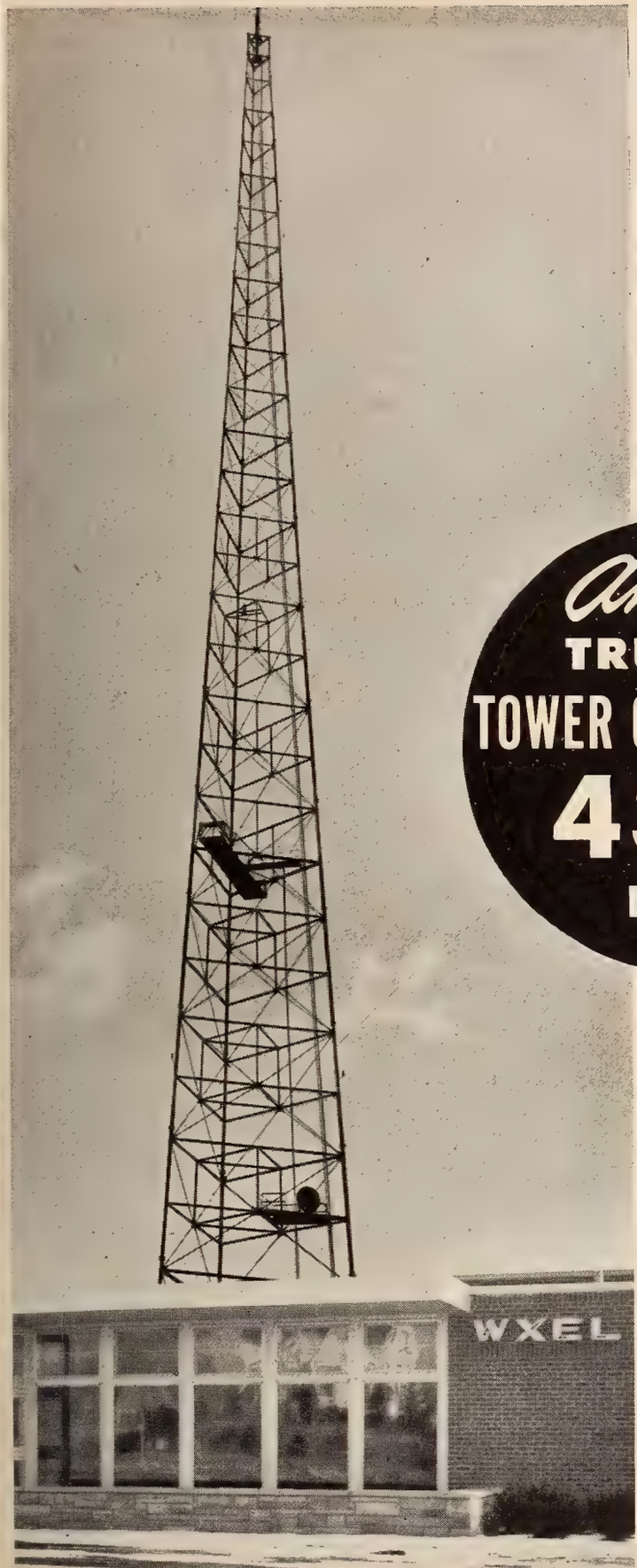
Dr. Herbert T. Kalmus, Technicolor president and general manager, said the company had appropriated more than $500,000 for its research department and that much of that amount would be spent on development of the tube for professional and commercial uses.

Part of the development of the Geer tube will be done at the Stanford Research Institute, Palo Alto, Calif., and the rest at the Technicolor laboratories in Hollywood. RCA also will contribute to the Stanford research project.

According to the company, the Geer invention consists of "a single television tube in which three electron beams are directed upon a specially-formed phosphor bearing screen made so as to present a separate surface to each beam. There are three such surfaces, and on the face of each such surface is a different phosphor material which, when activated by each of the electron beams, yields an appropriate color, red, green or blue. The combination of the three colors would give a television picture in natural color which is viewed on the surface of the television tube.

WSYR-TV Dedicated

WSYR-TV Syracuse, N. Y., operating on Channel 5 (76-82 mc), was dedicated formally March 5 by Harry C. Wilder, president of WSYR-AM-FM-TV. Dedicatory ceremonies, which followed a limited schedule operation for 17 days, included a film record of the station's construction and pictures showing behind-the-scenes operation. WSYR-TV reports its antenna is 1,666 ft. above mean sea level.

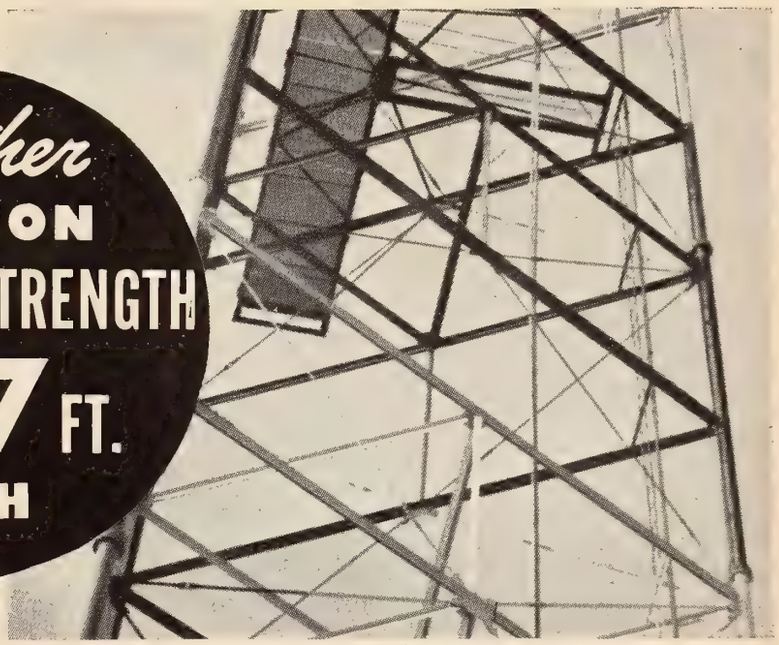


WXEL Excels in TV Service
to the populous Western Reserve area

The northeast Ohio area established as the Western Reserve in 1785, is today a nation's center of industrial, agricultural and intellectual advancement. The 17-county area now included in the original government grant has been served on Channel 9 since December 17, 1949, with a widely diversified program for all types of audiences.

For its visual power of 21 KW, and oral power of

Another
TRUSCON
TOWER OF STRENGTH
437 FT.
HIGH



13.5 KW, station WXEL uses a self-supporting Truscon Steel Radio Tower with an overall height of 437 feet to the top of a General Electric 6-bay television antenna. This is another example of the specialized services of Truscon engineers, long skilled in designing radio towers to meet specific conditions all over America.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio —or to any convenient Truscon District Service Office—will rate immediate, interested attention.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS

TRUSCON COPPER MESH GROUND SCREEN

CELOMAT UNIT To Participate in Color Hearing

CELOMAT Corp., New York plastics fabricator, has been given permission by FCC to participate in the color television proceeding, which resumes Wednesday, to tell about its $9.95 color converter for sets adapted to the CBS system. FCC denied participation to Wells-Gardner & Co., Chicago, and Communications Measurements Lab., New York.

The Commission's proceeding is expected to continue with further direct testimony by CBS. This week's session will run Wednesday through Friday, receiving results of field tests and other developments since the color hearing was recessed last Nov. 22.

The hearing resumed Feb. 27 for a three-day session with no meeting scheduled last week because of the 1950 convention and radio engineering show of the Institute of Radio Engineers in New York [TELECASTING, March 6]. The hearing is set also for March 22-24 and 29-31.

New bid to testify was filed last week by Packard-Bell Co., Los Angeles set manufacturer, which expressed concern over the potential "monopoly" situation in the color manufacturing field.

Celomat Corp. informed the Commission that it was ready to manufacture a color converter for use with TV sets adapted to receive the CBS color system and that the retail cost for the converter would be "about $9.95." The firm said the unit could be distributed nationally through the same channels which now handle Celomat's TV set magnifier. FCC said it granted the Celomat request to testify since the cost of making color converters was raised during the hearing before it recessed last November.

Wells-Gardner Request

Wells-Gardner requested permission to testify about its test "with regard to the demand by the public for large size pictures in home television receivers" with "probable public reaction to certain features of the three color television systems" and with "the effect of continuation of the VHF freeze and failure to proceed with a VHF-UHF allocation plan upon such small business enterprises as Wells-Gardner." However, the Commission considered this late request as not within the scope of its request for field testing and data on new developments and hence denied it.

FCC rejected the CML request on the ground it proposes a color system not within the scope of the Commission's original issues in the proceeding. CML claims it has an 8-mc dot-sequential color system which will operate in the UHF band permitting simultaneous transmission and reception of multiple other broadcast and non-broadcast services on the same signal [TELECASTING, Feb. 27]. FCC specified 6-mc band for color, the same as monochrome.

The Commission also noted that the CML system admittedly still was a theoretical system and "has not undergone a program of research and development in the laboratory to determine fundamentals and to explore basic problems."

Packard-Bell Position

Packard-Bell indicated FCC in the public interest should hear the "views of a small, non-diversified manufacturer of television receivers from the West who is concerned about the concentration of monopoly power in the hands of a few manufacturers, who wishes to present facts concerning the television situation in the West, and who is particularly concerned that in the transition from black-and-white to a color system that has not been adequately field tested for commercial development there is a strong likelihood that companies like it might be forced out of business."

The firm indicated its vice president, Robert S. Bell, would be available for testimony. Packard-Bell had gross sales of about $5,500,000 in 1949, 80% of which was in TV sets, the firm said. Present sales are running at a $12,000,000 annual rate.

Meanwhile, two distinct viewpoints were evident last week among color hearing observers. One view—that FCC seriously is considering allowing the double standard, both CBS and "compatible" RCA, at least in the VHF—was stimulated by comments of Comrs. Wayne Coy and Frieda B. Hennock during examination of RCA and other witnesses a fortnight ago [TELECASTING, March 6].

Other View

The other view—that FCC, at least in majority, will hold to its call for a system "compatible" with monochrome—was claimed to be strengthened during the same session by the concern of Comr. George E. Sterling over any system which requires at the present such mechanical parts as a motor-driven color wheel.

CBS witnesses had emphasized that its system and all of the principal color methods fundamentally are all-electronic and that the CBS color wheel was only a device to make color TV practical and inexpensive now.

Comr. Robert F. Jones at one point had observed that all of the systems, in spite of their basic all-electronic characteristics, at present utilize some form of "mechanical" operation to produce the color. He noted the CBS color wheel and the complex optical systems involved in the RCA and Color Television Inc. systems.

Why

FILM EQUITIES

Is the No. 1 Distributor of TV Film in the U. S. Today

- Film Equities acceptance and reputation is built on its superior service.
- When stations want film—and when they want it in a hurry—they know that they can pick up the telephone and that Film Equities will be able to **deliver** what they want when they want it.
- This service, built up over several years, is the fundamental reason for **more Film Equities film being used in TV than any other distributor.**
- Television stations the nation over know that when they call on Film Equities, Film Equities delivers the film.

Let us show you what we mean.

FILM EQUITIES

1501 Broadway

LONGACRE 4-8234

Constance Lazar, Television Director

Film Report

WORLD ARTISTS Inc., Hollywood, has completed two half-hour strips featuring **Jascha Heifetz** for *World Artists* series. Production underway of first of two half-hour films featuring cellist **Gregor Piatigorsky**. . . . **Marc Cramer**, former advertising and publicity director for Julius Wile Sons & Co., has joined staff of **Transfilm Inc.**, New York.

Nassour Studios Inc., Hollywood (independent motion picture producer), going into TV production with series of quarter-hour films starring **Sabu** as modern-day Aladdin. Seeking national sponsor. Firm plans five additional film series. . . . **Jerry Fairbanks Productions**, Hollywood, has series of 10 spot commercials underway for **Oldsmobile**. Agency: **D. P. Brother Adv.**, Detroit.

Filmack Trailer Corp., Chicago, has released one three-minute and two one-half minute commercials to **Lerman's Furniture Co.**, same city. Series feature demonstrations of three rooms of furniture. Agency: **Jerome Reese**. . . . **Robert Stock**, formerly on MBS Hollywood promotion staff joins publicity department of **TV Ads Inc.**, that city. . . . **Hampton W. Howard**, former president of Special Purpose Films, appointed sales manager for **Archer Productions**, New York industrial film firm.

Television Screen Productions, New York, producing five-minute animated cartoon TV adventure series for children. Title *Jim and Judy in Teleland*, series can continue indefinitely, according to **Charles J. Basch**, president of company. . . . **Telefilm Inc.**, Hollywood, producing one-minute animated television commercial for **Nesbitt's Orange Drink** through **Arnold Marquis Productions**, that city. Spot for local release.

Russell Day heads new television commercial department set up by **Telemount Productions**, Los Angeles, at its studios at 5255 Clinton St. Mr. Day formerly was independent TV film producer. Firm also has announced 13-week renewal of its *Magic Lady and Boko* series on **KPIX (TV)** San Francisco, effective March 4. . . . Series of seven one-minute live action TV spots have been completed for **General Controls Corp.** by **Caston Productions**, Los Angeles. Agency: **Hixson & Jorgenson Inc.**

INTERCONNECTION

Further Hearings Are Held

FURTHER hearing was held before FCC Examiner J. Fred Johnson Jr. last week to decide whether or not the Comission should require interconnection of the inter-city television relay facilities of American Telephone and Telegraph Co. and those of Western Union Telegraph Co.

AT&T has issued a loud "no" to WU's equally vigorous "yes" on the interconnection issue.

The Bell System contended Western Union can't compete with it unless WU furnishes customers with Bell facilities to piece out its own channels, which amounts to a private subsidy by one competitor to another. Western Union stated television is growing rapidly and will need both AT&T and WU facilities, indicating WU can compete with the Bell System.

Held Monday through Wednesday, the FCC hearing last week was recessed until April 10 when it's expected another week will be required to close the case. FCC last December had ordered the common carriers to interconnect their facilities with those of private broadcasters for the present because the common carrier channels are inadequate.

In mid-February FCC requested AT&T to further amend its tariffs to allow broadcasters to feed programs picked up off the air into the Bell System network for further relaying [TELECASTING, Feb. 20]. AT&T last week, however, in a petition opposing this request, charged that the issues and evidence in the earlier interconnection hearing did not support FCC's conclusion to order AT&T to accept inbound traffic of this nature. The telephone company further contended that such "patchwork" networking would be technically and operatively inefficient and uneconomical in the long run.

A preliminary dispute at last week's proceeding was whether the case involved the question of general interconnection or interconnection only in a specific instance such as the WU New York-Philadelphia link, presently its only existing TV relay facility.

KTTV (TV) MOVES

Sets Nassour Studios For Film Making

UNDER a long term lease, with option to buy, KTTV (TV) Los Angeles within next 60 days will move from present quarters to Nassour Studios, 5746 Sunset Blvd., Hollywood.

Deal was worked out by Norman Chandler, Los Angeles *Times* publisher and president of KTTV Inc., with Edward and William Nassour, owners of Nassour Studios. Under the arrangement, KTTV will go into production of low budget television films, with national distribution to be handled by Television Sales, station subsidiary recently set up for syndicated programs.

Agreement in no way interferes with independent film production of Nassour Bros., it was said.

Under the 10-year lease with options, signed last Tuesday, KTTV will eventually take over the entire film lot consisting of executive offices, four soundstages, and workshops. Station will discontinue use of three sites from which it currently operates.

Station expects to start filming six to eight half-hour programs weekly with move to the new quarters, according to Harrison Dunham, KTTV general manager. First will be the *Buster Keaton Show* and the Stokey-Ebert Enterprises' *Pantomime Quiz*. KTTV also plans to bring in freelance producers, directors and talent to film its own packages.

Stockholders Aprove

With CBS a 49% owner of KTTV, Frank Stanton, network president, participated in the stockholders' recent Los Angeles meeting that approved the deal with Nassour Bros.

CBS also will acquire a Hollywood film studio or its equivalent for its rapidly expanding television operations in that city. Several sites have been investigated, but as far as can be learned, no deal has been made.

Looking to the future, ample space, comparable to that occupied by the ABC Television Center in Los Angeles, will be necessary to accommodate the several live and filmed shows that CBS will originate from Hollywood. Adequate quarters acquired now will eliminate future farming out of shows to rental studios as was done in radio, it was pointed out.

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Integrity and Showmanship

Trained by . . .
Network Professionals

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Do more than one job well
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Trained with . . .
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For Prompt Free Service Call, Write, or Wire
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*South of St. Louis and Richmond, from the Atlantic to the Pacific.

On March 1st, WMCT joins the Cable!

This is big television news in the Memphis market area, and even greater significance to advertisers throughout the Nation.

Already television set sales in Memphis and the Mid-South have reached 20,000, according to information received from distributors.

With the coming of the Cable, there will come also, a tremendous new interest and a new and greater audience than ever before.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

WMCTelevision

WMC • WMCF • WMCT

National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Also affiliated with CBS, ABC, and DuMont

WBTV
COVERAGE
begins at 40*



*With WBTV, the Carolina's first telestation, service is just beginning at the traditional 40-mile radius. Actual field intensity surveys set the 5 millivolt radius 10 to 30 miles further out. Viewer mail piles up convincing evidence that WBTV is serving 59 counties including 9 major Carolina cities and a population of over 3,000,000.

Ask RADIO SALES for full details on WBTV coverage, popularity and sell-ability.

Now—Serving 12,169 TV Sets

(As of March 1, 1950)

WBTV
CHARLOTTE, N. C.

Jefferson Standard
Broadcasting Company

Represented Nationally by Radio Sales

TV's Rising Cost

(Continued from Telecasting 3)

DuMont has pioneered in low-cost production, opened new time periods and developed profitable shows for inland stations and advertisers. Speaking of costs, he charged that prices must be about the same cost per thousand as in other media.

Because there are not enough hours to put TV on a sound and profitable basis even if all hours are sold, DuMont has gone extensively into daytime programming.

TV in movie theatres was discussed by Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. TV will alter but not replace theatregoing, because people will always want to leave their homes for entertainment, Mr. O'Brien said.

An opposing view, asserting that TV is moving the theatre into the home, was expressed by H. C. Bonfig, advertising manager of Zenith Radio Corp., who talked about Phonevision. "Only with it will broadcaster and talent make a living out of TV," he claimed.

Ralph Liddle of Commonwealth Edison, Chicago, was moderator of the theatre TV discussion.

Research Important

Research will play an important role in TV, according to Hugh M. Beville Jr., NBC's director of plans and research. Five leading fields in which research can help TV, he said, are improved set figures by markets, better and more frequent ratings, better measurement of TV audience size among non-set owner families, knowledge of how to build more effective commercials and documentation of TV's sales effectiveness.

He proposed that ratings be made every third rather than every four weeks because of shows aired biweekly. Reporting a large bonus for sponsors because of high non-owner viewing, he said a recent NBC New York survey showed the network has a total weekly audience of 20 million viewers five years old and over, 49% of which are outside TV homes.

Appearing with him were Dr. Charles L. Allen, director of research, Northwestern U.; A. C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslow, general manager, The Pulse Inc.; James Sepler, president, American Research Bureau; Charles Callard, vice president of Jay & Graham Organization (Videodex), and Ward Dorrell, vice president, C. E. Hooper Inc. Robert Salk of The Katz Agency, Chicago, was moderator.

Speakers on the opening panel were Robert Swezey, general manager, WDSU-TV new Orleans; Harry Bannister, general manager, WWJ-TV Detroit; Alexander Stronach, director TV program operations, ABC New York; Seymour Mintz, advertising manager, Admiral Corp., Chicago, and Jeff Wade, vice president in charge of radio and television, Wade Advertising, Chicago. James Stirton, general manager of ABC's Central Division, moderated.

Video will support itself in any market because the impact is there, Mr. Swezey said. He is off the cable in a 20,000 set market. "We have a transom business already, and have reached the point where some of our radio advertisers are going into TV. We will be hurt in radio before long." Youth and imagination are prime requisites, he said.

Mr. Bannister, terming TV a constant news story because it has captured the public imagination, said video gives priceless publicity to advertisers. Discussing the 58 TV markets, which will not increase much in the next three years because of the "freeze" and time needed for allocation hearings, he anticipates between 14 million and 16 million sets by the end of next year will still be confined to 58 markets.

Mr. Stronach of ABC said "a tremendous educational job needs to be done before TV is economical. TV will never be cheap, but it will have to be cheaper if we are going to get the average budget client, the backbone of magazine and radio advertising."

Mr. Wade, whose major AM-TV account is Miles Labs. (Alka Seltzer, One-A-Day Vitamins), said TV is almost a must for the radio advertiser. Advertisers, however, are looking for economy in programming and sales effectiveness "like they've never looked before," he said.

Admiral Advertising Manager Mintz pointed up need for more accurate estimates in program costs. "We spent four times the original estimate on the *Admiral Broadway Revue*, for example," he said. An answer he recommended for profit both ways—inexpensive daytime shows.

Problems of stations in various markets were outlined Tuesday morning by John Mitchell, manager, WBKB, (TV) Chicago, and his panel: Robert Lemon, sales manager, WTTV (TV) Bloomington, Ind.; E. Y. Flanigan, general manager, WSPD-TV Toledo; Roy McLaughlin, manager, WENR-TV Chicago; Hoyt Andres, assistant to the president, WKY-TV Oklahoma City, and F. Van Konynenberg, general manager, WTCN-TV Minneapolis.

"TV pays off—or does it?" was answered by A. L. Johnson, advertising manager, International Shoe Co., St. Louis; Budd Gore, advertising manager, Marshall Field & Co., Chicago; Phil Creedon, advertising manager, Edward Hines Lumber Co., Chicago; L. E. Waddington, radio director, Miles Labs, Elkhart, Ind.; Hal Rorke, radio director, J. Walter Thompson Co., Chicago, William Fisher, TV production director Young & Rubicam, Chicago, and Harry Goodman, president, Harry Goodman Productions, New York.

Holman Faust, account executive at Schwimmer & Scott, moderated.

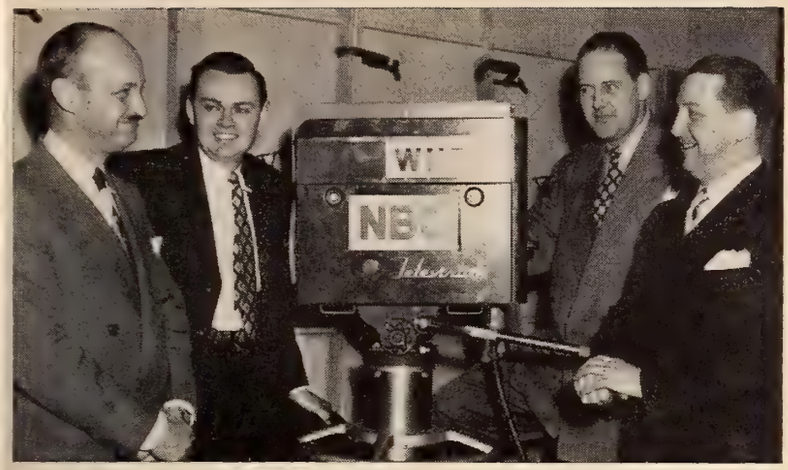
Ten panelists appearing at the closing session were introduced by Arthur Holland, owner, Malcolm-Howard Agency, Chicago. They were Monte Fassnacht, WENR-TV; Norman Heyne, Ruthrauff & Ryan; Dick Liesendahl, WGN-TV; Jo Betzer, Sarra Inc.; Jerry Campbell, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Norman Lindquist, Atlas Film Corp., all Chicago, and Arthur Fielden, Campbell-Ewald, Detroit; Carl Haverlin, Broadcast Music Inc., New York, and Gordon Kinney, Advertising Council, New York.

Conference Registration

Ed Abbott, Foote, Cone & Belding, Chicago; Dr. Charles Allen, Northwestern U.; Warren F. Ambrose, Gardner Adv., St. Louis; Hoyt Andres, WKY Oklahoma City; George J. Arkedis, CBS-TV Chicago; Jeanne Austin, New York; Dorothy Ayres, Henri, Hurst & McDonald, Chicago; Elizabeth Bain, WGN-TV Chicago; Frank Baker, Reincke, Meyer & Finn Inc., Chicago; Russell Baker, WOW Omaha; Kenneth C. Banes, Wade Advertising, Chicago; Harry Bannister, WWJ-TV Detroit; Frank Bercker, Frank Bercker Studios, Milwaukee; Gilbert I. Berry, DuMont Television Network, Chicago; Jo Betzer, Sarra Films, Chicago; Hugh M. Beville, NBC, New York; Fred Bolton, J. Walter Thompson Co., Chicago; H. C. Bonfig, Zenith Corp., Chicago; Phillip G. Bowman, Young & Rubicam, Chicago; Jack W. Brand, Brand Productions, Chicago; Vernon R. Brooks, WGN-TV Chicago; James F. Brown, WBBM-CBS Chicago; Robert E. Buchanan, Young & Rubicam, Chicago; Robert J. Burton, Broadcast Music Inc., New York.

Charles Callard, Videodex, Chicago; Clair Callihan, Leo Burnett Co., Chicago; Jerry Campbell, Campbell-Cahill Studio, Chicago; Hal Carlson, Ill. Bell Tel. Co., Chicago; David Carpenter, WCON-TV Atlanta; Kenneth Carpenter, Spectrolux Corp., Chicago; Peter A. Cavallo Jr., J. Walter Thompson Co., Chicago; Shapard Chartoc, Jay & Graham Research, Chicago; William B. Condon, Wade Advertising Co., Chicago; Kenneth Craig, CBS, Chicago; Phil Creedon, Edward Hines Lumber Co. Chicago; Ted Crofut, Sarra Inc., Chicago; Jane Daly, Earle Ludgin & Co., Chicago; Hugh E. Davis, Foote, Cone & Belding, Chicago; Lyle De Moss, WOW Omaha; H. F. Dieter, Foote, Cone & Belding, Chicago; Sam Cook Digges, CBS Radio Sales-Television, Chicago; Mary G. Dooling, Radio Talent, Inc., Chicago; W. Ward Dorrell, C. E. Hooper Inc., New York; Robert Dooley, WOW Omaha; Mildred B. Dudley, Le Vally Inc., Chicago.

J. E. Faraghan, WGN-TV, Chicago; Tom Farrell, Spectrolux Tel. Corp., New York; James D. Farris, The Caples Co., Omaha; Monte Fassnacht, WENR-TV Chicago; Holman Faust, Schwimmer & Scott, Chicago; John A. Ferguson, Hertz Driv-Ur-Self System Inc., Chicago; W. Arthur Fielden, Campbell-Ewald Co., Detroit; Dale Fisher, Earle Ludgin & Co., Chicago; Wm. D. Fisher, Young & Rubicam, Chicago; E. Flanagan, WSPD Toledo; Chris Ford, Needham, Louis & Brorby, Chicago; Brian Forster, RWG, Chicago; C. Gibson Franks, Electric Assn., Chicago; Harold Froelich, Adam J. Young Jr. Inc., Chicago; M. S. Fromstein, Mark-Mautner & Berman, Milwaukee; J. A. Frye, Stromberg - Carlson, Chicago; Mel Galliart, Jos. W. Hicks Organization, Chicago; Chuck Gay, Kircher, Helton & Collett, Dayton; W. V. George, Canadian Marconi Co. (CFCF), Montreal; Benedict Gimbel Jr., WIP, Philadelphia; Harry Goodman, Harry Goodman Prod., New York; L. M. Goodwin, United Film Service Inc., Chicago; Budd Gore, Marshall Field & Co., Chicago; Jonny Graff, WBKB Chicago; Richard Graver, Admiral Corp.; Charles C. Greene, Doremus & Co., Chicago; Edgar Greenebaum Jr., TV Shares Management Co., Chicago; Lloyd Griffin, Free & Peters, Chicago; B. W. Gunn, Foote, Cone & Belding, Chicago;



PREVIEWING WNBQ-NBC (TV) Chicago show, *Grand Marquee*, feature films series, is the program's sponsor, Paul E. Hauser (r), president, Hauser Nash Sales, Chicago. With him at the station's studio are (l to r): Charles J. Zeller, radio-television director, Guenther-Bradford Agency; George Morris, WNBQ account executive, and John McPartlin, station sales manager. Show is telecast Saturday at 9:30 p.m. (CST).

G. H. Gunst, Katz Agency, Chicago; Kathryn M. Hardy, Ralph H. Jones Co., Cincinnati; George W. Harvey, WGN-TV Chicago; Steve Hatos, Chicago; Carl Haverlin, Broadcast Music Inc., New York; W. N. Hawkins, WWJ-TV Detroit; Norm Haynie, Ruthrauff & Ryan, Chicago; Sherman Headley, WTCN-TV Minneapolis; Earle F. Heffen Jr., Lumbermens Mutual Casualty Co., Chicago; Ell Henry, ABC, Chicago; George P. Herro, MBS, Chicago; Ivan Hill, Ivan Hill Inc., Chicago; Walter N. Hiller Jr., The Toni Co., Chicago; L. P. Hillyer, United Film Service Inc., Kansas City; J. V. Hladky Jr., KCRG Cedar Rapids, Iowa; William Hocker, United Videogram Inc., Chicago; James R. Hoel, The Katz Agency, Chicago; E. M. Hoge, NBC, Chicago; Arthur M. Holland, Malcolm-Howard, Chicago; Alfred C. Houser, Agency Service Corp., Chicago; John R. Howland, Zenith Radio Corp., Chicago; W. G. T. Hyer, W. Biggie Levin Agency, Chicago; A. L. Johnson, International Shoe Co., St. Louis; Russ Johnston, Jerry Fairbanks Films, New York; Arthur R. Jones III, Douglas Productions, Chicago; Dallas Jones and Marilou Jones, Dallas Jones Productions, Chicago; R. Conrad Jones, MacFarland, Avegard & Co., Chicago.

Irving J. Kaluzna, Television Engineers Inc., Chicago; Arthur P. Kane, Kane Advertising Co., Bloomington, Ill; Scott Keck, Henri, Hurst & McDonald, Chicago; Kay Kennelly, Olian Advertising Co., Chicago; Fred Kilian, ABC, Chicago; Gordon Kinner, Advertising Council, New York; Robert Knapp, Schwimmer & Scott Agency, Chicago; J. W. Knodel, Avery-Knodel Inc., Chicago; Edith M. Knudson, Chicago; Reynold R. Kraft, Paul H. Raymer Co., New York; Joel Kursel, Scott Inc. Ad. Agency, Milwaukee; George L. Lahodny, Detroit Edison Co., Detroit; U. A. Latham, WKRC-TV Cincinnati; H. S. Laufman, Herbert S. Laufman & Co., Chicago; Carroll R. Layman, Harrington, Righter & Parsons, Chicago; Roger LeGrand, The Cramer-Krasselt Co., Milwaukee; Robert Lemon, WTTV Bloomington, Ind.; Genevieve Lemper, Foote, Cone & Belding, Chicago; Ralph W. Liddle, Commonwealth Edison Co., Chicago; Dick Liesendahl, WGN-TV Chicago; Norman C. Lindquist, Atlas Film Corp., Chicago; C. Ross Littig Jr., J. Walter Thompson Co., Chicago.

J. P. McCarvill, RCA, Chicago; John McLaughlin, Kraft Foods, Chicago; Roy McLaughlin, ABC, Chicago; W. J. McNally, WTCN Minneapolis; John J. McPartlin, WNBQ Chicago; James Mctighe, Olmstead & Foley, Minneapolis; Stephen A. Machcinski Jr., Adam Young Television Inc., New York; D. P. MacRae, A. Gettelman Brewery, Milwaukee; Carroll Marts, MBS, Chicago; J. Marty Jr., Admiral Corp., Chicago; Carl Meyer, WGN-TV Chicago; Howard B. Meyers, NBC, Chicago; Charles P. Michels, Gardner Advertising Co., St. Louis; Justin Miller, NAB, Washington; Ted Mills, NBC, Chicago; Jean Minetz, W. E. Long Co., Chicago; Seymour Mintz, Admiral Corp., Chicago; Bert Mitchell, WFAA, Dallas; John Mitchell, WBKB Chicago; Maid Marion Montgomery, Stubbs-Montgomery, Chicago; Mary Kinnavey Moore, American Institute of Baking, Chicago; Ruth Moore, Community Fund of Chicago; John Moser, Chicago; Richard S. Mulford, Roche, Williams & Cleary, Chicago; Merle K. Myers, Russel M. Seeds Co., Chicago.

Charles J. Nesbitt, Hallicrafters Co., Chicago; A. C. Nielsen, A. C. Nielsen Co., Chicago; Gordan A. Norberg, Wade Adv. Agency, Chicago; Robert H. O'Brien, United Paramount Theatres, New York; D. L. Odell, Sears, Roebuck, Glen Ellyn, Ill.; John P. Odell, The Quaker Oats Co., Chicago; Irwin A. Olian, Olian Adv. Co., Chicago; Henry J. Opperman, Falstaff Brewing Corp., St. Louis; Garfield C. Packard, Paul H. Raymer Co., Chicago; G. Phillip Patton, ABC, Chicago; C. B. Peterson, The Branham Co., Chicago; Robert Petranoff, WTTV Bloomington, Ind.; George F. Peterson, WGN-TV Chicago; Barbara Porter, Wade Adv. Agency, Chicago; William R. Preston, WRVA Richmond, Va.; Sterling Quinlan, WBKB Chicago.

Ralph Radetsky, Denver Television Co., Denver; John T. Ralph, Motorola Inc., Chicago; F. E. Raymond, Quaker Oats, Chicago; William J. Reilly, Adam J. Young-Television, Chicago; J. Leonard Reinsch, WSB-TV Atlanta, Ga.; Marion E. Reuter, Young & Rubicam, Chicago; Robert B. Ridder, WTCN-TV Minneapolis; Ben F. Rogers Jr., Veterans Administration, Chicago; Lawrence H. Rogers II, WSAZ-TV Huntington W. Va.; Hal Rorke, J. Walter Thompson Co., Chicago; Lawrence Roslow, Pulse Inc., New York; T. L. Rowe, WLS Chicago; Wilson Rover, Eastman Kodak Co. Rochester, N. Y.; Jack Russell, Mutual Entertainment Agency, Chicago; Dolores Ryan, Lake Forest, Ill.

Robert H. Salk, The Katz Agency, Chicago; Frank P. Schreiber, WGN Chicago; Mrs. L. S. Schwartz, Advertising Council, Chicago; James W. Seiler, American Research Bureau, New York; E. Sherwood, Admiral Corp., Chicago; Larry Sherwood, The Calvin Co., Kansas City, Mo.; Lester J. Sholty, Maxon Inc., Chicago; I. E. Showerman, NBC, Chicago; Hernando Silva, U. S. Veterans Administration, Washington; Harry B. Smart, Blair TV Inc., Chicago; Floyd Smith, Campbell-Ewald Co., Chicago; Hal Smith, NBC, Chicago; H. A. Spanuth, Film Studios of Chicago, Chicago; Burt Squire, Broadcast Music Inc., Chicago; Hy M. Steed, WLAV Grand Rapids, Mich.; James L. Stirton, ABC, Chicago; J. S. Stolzoff, The Cramer-Krasselt Co., Milwaukee; Robert Stone, SESAC Inc., New York; Alexander Stronach, ABC, New York; Robert Swezey, WDSU New Orleans; A. D. Swanson, Ill. Bell Tel. Co., Chicago.

Mark Taber, Mason Warner Co., Chicago; G. R. Taylor, Spectrolux Tel. Corp., New York; James R. Taylor, Berman, Bettenbender & Taylor, Chicago; Muriel Teschan, Samet Adv. Co., Chicago; Herbert S. Thompson, Miles Labs., Elkhart, Ind.; Lois M. Thompson, Robert Meeker Assoc., Chicago; L. E. Tilden, Sherman & Marquette, Chicago; Carl W. Tillmanns Jr., C. E. Hooper Inc., Chicago; Russ Tolg, BBDO, Chicago; W. J. Tynan, Free & Peters, Chicago; Clifton Utley, NBC, Chicago; Evelyn R. Vanderploeg, Schwimmer & Scott, Chicago; F. Van Konynenburg, WTCN Minneapolis; Gerald A. Vernon, ABC, Chicago; Leonard A. Versluis, WLAV-TV Grand Rapids, Mich.

L. E. Waddington, Miles Labs, Elkhart, Ind.; I. J. Wagner, Chicago; Allen Wallace, Needham Louis & Brorby, Chicago; Tom Wallace, Ivan Hill Inc., Chicago; J. Gordon Wardell, Springfield, Mo.; Neal Weed, Weed & Co., Chicago; R. W. Welpott, General Elect. Co., Schenectady; Reinald Werrenrath, WNBQ Chicago; H. R. Williams, Stubbs-Montgomery Inc., Chicago; John Wrath, Headley Reed Co., Chicago; Beulah Zachary, NBC, Chicago; A. G. Zink, General Elect. Co., Schenectady.

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WHAS-TV Joins CBS-TV

WHAS-TV Louisville, Ky., affiliates with CBS-TV network as a full primary affiliate effective March 20. This brings to 57 the number of CBS-TV affiliates. The station replaces WAVE-TV Louisville, a secondary affiliate.

CONNOLLY NAMED

Heads CBS-TV Program Sales

THOMAS D. CONNOLLY, manager of CBS radio program sales since July 1948, last week was appointed manager of CBS-TV program sales.



Mr. Connolly

Mr. Connolly joined CBS as a member of the sales promotion department in 1939 after long service in department store sales and advertising. In 1940 he became director of program promotion of the network. In February 1948, he became assistant manager of program sales and was elevated to the managership the next July. He is a graduate of Harvard U.

WJIM-TV PLANS

Equipment Tests Start

WJIM-TV Lansing, Mich., commenced equipment tests on Thursday (March 9), Harold F. Gross, president and general manager, announced last week.

Owned by WJIM Inc., the new outlet operates on Channel 6 (82-88 mc) with power of 2.5 kw aural, 5 kw visual.

RADIO-TV

Video Survey

Results Show Viewing Habits;

BY MARY WOOD



Mary Wood's Cincinnati Post Survey verifies and confirms PULSE — HOOPER — VIDEODEX that WCPO-TV is Cincinnati's No. 1 TV Station.

We quote from Mary Wood's column of February 24th:

Best Shows on WCPO-TV!
- **"two of top 3 shows are on WCPO-TV"**

Most Popular Station!
- **"WCPO-TV 1st — WLW-T 2nd — WKRC-TV 3rd"**

Enthusiastic TV City!
- **"Viewers look 2 hours in afternoon and 4 hours 20 minutes at night in Cincinnati"**

WCPO-TV Channel 7 Affiliated with the Cinti. Post Represented by the BRANHAM CO.

WCPO-TV CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

Telestatus

Advertest Surveys Jan. Advertisers

(Report 102)

TELEVISION advertising in January dropped to 2,153 accounts from the 2,300 recorded in December 1949. The loss of advertisers was reflected in all three classifications—network, spot and local.

This is the first drop in total advertisers since the mid-summer slump of June-July.

Network advertisers dropped from 75 in December to 73 in January although the number of sponsored programs increased from 89 to 93. Spot accounts went from 427 to 393 and local business dropped from 1,800 to 1,687.

This information is based on the *Rorabaugh Report on Television Advertising* published by the N. C. Rorabaugh Co. December figures are from 89 reporting stations in 53 markets. January information is based on reports from 91 stations in 55 markets.

Network figures are obtained from the network's headquarters in New York and include all stations which were operating during the month. Spot and local figures are supplied by the stations. There were seven stations which did not report for the January 1-7 sample week. A like number were omitted from the December report.

ABC-TV lost two and gained two accounts between the months to retain its total of 15. Two accounts were added by CBS-TV to bring the January total to 33. DuMont, which had eight accounts in December, added one for a total of nine in January. One acount also was added by NBC-TV for a January total of 36.

In point of stations used and time purchased, Goodyear Tire and Rubber Co. was the biggest ABC-TV advertiser. The firm placed its *Paul Whiteman Goodyear Review* on 40 stations for a half hour Sunday night. Young & Rubicam is the agency. On CBS-TV, Crosley Div. of Avco Mfg. Co. backed *This Is Show Business* on 53 outlets. The half-hour, weekly show was placed through Benton & Bowles. In amount of time purchased, Westinghouse Electric Corp. was the big CBS-TV advertiser. Through McCann-Erickson, the firm placed *Studio One* on 41 stations for an hour Monday nights.

Allen B. DuMont Labs sponsored the *Morey Amsterdam Show* on 31 DuMont stations for a half-hour on Thursday night through Campbell-Ewald. In point of time purchased, Drug Store TV Productions backed *Cavalcade of Stars* for an hour Saturday night on 19 DuMont stations. S. B. Fisher is the agency. Sponsor using the largest number of NBC-TV stations was RCA Victor. The firm placed *Kukla, Fran & Ollie* on 56 stations for a half-hour on Monday and Friday nights through J. Walter Thompson. The edge in time purchase went to another advertiser of radio and TV sets, Philco Corp. This sponsor backed *Philco TV Playhouse* for an hour on Sunday night on 54 NBC-TV stations, according to Rorabaugh. Hutchins placed the business.

49 Agencies Buy

There were 49 agencies that bought network television time in January.

The largest spot account to be added in January, in point of stations used, was the Buick Motor Div. of General Motors Corp. The motor company placed business on 54 stations through Kudner Agency, New York. A special 10 day schedule for *Ladies Home Journal* was placed by Curtis Publishing Co. on 37 stations through BBDO, New York.

Dodge Division of Chrysler Corp., which had placed business on five stations in December, promoted its new cars heavily in January by increasing the schedule to 52 stations, according to Rorabaugh. Ruthrauff & Ryan handled the account. Another automotive advertiser, Chevrolet Division of General Motors, upped its spot schedule from one station in December to 26 in January through Campbell-Ewald, Detroit.

There were 283 agency offices which placed television spot accounts during January.

In the local field Los Angeles led all other cities with 17.3 different advertisers on its seven stations. In a poor second, Rorabaugh reports 75 advertisers on the Philadelphia stations and 66 in Columbus. One Columbus station did not report local business.

Of the stations reported by Rorabaugh for January, KFI-TV Los Angeles led in the local field with 74 advertisers. WTMJ-TV Milwaukee had 54 local accounts and WSPD-TV Toledo showed 53.

In terms of total number of accounts WTMJ-TV led the January report with 137. WBEN-TV Buffalo was second with 128.

There were more advertisers of food and food products using television during January than any other product classification. A total of 367 different firms used the medium on the network, spot and local level (see table).

* * *

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	...	3	3	6
2. Apparel, Footwear & Access.	5	12	99	116
3. Automotive, Automotive Equip. & Access.	10	17	243	270
4. Beer & Wine	4	92	15	111
5. Building Material, Equip. & Fixtures	...	..	54	54
6. Confectionary & Soft Drinks	6	35	34	75
7. Consumer Service	...	2	110	112
8. Construction & Contractors	...	...	12	12
9. Drugs & Remedies	3	8	10	21
10. Entertainment & Amusements	...	.	16	16
11. Food & Food Products	8	104	255	367
12. Gasoline, Lubricants & Other Fuels	4	6	17	27
13. Horticulture	...	...	10	10
14. Household Furnishings, Equip. & Supplies	4	26	247	277
15. Industrial Materials	...	1	3	4
16. Insurance, Banking & Real Estate	1	3	98	102
17. Jewerly, Optical Goods & Cameras	3	11	46	60
18. Office Equip., Stationery & Writing Supplies	...	4	11	15
19. Publishing & Media	2	3	23	28
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	7	7	215	229
21. Retail Stores & Shops	...	...	86	86
22. Smoking Materials	8	12	3	23
23. Soaps, Cleansers & Polishes	3	16	5	24
24. Sporting Goods & Toys	...	...	22	22
25. Toiletries	4	18	3	25
26. Transportation, Travel & Resorts	...	8	19	27
27. Miscellaneous	1	5	28	34
TOTAL	73	393	1,687	2,153

Weekly Television Summary

March 13, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	10,320	Deal. & Dist.
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	176,474	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	8,325	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	9,557	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	8,046	Dealers
Kansas City	WDAF-TV	28,901	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	20,000	Dealers
Milwaukee	WTMJ-TV	89,419	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. Estimate	
Norfolk	.....	4,192	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	17,720	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000	Elec. Assn.
Phoenix	KPHO-TV	4,500	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	23,581	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	10,900	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	62,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	100,100	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	16,400	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360	TV Circ. Comm.
Wilmington	WDEL-TV	30,322	Dealers

Total Markets on Air 59 Stations on Air 101 Sets in Use 4,505,619

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

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RYE 7-1413

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

March 3 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

KPAB and Mark Perkins, Laredo, Tex.—Granted petition of Laredo Bcstg. Co. and Mark Perkins for continuance of hearing scheduled for March 6 to March 21 at Laredo, in matter of revocation of license of KPAB.

(By Commissioner Hennock)

KMA Shenandoah, Ia.—Granted extension of time to March 30 to file exceptions to initial decision in matter of application of KIOA Des Moines.

(By Examiner James D. Cunningham)

KCIL Houma, La.—Granted petition for extension of time to March 31 within which all parties to the proceeding may submit proposed findings in re application of KCIL and Delta Bcstrs. Inc.

(By Commissioner Sterling)

FCC General Counsel—Granted extension of time to March 20 to file exceptions to initial decision in re KWTO Springfield, Mo.

FCC Correction

KFRD Roseberg, Tex.—Action announced March 1 should read: Granted petition to amend application to specify 1 kw daytime only, to delete all reference to nighttime operation and make other minor changes; accepted amendment and removed application from hearing docket.

March 6 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KJAN Bcstg. Co., Baton Rouge, La.—CP new AM station 910 kc 1 kw D AMENDED to request 910 kc 5 kw unl. DA-2.

AM—1540 kc

Chesapeake Bcstg. Co., Bradbury Heights, Md.—CP new AM station 890 kc 5 kw D AMENDED to request 1540 kc 1 kw D.

AM—1230 kc

WKLK Cloquet, Minn.—CP AM station to change from 1450 kc to 1230 kc.

AM—1240 kc

WNOW York, Pa.—CP AM station to change from 1250 kc 1 kw D to 1250 kc 1 kw-D, 1240 kc 250 w-N.

Modification of CP

WNCA Aiken, S. C.—Mod. CP new AM station for extension of completion date.

KPMN Pullman, Wash.—Mod. CP new AM station for extension of commencement date.

License Renewal

Request for license renewal AM station: KTKN Ketchikan, Alaska; KCKY Coolidge, Ariz.; KFSG Los Angeles; KIX Oakland, Calif.; KVEC San Luis Obispo; KHBC Hilo, Hawaii; KFKU Lawrence, Kan.; WCHS Scarboro, Me.; WCOP Boston, Mass.; WBCK Battle Creek, Mich.; WSKB McComb, Miss.; KNEB Scottsbluff, Neb.; WEAV Plattsburg, N. Y.; WIPR Santurce, P. R.; KRRV Sherman, Tex.; KJR Seattle, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: KFLW-FM Klamath Falls, Ore.; WGNR New Rochelle, N. Y.; KSLH St. Louis, Mo.

WNOW-FM York, Pa.—Mod. CP FM station to change ERP to 12.8 kw.

WHAS-TV Louisville, Ky.—Mod. CP commercial TV station to change from 9.6 kw vis., 7.2 kw aur. to 55.5 kw vis. 27.75 kw aur.

KDYL-TV Salt Lake City, Utah—Mod. CP new commercial TV station for extension of completion date.

License for CP

WDAF-TV Kansas City, Mo.—License for CP new commercial TV station and indicate studio location as 3030 Summit St., Kansas City.

TENDERED FOR FILING

AM—1400 kc

KUNO Corpus Christi, Tex.—Mod. CP to change from 1400 kc 100 w unl. to 1400 kc 250 w unl.

SSA—1030 kc

KWBU Corpus Christi, Tex.—Request for extension SSA on 1030 kc 50 kw from local sunrise at Boston to local sunset Corpus Christi for period not to exceed 12 mos. from March 15.

March 7 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

WSM-TV Nashville, Tenn.—New commercial TV station granted extension of completion date to 9-1-50.

Hearing Designated

Tri-State Bcstg. Co., Summerville, Ga.—Designated for hearing application for new station on 910 kc 1 kw D only to be heard with application of Tri-Cities Bcstg. Co. to change facilities of WJIG Tullahoma, Tenn. from 740 kc 250 w-D to 910 kc 250 w D 100 w-N and change geographic coordinates, hearing to be in Washington, D. C.

Request Granted

WWOK Cooperative Radio Co., Flint, Mich.—Granted request to continue to remain silent to March 25, 1950, at which time if station is not ready to resume operation it will be deemed to have abandoned its license. Station has been silent since Dec. 24, 1949, pending sale negotiations.

Hearing Designated

WWNR Beckley, W. Va.—Designated for hearing, at Washington application to change facilities from 1450 kc 250 w unl. to 620 kc 1 kw unl. and made WROL Knoxville, WLBZ Bangor, Me., and WTMJ Milwaukee parties to proceeding.

KXLA Pasadena, Calif.—Designated for hearing, at Washington application to change DA pattern for day use, change trans. location (geographical coordinates only) and remove license cond. imposed by Commission (1110 kc 10 kw DA-2) afforded KXLA opportunity to show cause why license should not be modified to reduce power to protect KFAB Omaha, and made latter party to proceeding.

KNEB Scottsbluff, Neb.—Designated for hearing at Washington application for CP to change facilities from 970 kc 1 kw D to 960 kc 500 w-N 1 kw-D with DA and made KMA Shenandoah, Ia; KGWA Enid, Okla., and KFEL Denver, Col., parties to proceeding.

KTOW Oklahoma City, Okla.—Designated for hearing at Washington application for CP to change facilities from 800 kc 250 w D to 590 kc 1 kw unl., install new trans. change trans. location and install DA-2, and made WOW Omaha, Neb., and WBAP Fort Worth, Tex. parties to proceeding.

Advise Commission

Syndicate Theatres Inc., Columbus, Ind.—By letter requested applicant to advise Commission within 30 days which application for new standard station at Columbus it desires to prosecute—one bearing file no. BP-4179 seeking 1130 kc 500 w D or one tendered Jan. 20, 1950 seeking 1010 kc 1 kw, D.

Condition Removed

WHKK Akron, Ohio—On request removed condition in CP and license to read: "The authority herein is granted subject to cond. that on notice from Commission permittee/licensee shall take appropriate steps immediately through mod. of ant. or reduction in power so as to reduce interference to CBN Newfoundland, to a value not in excess of that caused by WHKC Columbus, with power of 500 w employing non-directional ant."

Extension Denied

WFNS Burlington, N. C.—Denied application for extension of completion date for CP which authorized change in hours of operation and install DA-N operation; advised applicant that if it desires hearing, request should be made within 20 days.

WKAT Miami Beach, Fla.—Denied application for extension of completion date for CP which authorized new vertical standard broadcast ant. for station WKAT, and install combined TV-FM ant. advised applicant that, if it desires hearing, request should be made within 20 days.

CP Granted to Replace CP

Louisiana Bcstg. Co., New Orleans, La.—Granted CP to replace CP which authorized new AM station on 1540 kc 25 kw-N 50 kw-D DA-2; eng. cond.

Hearing Designated

KPLW Floydada, Tex. and Tul'e Bcstg. Co., Tulia, Tex.—Designated for consolidated hearing at Washington, application KPLW for mod. CP which authorized new station on 1570 kc 250 w D at Plainview, Tex. to change to 900 kc and move to Floydada, and application of Tul'e Bcstg. Co. for CP for new station at Tulia, Tex. on 900 kc 250 w D.

KPRS Olathe, Kan. and KRES St. Joseph, Mo.—Designated for consolidated hearing application of KPRS to change from 1590 kc 500 w day to 1550 kc 1 kw D and application of KRES to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N. It was further ordered that, if, as a result of consolidated proceeding, it appears that, were it not for issues pending in hearings regarding Clear Channels and Daytime Skywave Transmissions and Commission's policy pertaining thereto of Aug. 9, 1946 and May 9, 1947, public interest would be best served by grant of application of Johnson County Bcstg. Co. Inc., then said application shall be returned to pending file until after conclusion of said hearings, at which time it will be considered in connection with any other pending applications with which it may then be in conflict.

Alvin E. O'Konski, Menominee, Mich. and Door County Radio Co., Sturgeon Bay, Wis.—Designated for consolidated hearing at Washington mutually exclusive applications for each to construct new station on 1490 kc 250 w unl.; WOSH Oshkosh, Wis., was made party to proceeding.

WTVL Waterville, Me. and WGUY Bangor, Me.—Designated for consolidated hearing at Washington application of WTVL to change frequency from 1490 kc to 1230 kc and WGUY to change from 1450 kc to 1230 kc.

Petition Granted

Central Ohio Bcstg. Co., Galion, Ohio—Waived Sec. 1.389 of rules and granted joint petition by WIND WJLS WCPM WKRC and WKBN to enlarge issues by amending hearing order of Oct. 21, 1949 to include determination of financial qualifications of applicant to construct new station on 560 kc 1 kw D.

Issues Enlarged

WDZ Decatur, Ill.—On motion of American Bcstg. Station Inc., licensee of WMT Cedar Rapids, Ia., enlarged issues in hearing on application of WDZ for mod. CP to include issue to determine overlap, if any, which will exist between service areas of WDZ as proposed at Decatur and of WMBD Peoria, and whether such overlap, if any, violates Sec. 3.35 of Commission rules.

Petition Denied

KGMI Denver, Col.—Denied petition for reconsideration and grant without hearing of extension of completion date to construct station KGMI now in hearing.

BY THE SECRETARY

WTJH East Point, Ga.—Granted request for voluntary assignment of license from individual licensee James S. Rivers to partnership, Radio Station WTJH; transferor will own 90% interest and his wife Doris R. Rivers will own 10% interest. No monetary consideration.

Radio Electronic Television School—FM Division, Detroit—Granted CP for reinstatement of CP which authorized new experimental TV station KQ2XBB.

Paramount Television Productions Inc., Los Angeles—Granted CP for new remote pickups KA-5966-7. Subject to condition it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of Supreme Court's decision in United States v. Paramount Pictures Inc. et al. 334 U. S. 131.

WHCU-FM Ithaca, N. Y.—Granted CP to use aux. trans.

Durham Radio Corp., Durham, N. C.—Granted CP and license for new STL KIB-70.

Following granted mod. CPs for extension of completion dates as shown: WCPO-TV Cincinnati, to 5-9-50; WBRC-TV Birmingham, Ala. to 10-1-50; WSYR-TV Syracuse, N. Y. to 9-12-50; WBTV Charlotte, N. C. to 9-30-50; WRFD-FM Worthington, Ohio to 6-7-50; KRIC-FM Beaumont, Tex. to 9-6-50; KFVS-FM Cape Girardeau, Mo. to 9-25-50; WHO-FM Des Moines, Ia. to 9-1-50.

KRCO Prineville, Ore.—Granted license for new AM station; 690 kc 1 kw D.

KJAY Topeka, Kan.—Granted license for new AM station and specify studio location; 1440 kc 5 kw-D 1 kw-N DA.

KWBG Boone, Ia.—Granted license for new AM station; 1590 kc 1 kw D.

WMVA-FM Martinsville, Va.—Granted license new FM station, Chan. 242; (96.3 mc) 2.7 kw, 380 ft.

E. E. Krebsbach, Sidney, Mont.—Granted license for new remote pickup KA-4546.

Frank E. Hurt & Son, Inc., Nampa, Idaho—Granted license for new remote pickup KA-3199.

United Bcstg. Co., Akron, Ohio—Granted licenses for new remote pickups KA-5411-2-3-4.

Triangle Publications Inc., Philadelphia—Granted license new experimental TV relay KA-5035.

WHAS, Inc., Louisville, Ky.—Granted license for changes in existing remote pickup KIB-367.

Following granted CPs and licenses for new remote pickups; KA-3889 Ogden, Utah; KGA-897 Philadelphia; KA-2026 Philadelphia; KA-3499 Twin Falls, Ida; KA-3157 San Francisco;

(Continued on page 60)

ACTIONS OF THE FCC

MARCH 3 to MARCH 10

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WDRC Hartford, Conn. USES Magnecorder

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PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

FCC Actions

(Continued from page 59)

Decisions Cont.:

KMA-765 San Francisco; KA-3888 Ogden Utah; KA-3885 Cedar Rapids, Ia.

Following granted mod. CPs for extension of completion dates as shown: WVOK Birmingham, Ala. to 9-20-50 (cond.) WHO Des Moines, to 7-1-50 (cond.); WJHL-FM Johnson City, Tenn. to 9-1-50; WLAN-FM Lancaster, Pa. to 10-13-50; WXRC (FM) Buffalo, N. Y. to 9-2-50; WSLB-FM Ogdensburg, N. Y. to 9-19-50.

WELD Columbus, Ohio—Granted license covering use of aux. trans.

WHAK Rogers City, Mich.—Granted license new AM station; 960 kc, 1 kw D.

WLEW Bax Axe, Mich.—Granted license new AM station; 1540 kc 250 w D.

WHBY Appleton, Wis.—Granted license install new trans.

WBLT Bedford, Va.—Granted license for new AM station; 1490 kc 250 w unl.

KSMA Santa Maria, Calif.—Granted license covering change in frequency, install new trans. and change trans. location.

KVMV Twin Falls, Ida.—Granted mod. license to change main studio location.

WTVN Columbus, Ohio — Granted mod. CP to change trans.

WNBQ Chicago, Ill.—Granted mod. CP for extension of completion date to 4-20-50. Subject to express cond. it is without prejudice to any action Comm. may take with respect to any pending applications for renewal of license of stations licensed to grantee.

Granted following remote pickup renewals on regular basis to Nov. 1, 1952: KA-4979 area Seattle, Wash.; KA-3089 KA-3090 area Charleston, W. Va.; KA-4739 area Portsmouth, N. H.; KIB-367 Louisville, Ky.

Following remote pickup renewals granted on regular basis to Nov. 1, 1952, subject to change in frequency which may result from proceedings in Docket 6651: KA-4980, KA-4981 area Columbus, Ohio; KA-4978 area Northwest Washington State; KA-3088 area Charleston, W. Va.; KA-4619, KIB-276 area Louisville, Ky.

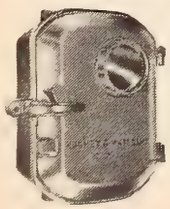
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Granted following STL renewal on regular basis to March 1, 1951: Unity Bcstg. Corp. of Tenn. KIA-96 Chattanooga, Tenn.

WHOS Decatur, Ala.—Granted mod. license change studio location.

WLTC Gastonia, N. C.—Granted request for involuntary acquisition of control of Gastonia Bcstg. Service Inc., licensee corp, from Mrs. Jessie Mai Petty Snyder, deceased, to James B. Petty.

WPEP Taunton, Mass.—Granted request for relinquishment of control of permittee corp. through issuance of 10 shares of common stock to J. Marshall McGregor and Marguerite H. T. McGregor. Stock cancels debt of $250 owed by Silver City Bcstg. Corp. to McGregors.

WCTA Andalusia, Ala.—Granted CP to mount FM ant. on AM tower.

WVMI Biloxi, Miss.—Granted mod. CP to change type trans. and specify studio location.

WSMF Dade City, Fla.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

Following granted mod. CPs for extension of completion dates as shown: WCON Atlanta, Ga. to 9-21-50; WTIM Taylorville, Ill. to 4-15-50; KYUM Yuma, Ariz. to 6-15-50; WGSV Guntersville, Ala., to 9-7-50; KGEM Boise, Ida. to 8-31-50; WFTL Fort Lauderdale, Fla. to 7-11-50.

Radio Station WRRZ Inc., Clinton, N. C.—Granted license new remote pickup KA-5249.

Blue Ridge Bcstg. Co., Gainesville, Ga.—Granted license new remote pickup KA-3948.

Larus & Brother Co. Inc., Richmond, Va.—Granted mod. license to change frequencies from 31.62, 35.26, 37.34, 39.62 mc to 26.16, 26.25, 26.35 mc. and power from 30 w to 25 w KIB-694.

Central Bcstg. Co., San Marcos, Tex.—Granted request for reinstatement of CP and mod. thereof to make changes in trans. equipment (new CP specifies completion date of 6 mo. from date of grant) KA-2025.

Lamar A. Newcomb, Falls Church, Va.—Granted CP and license for new remote pickup KA-5886.

Colorado Bcstg. Co. Inc., Pueblo, Col.—Granted CPs and licenses new remote pickups KA-5844, KA-2066, KA-2067, KA-2068.

The Mid-Western Radio Corp., Greeley, Col.—Granted CP and license for new remote pickup KA-3425.

Star Bcstg. Co., Pueblo, Col.—Granted CP for new remote pickup KA-3887.

Truett Kimzey, Greenville, Tex.—Granted CPs and licenses for new remote pickups KKC-584, KA-2440.

Bogalusa Bcstg. Co., Bogalusa, La.—Granted CP for new remote pickup KA-5888.

WEBR Inc., Buffalo, N. Y.—Granted CP and license for new remote pickup KA-5885 (mobile).

WPTF Radio Co., Raleigh, N. C.—Granted CP new remote pickup KA-3913 (mobile).

Tacoma School District #10, Area Tacoma, Wash.—Granted CP for new remote pickup KA-5887 (mobile).

College of the Pacific, Area of Stockton, Calif.—Granted CP to make change in type of trans. of remote pickup KA-2879.

WCHV Charlottesville, Va.—Granted CP to move aux. trans. to present location of main trans. to be operated on 250 w employing presently licensed main ant.

KLIZ Brainerd, Minn.—Granted CP to install new trans.

WLOW Commonwealth Bcstg. Corp., Portsmouth, Va.—Granted mod. CP to change trans. location and change studio location.

KCHI Chillicothe, Mo.—Granted mod. CP for approval of ant., trans. and studio locations.

WBIB New Haven, Conn.—Granted mod. CP for extension of completion date to 9-30-50.

WPAR-FM Parkersburg, W. Va.—Same.

March 7 Applications . . .

ACCEPTED FOR FILING

Modification of License

KWKW Pasadena, Calif.—Mod. license to change name from KAGH Inc. to Southern Calif. Bcstg. Corp. (1330 kc).

AM—1490 kc

WIHL Hammond, La.—CP AM station to change from 730 kc 250 w D to 1490 kc 250 w unl.

AM—550 kc

WPAB Ponce, P. R.—CP AM station to change from 1370 kc 5 kw unl. to 550 kc 5 kw-D 1 kw-N.

AM—980 kc

KFRD Rosenberg, Tex.—CP AM station to change from 980 kc 500 w D to 980 kc 1 kw-D 100 w-N AMENDED to request 980 kc 1 kw unl. and change name to Fort Bend Bcstg. Co. instead of Julius E. Junker, trustee for Fort Bend Bcstg. Co.

License Renewal

Request for license renewal AM station: WJRD Tuscaloosa, Ala.; KXOC Chico, Calif.; KFEL Denver, Col.; WDAE Tampa, Fla.; KDSH Boise, Ida.; KROF Abbeville; WABI Bangor, Me.; WFMD Frederick, Md.; WBOC Salisbury, Md.; KWAD Wadena, Minn.; WSLI Jackson, Miss.; WMTR Morristown, N. J.; WFNS Burlington, N. C.; WRRF Washington, N. C.; WONE Dayton, Ohio; WEOL Elyria, Ohio; KOIN Portland, Ore.; WCMB Lemoyne, Pa.; WSBA York, Pa.; WJHL Johnson City, Tenn.; WTAW College Station, Tex.; KPRC Houston, Tex.; KRIO McAllen, Tex.; KPAC Port Arthur, Tex.; KTMS Santa Barbara, Calif.; WNBD Daytona Beach, Fla.

March 8 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Sterling)

FCC General Counsel—Granted extension to March 20 to file exceptions to initial decision issued in proceeding re application WDIA Memphis, Tenn.

FCC General Counsel—Granted extension to March 20 to file exceptions to initial decision issued in proceeding re application of Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.

FCC General Counsel—Granted extension to March 13 to file exceptions to initial decision issued in proceeding re application of Enid Bcstg. Co., Enid, Okla. and Leader Pub. Co., Guthrie, Okla.

Henderson County Bcstg. Co., Athens, Tex.—Granted indefinite continuance of hearing presently scheduled for March 3 at Washington, D. C. in proceeding re application.

(By Examiner Jack P. Blume)

Radio Reading, Reading, Pa.—Granted in part petition requesting hearing re application now scheduled to be held on March 9 be continued without date; hearing continued to May 22 at Washington, D. C.

KTBS Tyler, Tex.—Granted leave to amend application so as to change location of trans. site and reduce daytime power from 1 kw to 500 w; amendment accepted.

(By Examiner Fanney Litvin)

FCC General Counsel—Granted extension of time to March 20 to file proposed findings in matter of application of WCTT Corbin, Ky.

(By Examiner J. D. Cunningham)

WJIG Tullahoma, Tenn.—Upon Commission's own motion hearing on application is continued from March 10 to April 11.

March 8 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WLOF Orlando, Fla.; WKLY Hartwell, Ga.; WTAD Quincy, Ill.; WAVE Louisville, Ky.; WRCS Ahoskie N. C.; WBBB Burlington, N. C.; WCAE Pittsburgh, Pa.; WSPA Spartanburg S. C.; WAPO Chattanooga, Tenn.

Modification of CP

KRKO Everett, Wash.—Mod. CP AM station to increase power, change frequency etc. for extension of completion date.

KGDM-FM Stockton, Calif.—Mod. CP FM station to change ERP to 1.525 kw ant. to 298 ft.

License Renewal

WHLI-FM Hempstead, N. Y.—Reques for license renewal FM station.

Modification of CP

WCBS New York—Mod. CP commercial TV station to change power for extension of completion date.

TV—82-88 mc

WREC Bcstg. Co., Memphis, Tenn.—Application for new commercial TV station AMENDED to request Channe 6 (82-88 mc).

TENDERED FOR FILING

AM-1330 kc

WJPR Greenville, Miss. — CP AM station to change from 1340 kc 250 w unl. to 1330 kc 1 kw-D 500 w-N DA-N

(Continued on page 75)

WAKR UPHELD

Disc Jockey Held To Contract

ALAN FREED, former WAKR Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

Judge B. J. Roetzel, handing down a decision in favor of WAKR Akron, granted the station's plea to prevent Mr. Freed from broadcasting over any station within 75 miles of Akron. This follows terms of a contract between Mr. Freed and the station and covers a one-year period.

Mr. Freed left WAKR Feb. 11. Three days later, it was testified, he started a disc show over WADC Akron, as an employe of a local advertising agency. After the first broadcast the court granted WAKR a temporary injunction and made it permanent Feb. 28.

Mr. Freed declared he would appeal the ruling.

The WAKR-Freed contract, dated Feb. 11, 1948 and expiring Feb. 11, 1950, included this provision:

It is further understood and agreed by the parties hereto that the employe (Alan Freed) will not accept employment directly or indirectly from any other radio station in Akron or within a radius of 75 miles of Akron, nor will employe directly or indirectly broadcast over or through any other radio station in Akron or within a radius of 75 miles of Akron, for a period of one year from the date of the termination of his said employment, whether said employment terminates or is cancelled pursuant to the terms of this contract during or at the end of the first, or during or at the end of the second year covered by this contract.

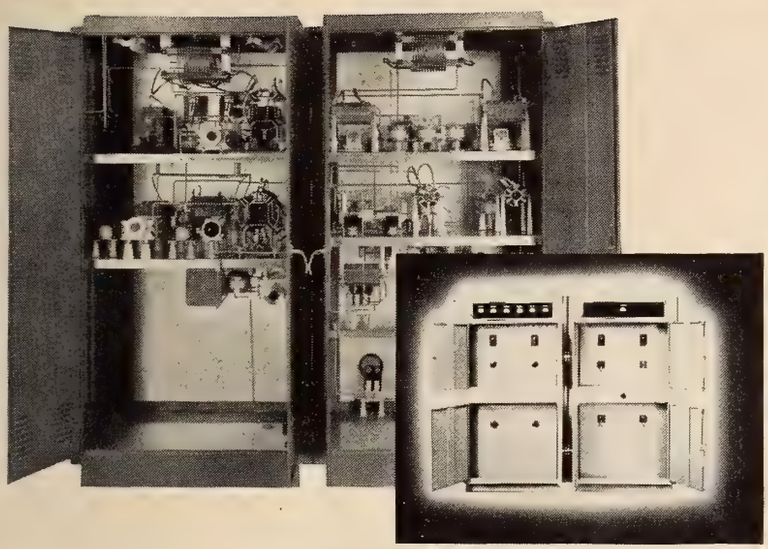
It is the intention of the parties hereto that since the employer has expended large sums of money in training, directing, and publicizing employe in order to increase his popularity among the listening audience, that the parties hereto agree that the employer is entitled to protection following and subsequent to the period of employment of the employe by this employer, and to that end the employe agrees to the restrictions provided for in this paragraph. The protection referred to herein is to the end that other radio stations in Akron or within a radius of 75 miles of Akron shall not have the right nor be entitled to capitalize upon any popularity or following acquired by the employe while in the employment of the employer.

1950 **March 13** 1950

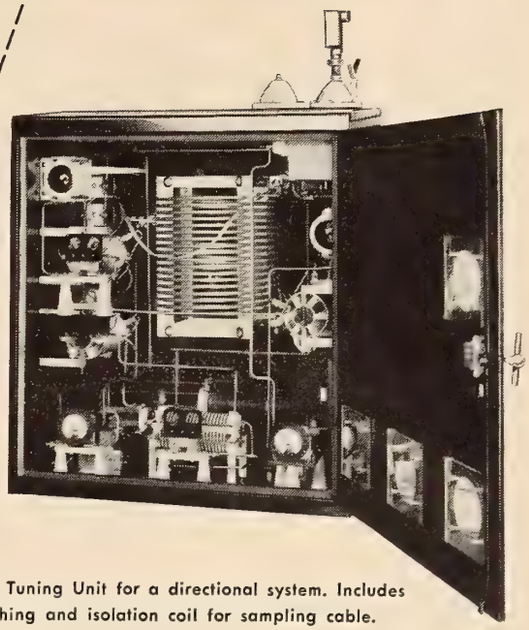
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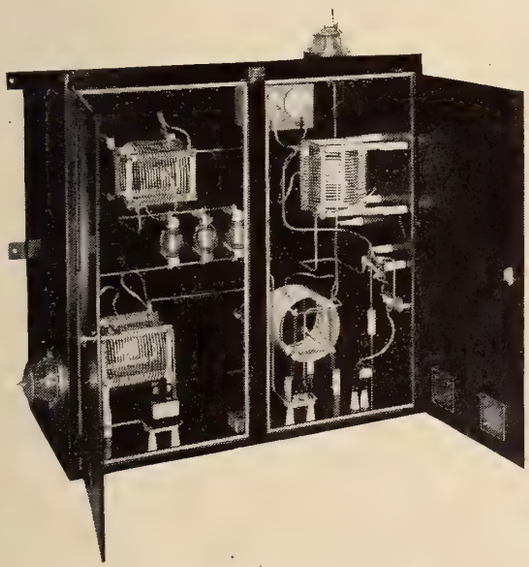
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Management



JONES EVANS appointed general manager of WHWL Nanticoke, Pa., succeeding **MILTON LAUGHLIN**, resigned. Mr. Evans entered radio in 1927 at WBRE Wilkes-Barre, Pa., later moving to WBAX same city as commercial manager. For past three years he has freelanced. Mr. Laughlin moves to WAEB Allentown, Pa.

HUGH M. SMITH, formerly manager of WGWC Selma, Ala., and before that general manager and part owner of WLAU Laurel, Miss., appointed general manager of Covington Stations, WCOV - AM - FM Montgomery, and WGWC Selma, Ala.



Mr. Smith

DAVID H. BROWN, previously partner in legal firm representing WOR New York, and MBS, opens his own law office for general practice at 70 Pine St., New York. He will give special attention to radio and related matters.

ELMER J. and **JOHN G. BUCKNUM**, owners, assume active management of KBUC Corona, Calif., following resignation of **JOHN PIERSON**, station manager. **MARY BUCKNUM** is commercial manager.

EARL H. GAMMONS, CBS Washington vice president, is confined to his apartment at the Wardman Park Hotel with a mild case of virus pneumonia.

JOHN J. A. MICHEL, recently retired U. S. Navy lieutenant commander, appointed supervisor of Employe Services Section of NBC. He succeeds **DONALD BOGART**, resigned.

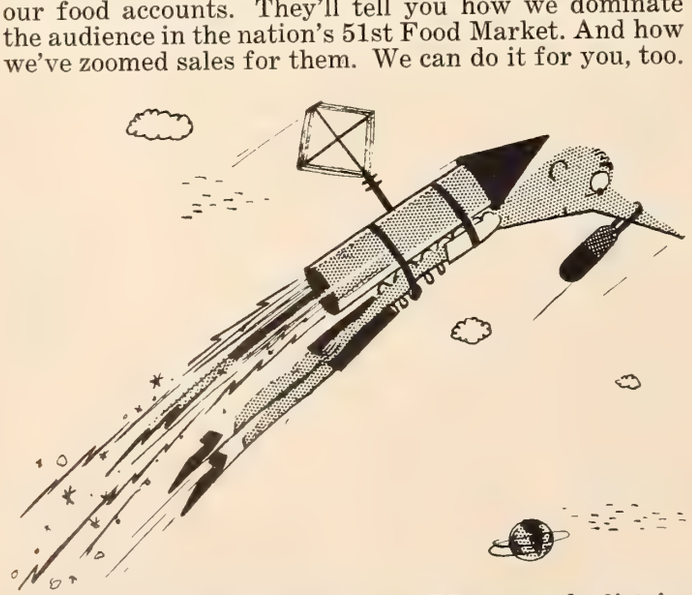
EUGENE P. WEIL, supervisor of sales for WGY, WRGB (TV) and WGFM (FM) Schenectady, N. Y., is winner of Toastmasters International contest, held in Schenectady. **H. H. SOLOMON**, also of the same stations, placed third in contest.

HARRY SEDGEWICK, president of CFRB Toronto, and director of Canadian Assn. of Broadcasters, is in England negotiating with British advertisers to use radio in Canada to promote their export sales.

JOHN H. POOLE, owner of KSMA-KRJM-FM Santa Maria, Calif., and KALI Pasadena, is the father of a boy, John Jr.

SKYWRITER...

DULUTH, MINN.—"Had to get way up here with my rearockejet to read the zooming Retail Food Sales figures for the Duluth-Superior Market," gasps Otto Mattick. "And to add a note about KDAL helping them get this high." Otto's right on both counts. Food sales are higher here. This is now America's 51st Food Market. And KDAL has helped attain this position. Ask our food accounts. They'll tell you how we dominate the audience in the nation's 51st Food Market. And how we've zoomed sales for them. We can do it for you, too.



Now is the time to put KDAL on the list for your next food campaign. Avery-Knodel will be glad to give you availabilities.

BUYING POWER

Johnson Cites Rise In 1950

EACH "listener that U. S. advertising reaches in 1950 will have on the average 39% more purchasing power than in the 'good' pre-war year 1940."

That was the statement made by Arno H. Johnson, vice president and director of media and research, J. Walter Thompson Co., as he summed up facts on the existing economy for the Advertising Club of Washington at a luncheon last Tuesday.

Pointing out that this means "real" purchasing power, after full correction for both higher taxes and higher prices, the agency executive cited as one important factor the impending maturity of U. S. Savings Bonds—bond maturity begins this year at the rate of $1 billion and increases steadily for three years to a peak of over $8 billion, then levels off to an average yearly redemption of over $5 billion.

Saying that many business men underestimated buying power during 1949, he cited as an example cut-backs on television set production by manufacturers and on their inventories by retailers. Before the end of 1949 television sets were in such great demand that one major New York retailer suspended advertising because he didn't like to encourage buying when sets couldn't be delivered, Mr. Johnson said.

Giving a quick run-down of the facts, Mr. Johnson said:

- Total real consumer purchasing power can be 6% above 1949 (which would be 60% over 1940).
- In 1950 real purchasing power per capita can be 3½% above 1949 (which would be 39% increase over 1940).
- In 1950 surplus income over basic living standards can be 6% over 1949 (or four times as large as 1940).
- In 1950 markets for "goods and services" can be $10 billion greater than 1949.
- Consumer debt is unusually low in relation to disposable income or individual savings.
- Consumer holdings of liquid assets are 3½ times 1940, with double the purchasing power.

Mr. Johnson pointed out that "we need a recognition of the opportunities that exist for increased markets." The delicate balance between recession and prosperity can be kept safely on the side of prosperity in 1950, he said.

OKLAHOMA MEET

Coy Scheduled To Speak

FCC CHAIRMAN WAYNE COY is scheduled to give the principal address at tomorrow night's (March 14) closing session of the fifth annual U. of Oklahoma radio conference which opened Sunday in Norman. Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., is set to address tonight's meeting. His subject will be "Economic Trends and the Broadcasting Business."

Theme of the Oklahoma meet is "Great Expectations," according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma. Its attendance are station managers and personnel, advertising agents and radio students from the southwest.

Sessions are scheduled on sales and market problems, news television, FM and problems of getting started in the industry. Opening day of the conference was largely devoted to demonstration broadcasts by students from southwestern colleges and universities. Meetings are being held at the extension study center on the north campus and in the radio instruction laboratories on the main campus.

FIFTH Annual National Gagwriters Convention will be held in New York March 31. The National Laugh Foundation will present its seven "Comedy World Awards" during convention.

HOWARD CHAPIN

Aids McCloy in Germany

HOWARD M. CHAPIN, advertising director of General Foods, is slated to return to the United States in about two weeks to complete a special 45-day assignment as a consultant to U. S. High Commissioner for Germany John J. McCloy, the State Dept. said last week.

Mr. Chapin's activities centered at Frankfort where he has been advising Commissioner McCloy. The State Dept. said Mr. McCloy, who also acts as ECA administrator for Germany, requested Mr. Chapin's aid. Comr. McCloy, the State Dept. added, is authorized to make requests for consultants from time to time.

RUSH

Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's

RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.

At your food dealer or drug store

or write to

Kevo and Kevetts E-2
Azusa, California

Respects

(Continued from page 34)

work is appalling, rejected parental offers to stake him to a legal education. He took a fulltime job as a draftsman with the New York City Board of Transportation to pay his way in Fordham Law School at night.

Despite the fact he was working at a fulltime job, he finished law school in par—three years. That was 1928. He had a degree in naval architecture, a bachelor's degree in law, and a furious desire to marry a girl he had met four years before at a Webb school dance. But he still felt uneducated and too impoverished to wed.

He took a job with a New York law firm, Hunt, Hill & Betts, and transferred to New York U. Law School to take his Master of Laws degree, again confining his academics to the night.

Today Mr. McDonald's recollection of the period of his Fordham and New York U. legal studies is featured by a feeling of vast relief that it is over.

"I still feel naked whenever I find myself on the Third Ave. El without a stack of law books," he said recently. The Third Ave. El was his transportation between work and law school.

He obtained his master's degree in one year and continued with Hunt, Hill & Betts until Jan. 1, 1932.

Joined NBC in 1932

Until a friend, who had joined the NBC legal department, pointed out the wonders of radio, Mr. McDonald was still bent on a career of admiralty law. He scuttled that notion when, on Jan. 1, 1932, he accepted a position as staff attorney at NBC.

Meanwhile, believing that his mind was trained enough to keep him from starving, Mr. McDonald married Louise Cruger Muth, the girl he had met at the Webb dance in 1924.

It is a testimonial to his talents for conciliation that one of Mr. McDonald's good friends today is the fellow student who was the date of Miss Muth at the dance and who incautiously introduced her to Mr. McDonald.

The McDonalds now have three children, Joseph F., 13, Louise, 10, and Ruth, 6. They live in suburban Pelham, N. Y.

After Mr. McDonald had served on the New York legal staff of NBC for five years, he was transferred to the network's Central Division in Chicago as attorney. It was during his service there that he first became involved in labor negotiations. This was the period in which AFRA was organizing in Chicago, and Mr. McDonald was influential in the broadcasters' negotiations with the talent union.

When he was reassigned to the network's New York headquarters as assistant general counsel in 1943, he was counted at least a fledgling expert in labor matters. Accordingly, he found himself handling NBC's interests in the then raging jurisdictional dispute between the AFM and NABET over representation of turntable operators.

In February 1945 he joined ABC as general attorney. He was appointed secretary of the corporation soon afterward and was elected a vice president Nov. 15, 1946.

Mr. McDonald is a member of the New York and Illinois bars, a member of the Copyright Committee of the Bar Assn. of the City of New York, the Communications Committee of the American Bar Assn., the Communications Committee of the New York County Lawyers, the FCC Bar Assn., the Illinois and Chicago Bar Assns., and the Employer-Employe Relations Committee, the Legislative Committee and the Music Advisory Committee of the NAB.

BMI Director

He is a director of Broadcast Music Inc. and of Television Broadcasters Assn. He belongs to the Pelham Country Club and is president of the Webb Institute Alumni Assn.

He is one of the few high executives in radio who regularly keep office hours on Saturdays. What with his ABC responsibilities and industry-wide activities, he has little time for recreation.

One avocational hope entertained by him and Mrs. McDonald is the acquisition of a boat. They owned a sloop when they were first married but sold it when he was transferred to Chicago. They are at the stage now of shopping for another. Meanwhile, Mr. McDonald's principal recreation is bowling.

KRKD Los Angeles has received special award from Greater Los Angeles Chapter, National Safety Council for its recent weekly program on home safety.

McANDREW NAMED

Heads Radio Correspondents

WILLIAM R. McANDREW, general manager of NBC's WRC and WNBW (TV) Washington, was elected president of the Radio Correspondents' Assn. at a meeting in Washington last Tuesday. Mr. McAndrew succeeds Elmer Davis of ABC who becomes ex-officio member of the board.



Mr. McAndrew

Others named were: Vice president, Francis W. Tully Jr., Washington Reporters Inc.; secretary, Bill Shadel, CBS; treasurer, Hollis Seavey, MBS; members at large, George Marder of United Press Radio, George Reedy of Arrowhead Network, and Rex Goad of Transradio Press.

Mr. McAndrew is one of the 32 charter members of the Radio Correspondents' Assn. and is one of four members of the original executive board which activated the Senate Radio Gallery in 1940. He formerly served as Washington director of news and special events for the NBC network. Mr. McAndrew joined NBC in 1936 and was executive news editor of BROADCASTING from 1940 to 1942. He returned to NBC in 1944.

Guild Cites Two Stations

CITATIONS for outstanding achievement in radio were voted fortnight ago by New York Newspaper Guild to two New York stations, WMGM for *Books on Trial*, and WQXR for outstanding music programs.

Small Space — Big Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

KRNT is the
LEADER
in Des Moines!

HOOPER SHARE-OF-AUDIENCE
DEC., 1949 — JAN., 1950

TOPS IN MORNING — 8 A.M. TO 12 NOON
2,511 Homes Called
KRNT ★ 40.1%
Sta. A—24.2%
Sta. B—17.0%
Sta. C—10.9%
Sta. D—1.9%

TOPS IN AFTERNOON — 12:00 TO 6:00 P.M.
3,776 Homes Called
KRNT ★ 40.6%
Sta. B—26.7%
Sta. C—12.3%
Sta. A—11.6%
Sta. D—5.0%

TOPS IN TOTAL RATED TIME PERIODS
17,348 Homes Called
KRNT ★ 32.0%
Sta. B—24.0%
Sta. A—22.8%
Sta. C—11.0%
Sta. D—4.7%

KRNT DELIVERS THE AUDIENCE YOU MUST REACH TO SELL! . . . OUR LONG LIST OF REPUTABLE ADVERTISERS — NATIONAL AND LOCAL — PROVES THE STATION'S ACCEPTANCE AND ABILITY. ASK A KATZ MAN FOR DETAILS.

KRNT
DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

Commercial



WILLIAM D. SHAW, former assistant sales manager for CBS Pacific Network, and KNX Los Angeles, Columbia-owned station, will join CBS Radio Sales New York, effective April 1. He replaces **MILTON F. ALLISON,** now assistant sales manager of WBBM [BROADCASTING, Feb. 20].

ARNOLD JACK GREGORY, formerly salesman with KOOL Phoenix, Ariz., appointed head of national sales for station. Before joining KOOL he was with KOY and KPHO that city.

WOV New York appoints John E. Pearson Co. as national representative.

JOHN P. ROHRS, Pearson Co. employe in Chicago, will concentrate exclusively on selling WOV business in the midwest. Appointment was effective March 8.

JOHN SCHMULBACH, formerly with sales staff of WABY Albany, N. Y., joins sales staff of WGY Schenectady as account executive.

CECIL RICHARDS appointed senior sales representative of WQQW-AM-FM Washington. He formerly was commercial manager of WBCC Bethesda, Md.

TOM FRANDSEN, formerly account executive at KMPC Hollywood, named sales manager.

BERT LIBIN, formerly with WOL Washington and before that radio and TV director of Bert Sarazen Adv., New York, joins commercial staff of WWDC Washington, as account executive.

WBBM Chicago issues rate card #23, which was effective March 1.

JACQUELINE M. DODGE, formerly with NBC, ABC and Booth, Vickery & Schwinn, New York, joins WDTV (TV) Pittsburgh, as account executive.

WALLACE BRAZEAL, formerly with KXLY Spokane, joins KYA San Francisco as salesman.

DAN CARR, formerly manager of Guild Radio Features Ltd., Toronto, appointed commercial manager of CKOY Ottawa.

ROGER S. UNDERHILL, formerly general manager and sales manager of WICU (TV) Erie, Pa., appointed director of sales for WJIM-AM-TV Lansing, Mich.

DICK PARKER, former account executive and disc jockey with WMBM Miami Beach, Fla., appointed commercial manager of station.

DANIEL F. GREENHOUS, formerly California factory representative for nationally advertised products, named director of Television Sales, subsidiary of KTTV (TV) Inc., Hollywood. He will direct TV program production and distribution nationally for firm. Subsidiary was formerly titled Television Recordings Ltd.

JOHN H. SLAYTON joins sales staff of KXOK-FM, St. Louis Transit Radio station.

GUSTAVE NATHAN, former salesman at WWCO Waterbury, Conn., appointed commercial manager, succeeding **FORD BILLINGS,** resigned.

SCOTT DONAHUE Jr., acting sales manager of WPIX (TV) New York since last October, joins New York television sales staff of The Katz Agency Inc., station representatives.

THE KATZ AGENCY, national advertising representative, moves its San Francisco office from Monadnock Bldg. to new quarters in Russ Bldg.



HENDERSON MOVES

WFBC Airs Dedication Show

LOCAL, state and national dignitaries were heard in a broadcast originating from WFBC Greenville, S. C., when new quarters of the Henderson Advertising Agency in Greenville were dedicated.

The agency, established some three years ago by Jim Henderson, was congratulated by Gov. J. Strom Thurmond, Senators Burnet Maybank (D-S. C.) and Olin D. Johnston (D-S. C.), Rep. Joseph R. Bryson (D-S. C.) and Mayor J. Kenneth Cass of Greenville. The Feb. 26 broadcast was transcribed for delayed broadcast by WKIK Columbia, S. C.; WAYS Charlotte, N. C., and WCOG Greensboro, N. C.

LOCKE RETIRES

Hite Heads Tracy-Locke

RAYMOND P. LOCKE, president of Tracy-Locke Co. Inc., Dallas advertising agency, last week announced his retirement from the firm which he founded in 1913. His stock interests in the company have been purchased by his Tracy-Locke associates, Mr. Locke said.

Morris L. Hite, executive vice president who has been with the company since 1937, succeeds Mr. Locke as president. Clay W. Stephenson, with the firm since 1948, has been elected to the board of directors and will serve as executive vice president. In another organizational change, John H. Wellenkamp, in addition to his duties as vice president and treasurer, becomes general manager of service operations, a newly created post.

Two additions to the staff also have been announced. Philip McHugh, formerly with CBS in New York and Brown Radio Productions Inc., Nashville, was appointed head of the radio and television department. Herbert Lehman, formerly with the Bruce B. Brewer Advertising Agency's Minneapolis office will serve as account executive.

In announcing his retirement Mr. Locke also stated: "My retirement is according to long-range plan, as projected in 1913 when I first entered the advertising agency business on my own. I have worked hard and conscientiously; always our clients have been first. For all these 37 years, we have subscribed to the philosophy that 'advertising must pay its way and pay a profit'."

Leonard D. Taylor

LEONARD D. TAYLOR, 51, former account executive for WNJR Newark and WJZ-TV New York, died of virus pneumonia March 2 in Montclair, N. J., after a brief illness. Mr. Taylor also served with the Hearst papers in Chicago for 10 years. In recent months, he had been associated with Video Varieties Corp., New York.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

NIGHTTIME BIDS

FCC Turns Down 4 Daytimers

BIDS of four daytime-only stations requesting special night operation authority were turned down by FCC last week as being contrary to the North American Regional Broadcasting Agreement, now being renegotiated. Meanwhile, WKSR Pulaski, Tenn., has asked for night operation on grounds NARBA is no longer legally effective.

In a memorandum opinion and order, the Commission denied the requests of WPIT Pittsburgh, WKYW Louisville, WACE Chicopee, Mass., and WIVY Jacksonville, Fla., stating the frequencies involved are clear channels assigned to Mexico for Class I-A outlets under NARBA and according to the "gentlemen's agreement" with Mexico the U. S. has agreed to assign only Class II stations on these channels.

FCC said since both Mexico and the U. S. have "continued to abide by the terms" of the agreement, "we are unwilling to embark upon a course of action which will violate heretofore well-established basic principles and regulations which have governed and continue to govern the use of the standard broadcast band as between countries of North America." FCC noted also that NARBA is being renegotiated.

WKSR, assigned 250 w daytime on 730 kc, has asked for 100 w night operation. The station said NARBA is no longer law and likewise the "gentlemen's agreement." WKSR wished to provide Pulaski its first local night service. WPIT, also on 730 kc with 1 kw day, had requested 250 w at night while WACE, on that channel with 1 kw day, wanted 1 kw directional operation at night. WKYW, on 900 kc with 1 kw day, sought 100 w at night and WIVY, on 1050 kc with 1 kw day, wished to operate additionally from 6 a.m. to local sunrise.

Suspension Denied

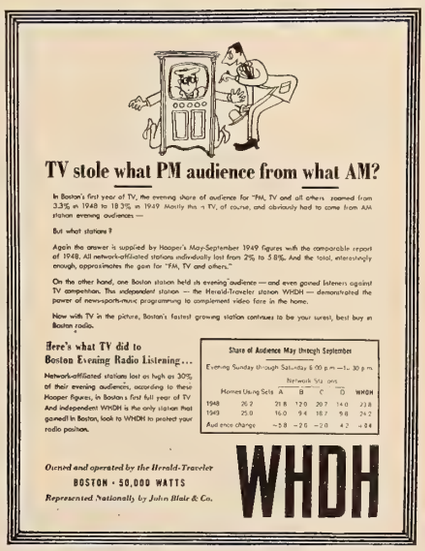
WGNB (FM) Chicago, companion operation of WGN there, was denied permission by FCC last week to go off the air as a power conservation measure. WGNB said it wished to cooperate with the blanket order of the Illinois Commerce Commission requiring all commercial users of electricity to cut consumption 25% during the coal shortage. FCC's wire to WGNB said in part:

"The Commission is concerned with proposal to completely curtail FM service. If the emergency justifies you in keeping your FM station silent, the same considerations would seem to require you to curtail operations of your AM and television stations."

CJGX Yorkton is to increase power from 1 kw to 5 kw early in the spring. Northern Electric transmitter will be installed.

when you're comparing radio stations

...make sure to check their Service-Ads as well as their listings in SRDS



Service-Ads like this in SRDS Radio Section help Time Buyers pick the right stations.

Says one Time Buyer: "When I'm using STANDARD RATE I'm looking for certain things. I'm not *reading*. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it."

Have you noticed, too, how Service-Ads help, especially when you're working fast? Service-Ads like WHDH's shown here, which supplements and expands the WHDH listing with the kind of information that helps you decide which stations you want.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

News

ROBERT KNOUSE, formerly news editor KTSA San Antonio, Tex., joins KWKW Pasadena, Calif., in same capacity.

RICK WEAVER, formerly sports director at WCAV Norfolk, Va., WPDQ Jacksonville, Fla., and KSJO San Jose, Calif., joins WGCM Gulfport, Miss., as sports director.

HARRISON WOOD, former Don Lee Network news analyst, joins MBS, effective March 20, with new series of programs, Mon.-Fri., 11-11:15 p.m.

NELSON BAKER, formerly staff announcer with WFBR Baltimore, joins WBAL same city, to do *Sports Page of the Air*, daily, 11:05-11:15 p.m., sponsored for 52 weeks by Isaac Hamburger & Sons, Baltimore.

TOM KOCH, member of WBBM Chicago news staff, is author of *Tournament Trial*, novel about Indiana State Basketball Tournament, published last week by Lothrop, Lee & Shepard, New York.

FCC BAR ASSN.

By-Passes Applicant Policy

EXECUTIVE committee of the Federal Communications Bar Assn. has decided not to participate or file any comments in the FCC proceedings relating to a uniform policy for applicants who have violated U. S. laws other than the Communications Act [BROADCASTING, Jan. 30, Feb. 6, 20]. FCBA President Neville Miller last week said this action was because the case relates to substantive questions of law rather than procedural ones.

Percy H. Russell Jr., chairman of the FCBA's committee on practices and procedure, which recommended the bar group not take part, observed that the Commission has not instituted a rule-making proceeding but proposes in lieu thereof to enunciate a policy statement which cannot have the same effect and force as a rule. FCC has postponed its hearing in the case until April 24, with comments accepted by April 10.

WVSH Dedicated

DEDICATION of WVSH Huntington, Ind., 10 w educational FM station, has been announced by the Huntington school system. Operating on 88.1 mc, WVSH now has a regular broadcast schedule of one hour each school day. Programs include participation by pupils from both grade schools and high school, transcribed shows containing material for classroom use, and broadcast of a sectional basketball tournament. M. McCabe Day is director of WVSH.

When you can get RCA "Know-How"... why take anything less?

all types of PHONOGRAPH AND TRANSCRIPTION Records

RECORDING
PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 3-B:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!
custom record sales
Radio Corporation of America
RCA Victor Division

free...

to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time only, this $5.00 YEARBOOK will be sent as a bonus to new BROADCASTING subscribers.

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

1050

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

YEARBOOK Special



Officers and directors of TAB (l to r): seated, Messrs. Pengra, Sowell and Winger; standing, Messrs. Hart and Baker. Secretary-Treasurer Draughon is not pictured.

TAB SESSION

All Officers Are Re-elected

OFFICERS and directors of Tennessee Assn. of Broadcasters were re-elected Feb. 24 at the annual TAB meeting held in Nashville, with 125 delegates attending an all-day session.

President F. C. Sowell, WLAC Nashville, said TAB now has 40 station members. He reported the "Let's Sell Optimism" promotion campaign had proved successful, with stations in a dozen states now conducting drives based on the TAB format.

An agency panel stressed importance of setting rate and coverage policies and sticking to them. Taking part were Hugh Murphy, Lake - Spiro - Shurman, Memphis; Albert Noble, Noble-Dury & Assoc., Nashville; John Fontaine, Nelson Chesman Co., Chattanooga.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, took over the afternoon. Henry W. Slavick, WMCT (TV) Memphis and a retiring NAB director, reviewed the growth of TV in Memphis and said it has not reduced the volume of AM advertising. Harry Stone, WSM Nashville, described his recent trip to Germany with a *Grand Ole Opry* troupe.

Officers of TAB are Mr. Sowell, president; Earl W. Winger, WDOD Chattanooga, vice president; Jack M. Draughon, WSIX Nashville, secretary-treasurer. Board members are T. B. Baker, WKDA Nashville; John P. Hart, WBIR Knoxville; Marshall H. Pengra, WATO Oak Ridge.

COMMUNITY COVERAGE

WTAG Wins Praise From Its City Government

WTAG-AM-FM Worcester, Mass., has been cited officially for its efforts to tell the public about the city's new council-manager form of government. In passing a unanimous vote of thanks, the Worcester city council specifically cited the current *Your City Government* show, a weekly presentation Sunday at 12:50 p.m.

Giving city officials a chance to inform the public on what is going on at City Hall, the program each week features two councilmen who discuss problems being tackled under the recently established "Plan E" form of government. The last program each month is taken over by the city manager who reports on progress for that month.

WTAG-AM-FM has been providing this type of coverage since last fall when the city started to vote under a new form of city government. Instead of the old mayor-council system, the voters now faced rule under proportional representation, a system with which they were unfamiliar.

Hess Series

Realizing the necessity for public education, WTAG introduced a weekly series done by Clyde Hess, the station's news analyst. Figuring that the best way to get information on the new government was to ask the cities that already had it, Mr. Hess questioned authorities in five cities already operating under council-manager government. General theme of his questions was, "How is this council-manager form of government working for you folks? Do you like it? Is it practical?"

The answers were recorded by respondents and air-mailed back to WTAG. Then Mr. Hess took the discs, wove them into "interviews" which were filled out with his own comments and interpretations of the answers in terms of Worcester's problems. This series ran for the five Sundays preceding the elections.

The show, *A Plan of Two Cities*, so impressed the Massachusetts Committee for the George Foster Peabody Radio Awards that it was given first award for public service in the Bay State.

Several other programs of this type were used, including the question-and-answer series, *The ABC's of Plan E*, done by Newsman Dick Jacobs and also running up to election time.

The *Your City Government Show*, planned for a limited run, proved so popular that the program is now a permanent part of the WTAG-AM-FM schedule.

DECCA RECORDS Inc., New York, declared quarterly dividend of 12½ cents per share on capital stock, payable March 28 to stockholders of record at close of business March 14.

KOCS Shuffle

CARLTON R. APPLEBY, manager of Ontario (Calif.) *Daily Reporter*, in a reorganization has in addition assumed supervising management of the newspaper-owned KOCS. He takes over duties of Stanley Davis, assistant manager, who resigned. Active department heads are Floyd Hall, business manager and chief engineer; George Crofford, program director, and James Rennie commercial manager.

When It's **BMI** *It's Yours*

Another BMI "Pin Up"—Published by Fairway

BROKEN DOWN MERRY-GO-ROUND

On Records: Margaret Whiting — Jimmy Wakely — Cap. 800; Rex Allen — Patti Page—Mer. 6231; Eileen Wilson—Dick Thomas — Dec. 24880; Jon and Sandra Steele—Coral 60162; Bobby Lee—Four Star*

*soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Promotion



SMOOTHLY running activities between station executives and school officials resulted in "High School Day" on KVOR Colorado Springs, Col. Between 6:45 a.m. and 1 p.m. Feb. 28, virtually every job on staff was taken over by 60 high school students, chosen from 100 who applied. Students had been practicing during previous week and were able to handle news writing and announcing chores with comparative ease. Staff members supervised all activities, but none of their work appeared on the air. Even selling activities were handled by students. Unprecedented number of calls were received commenting on day, station reports.

Pictured Promotion

SINGLE-page bulletin, with pictures of live studio shows featured on WAAM (TV) Baltimore, illustrating station's program line-up, sent to trade by WAAM. In center of page, surrounded by pictures which bear short outlines describing show's format, is statement concerning number of hours devoted to local live and network shows. Bottom of page carries caption noting station's ABC-TV and DuMont affiliation.

'Cool, Clear Water'

PLAN originated on *Great Gildersleeve* show on NBC, calls for sending of water canteen to 16 different cities, where ounce of water is added by each local water commissioner. Canteen is sent to NBC affiliates in cities from Los Angeles to Washington, and bears large tag remarking that it will eventually be sent to water commissioner of New York City. Mr. Gildersleeve, of show, is water commissioner of fictional town.

Descriptive Booklet

BROCHURE, which includes pertinent data concerning WDTV (TV) Pittsburgh's growth in that area, sent to trade by station. Rate card, coverage map, line-ups of station equipment and market statistics are given on mimeographed sheets which have been stapled to folder. Excerpts from letters, in original handwriting also are given.

Bulletin Announces

LARGE white bulletin from WFMJ Youngstown, Ohio, sent to trade bearing announcement of station's new facilities. WFMJ now broadcasts on 1390 kc with 5 kw. Brief text remarks that city is nation's "fourth largest steel center and Ohio's third market." Facts on ABC affiliation and other data conclude bulletin.

Shamrock Green

SHAMROCK GREEN ink on white paper make up latest promotion from WOV New York. Head reads, "The Irish Will Love It and So Will Everyone Else." Announcement of show, *A Ramble in Erin*, hour of Irish music, folk songs and guest stars, is made. Show is aired Mon.-Fri., 11 p.m.

Religious Spots

TAPPING a usually unsuspected classification of business, KSMO San Mateo, Calif., is making religious broadcasts pay off by selling spot announcements before and after its Sunday Catholic sermon, to church goods stores in two neighboring communities.

KRAM's Neighbors

UNSUSPECTED revenue source in retailers of communities scattered 10 to 300 miles away uncovered by KRAM Las Vegas, Nev. Utilizing half-hour program music and commentary slanted to specific community, under title *Know Your Neighbor*, broadcast is sold in quarter hour segments to merchants in drug, general merchandise, grocery and gasoline categories.

Free Blotters

BLOTTERS sent to Canadian advertisers and agencies by CKAC Montreal bear message "The good things in life are free—enterprise." Promotion bears call letters of CKAC, signing itself "a free enterprise station since 1922."

Maps Mailed

AMONG first stations to put its new BMB study map into mail is KDAL Duluth, Minn. Maps were sent with additional data showing station's increases to complete agency and client lists in station's files.

Personnel

RAY C. HUFFER, formerly on public affairs staff of WFAA Dallas, appointed sales promotion manager for station.

HARRY L. KOENIGSBERG, formerly with station's continuity department, named publicity director.

RONNIE MANDERS, formerly publicity manager for Standard Radio Transcriptions and West Coast representative for *Music Business* magazine, joins KFI-AM-TV Los Angeles as assistant to promotion and publicity director.

SAM PARNAS, formerly news writer with KMOX St. Louis, appointed director of press information.

SELVIN DONNESON, with sales staff of WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.



'BACKGROUND' MUSIC *Not Violation, WFMF Says*

WFMF (FM) Chicago, sister operation of WJJD there, has told FCC that Muzak Corp. was wrong in its charge that some FM stations are violating the Commission rules by supplying "background" music programs—with all announcements deleted by means of a supersonic signal—to local business establishments [BROADCASTING, Jan. 23].

Muzak wants the Commission to amend its regulations to allow the firm to distribute its functional music services via regular FM stations in lieu of telephone lines. These special programs would be "carried" on the regular program transmission of an FM station, using a supersonic signal multiplexed to provide several types of special music service such as now programmed by Muzak. The supersonic signal would not affect the regular FM program and it would be picked up in the establishment of the Muzak client on a special receiver.

The piped-music firm believes the FCC's rules must be amended to allow this type of transmission and to allow broadcasting of program material without identifying announcements as now required by the rules.

Muzak told FCC that some FM stations are supplying such a service, indicating they were using their regular programs but eliminating reception of all voice announcements in establishments buying the service by means of the supersonic signal. This high audio-frequency signal causes the special receivers in such establishments to shut off when voice transmission occurs. Muzak contended this procedure violates FCC's FM rules because these rules do not provide for the unique type of transmission.

WFMF contended that according to scientific and dictionary definition the supersonic signal of 20,000 to 25,000 cycles is within the same category as the audible program signal and may be construed program-wise the same as sound effects or other non-music or non-voice material. WFMF held no additional equipment would be required at the transmitter, as Muzak indicated, and no rules amendment would be needed. The station explained that so long as the intensity of the modulation level is limited for signals above 15,000 cycles, no emission would occur outside the authorized channel.

WFMF explained that with even slight limitations on the intensity of the modulation level for frequencies of 20,000 and 25,000 cycles, the emission band width can be held within the same band width that would result from 100% modulation with a 15,000 cycle signal.

DIRECTORS of WJR Detroit announce dividend of 10¢ per share to be paid March 15, 1950.



Programs

PRIZE of $1,000 scholarship awarded to Glen Holt, high school senior from Smithfield, N. C., as winner of statewide *Student Forum for Safety* quiz series. American Mutual Liability Insurance Co. of Boston sponsored contest on WBIG Greensboro, WPTF Raleigh and WBT Charlotte, latter as key station. Sixty students were chosen from area of each station to participate in series of 10 shows, in which they were quizzed, six each week, on safety problems. Eleventh show pitted winners of previous contests against one another to determine six finalists who were quizzed in final show on WBT, which was fed to state-wide network.

Weather Facts

TWO shows on KOY Phoenix, Ariz., utilize weather reports in different circumstances. At 6 a.m. daily, News Editor Paul Gribben airs his phone calls from police, sheriff and state patrol headquarters. Highway and road conditions, as well as weather reports are given in calls. Daily comparison of temperatures between Phoenix and Eastern U. S. areas is given by George Graham on his *Record Matinee* show. Purpose of this feature is to heighten the enjoyment of eastern vacationers in Arizona.

'Alcoholism in Washington'

SERIES of eight broadcasts, *Alcoholism in Washington*, aired over WMAL Washington will discuss new Washington Alcoholic Clinic, work of Alcoholics Anonymous, alcohol as problem to courts and penal institutions and one program devoted to advice to family of an alcoholic. During another broadcast, new drug, Antibuse, will be commented upon. Alcoholics of all kinds and circumstances will appear on shows via tape-recordings. Series was written, narrated and tape-recorded by Gunnar Back, and is sponsored by D. C. Health Dept., Alcoholic Clinic, Washington Committee for Education on Alcoholism, Washington *Evening Star* and its WMAL.

Fire Covered

NEAR million dollar fire which razed Hargrave Military Academy, Chatham, Va., was covered by WDVA Danville, Va., via battery operated Mini-tape recorder. Announcer Dick Campbell described inferno and one incident, in which Mr. Campbell stood on steps of building while explosion occurred inside, necessitating a quick trip to safety, was forwarded to *Mutual Newsreel* and used as feature Feb. 22. Recordings of fire were aired on WDVA at 11 p.m. of day on which it took place.

Comedy Series

DOMESTIC comedy series, titled *That Young Couple*, reportedly first full-scale dramatic program attempted by New England video, debuts March 19 on WBZ-TV Boston. Show is live, half-hour production aired Sunday at 4:30 p.m. from station's studios and featuring members of Brattle Theatre Co. Program is sponsored by Boston Gas Co., written by Ruppert Pray and production is handled by Al Hartigan of WBZ-TV and Albert Marre of Brattle.

Blowing Its Stack

SEVEN THOUSAND ton smelter stack in Denver, Col., was blown up because it constituted a hazard. Four spectacular dynamite blasts which reduced it to rubble were described to listeners by KOA Denver, Feb. 25. Three special broadcasts, all live from scene, were aired by Starr Yelland, announcer, Special Events Director Bill Day and Al McClelland, engineer.

Production Event

WHEN first production model of XB47, jet bomber, moved off production line at Boeing Wichita plant, KANS Wichita was there to witness and relate spectacle to listeners. Special interview with J. Earl Schaefer, vice president and general manager of plant, was conducted by George Gow, news chief of KANS and Ted Heithecker, promotion manager. Interview, together with short story of event was aired nation-wide on NBC's *News of the World* that evening.

Disc Panel

PANEL of three well-known personalities in music world comment on new releases aired over *The Record Forum* on KRON-TV San Francisco. Experts vary from show to show and confer with Disc Jockey Arch LeRoux about each record's quality and chances of success before it is played. Program has participating sponsors.

New Sports Angle

STORIES and interviews with players, coaches and other National League team members are featured on new sports show, *Here Come the Phillies*, on WPEN Philadelphia. Show is heard directly from team's training camp in Clearwater, Fla., and is aired by Gene Kelly, play-by-play announcer for all Phillies games. After training session, show will originate at WPEN.

Program Highlights

ONE-TIME show on WKTY LaCrosse, Wis., featured George Briggs, U. of Wisconsin agronomist and weed control specialist, in interview concerning all phases of weed control. Also guest on show was Tom Burgess, *LaCrosse Tribune* farm editor. New series on WKTY is 13 school music broadcasts with bands, orchestras and glee clubs of 27 local high, junior high and grade schools featured. Weekly programs are sponsored by Consolidated Dairies of LaCrosse.

Drawing Fun

NEW addition to line-up of programs on WBAL-TV Baltimore is *Fun With Freedy*, audience participation feature. Show is conducted by Edward Freedman, artist, advertising executive and author. Mr. Freedman tells well-known story while viewers, draw along with him pictures illustrating narration. Prizes are given for best drawing in studio audience. Show is aired Saturday, 5:30-6 p.m.

Memorial Program

SPECIAL show was aired Feb. 27 at 9 p.m. on WCOP Boston commemorating the death of Harry Lauder, entertainer. Called *Harry Lauder Memorial Show*, program was made up of Lauder recordings from personal collection of Program Manager Gene King and script was written by Ed Sullivan, continuity director. Another one-time show on WCOP, *Junior Press Conference*, in which four high school students quizzed their governor on matters of local and state government, proved so popular with audience and local civic and educational organizations, that it will become regular program feature of WCOP.

Polo Telecasts

WHAT is believed to be first telecasting of polo match was started recently with telecasting of first of series of 12 matches from Beverly Hills Polo Club on KNBH (TV) Hollywood. Competing in series from week to week will be top polo teams from U. S. and Mexico. Frank Roche, polo writer and authority, is announcing games; Frank Barton does color. Packard-Bell Co., Los Angeles is sponsoring series through Elwood J. Robinson Adv., same city.

Spot Reports Aired

EXCLUSIVE news reports from cities all over world will be aired on WFIL Philadelphia in next few weeks. Reporter will be Alvah B. Adam, president of Philadelphia Junior Chamber of Commerce, who has gone to the Philippines as delegate at annual J. C. of C. convention. From there he will visit cities in Asia and Europe where he will make tape and wire recordings of news developments of international interest and interview prominent persons. Shows will be presented on WFIL as special programs or segments of regularly-scheduled newscasts, according to their length and significance.

Geared for Women

INTERVIEWS with industrial executives who are introducing products of special interest to women are feature of *What's New In Industry* show on KFI-TV Los Angeles. Demonstrations of new products are made during hour long telecasts with Ted Meyers handling interviews and Paul Knight as producer.

ANTI-GAMBLING
Sen. Wiley Lauds ABC Show

ABC COMMENTATOR Robert Montgomery's radio campaign spotlighting Frank Costello's activities has drawn congressional praise from Sen. Alexander Wiley (R-Wis.) in connection with a Capitol Hill movement to probe interstate crime and gambling activities.

Sen. Wiley congratulated Mr. Montgomery, who also is an NBC-TV producer, for bringing to the listeners the "whole question" of Mr. Costello's citizenship rights in view of repeated denunciation of his alleged racketeering.

Mr. Montgomery for the past three months has devoted most of his broadcasts (ABC, Thursday 8:45-9 p.m. EST) to phases of Mr. Costello's career, and urged an investigation of interstate gambling. The congressional resolution was proposed by the Senate Judiciary Committee. Sen. Wiley's comments, urging Justice Dept. action were inserted in the *Congressional Record* March 2 issue.

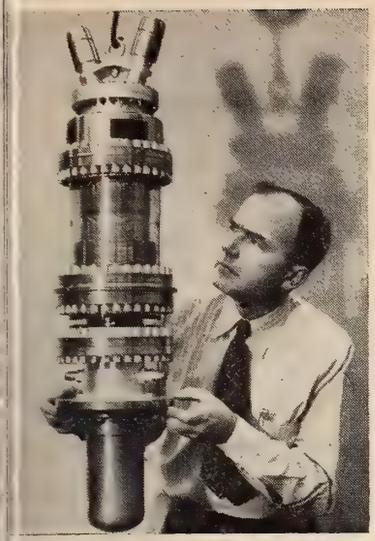


MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas





CA'S NEW "super-power beam tride" which is capable of 500 kw outut is examined by Dr. L. P. Garner, ead of the Advance Development ab. of the RCA Lancaster, Pa., tube lant, where the tube was developed. Weighing only 135 lb and measuring 8¾in., the tube is now commercially available.

VBT-IBEW CASE

Grand Jury Indicts Hicks

GRAND JURY in Mecklenburg ounty, N. C., has indicted Sterng L. Hicks, business manager f the IBEW local in Charlotte, n charges of conspiracy in the ttempted dynamiting of WBT harlotte's 429-foot radio tower on an. 22, according to news accounts.

The case, it was reported, will be laced on the county's criminal ourt docket for March 20, openg date of the court's sitting. ollowing the blast attempt BROADCASTING, Jan. 26] Mr. Hicks as charged by Charlotte police n two counts of conspiracy. Poce said at that time they had inercepted a Columbia, S. C., man s he reportedly lit the fuses of the ynamite sticks which had been etonated. They said subsequent uestioning of the man had led em to the arrest of Mr. Hicks.

CHNS

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5000 WATTS — NOW!

AFA CONVENTION

Cone To Address 1950 Meet

FAIRFAX M. CONE, chairman of Foote, Cone & Belding, will be one of several prominent advertising and industry figures who will address the 46th annual convention of the Advertising Federation of America, to be held at the Statler Hotel in Detroit May 31-June 2.

Built around the general theme, "Advertising's Responsibilities in a Dynamic Market," the three-day program will cover the field from the standpoint of advertisers, media, agencies and creators. Featured speaker at an opening general luncheon session May 31 will be Eric Johnston, president of the Motion Picture Assn. of America. He will discuss "Challenges in a World of Propaganda."

A varied program is being prepared by Detroit host clubs headed by Charles B. Lord, retail advertising manager of the *Detroit Times*, and Edythe Fern Melrose, radio personality and member of the Women's Advertising Club of Detroit. Ted Little, vice president and general manager, Campbell-Ewald Co., is chairman of the convention's steering committee.

Initial list of speakers was announced jointly by Elliott Shumaker, Detroit general chairman for the convention and advertising manager, *Detroit Free Press*, and Elon G. Borton, president and general manager of the federation.

James A. Nassau

JAMES A. NASSAU, 51, radio pioneer, died Feb. 23 in the home of friends in Glenside, Pa. He entered radio in 1915 as a staff member of 3XJ, first licensed experimental station in the country, at Glenside. In 1923 he joined the former WLIT Philadelphia, as an announcer, remaining there until going to WFIL Philadelphia in 1935. He at one time owned WIBG Philadelphia and served as its program director until 1939. In 1949 he joined WAEB Allentown as program director, holding that position until his death. He is survived by a brother, Joseph M. Nassau, and an aunt, Sister St. Maurice, S.T.D., of Philadelphia.

Carrier Current

JOINT government-industry committee named by FCC last summer to obtain field intensity measurements of line radiating devices and systems is to meet June 6 at FCC's Washington headquarters, the Commission announced last week. Meeting date earlier had been set for March 21. Six working groups are now obtaining field data, FCC said, and are expected to complete their reports by June 6. FCC has invited all interested persons to attend the meeting. Among the groups affected in the proceeding are college "wired-wireless" stations.

Technical



JACK MILLER, formerly with WMBM Miami Beach, Fla., rejoins station as chief engineer.

HARVEY FRITCH, formerly KAGH Pasadena, Calif., engineer, joins KALI same city, as chief engineer.

WILLIAM deDUFOUR, named chief engineer of WFUV (FM), New York, Fordham U.'s station. Recent graduate of the university, Mr. deDufour worked on WFUV staff while a student.

RCA VICTOR, Camden, N. J., announces Carfone station unit "15," new portable transmitter-receiver, smaller than overnight case, for use as headquarters station equipment in mobile communications systems operating in 152-174 m.c. range.

BOB FISHER, formerly of KNOB Long Beach, Calif., and DONALD WILSON join KWKW Pasadena, Calif., as engineers.

HENRY NIELAND, formerly student at Television Workshop, New York, joins camera crew of WAAM (TV) Baltimore.

HAROLD E. BEDDINGFIELD, JAMES W. EDWARDS, BYRON L. FRIEND and CHARLES M. EINING join engineering operations staff at WNBQ (TV) Chicago, under supervision of Howard Luttgens, chief engineer. Mr. Eining was transferred from KOA Denver.

ELECTRO-VOICE, Buchanan, Mich., announces new E-V Model 335 Blast Filter, designed for use with company's Models 630, 635 and 605 moving-coil dynamic microphones. Filter effectively stops breath blasts, company reports.

ANDREW Corp., Chicago, announces production of ⅞ inch rigid transmission line (Type 450) for AM and FM systems.

MARVIN DOERING, transmitter engineer at KWK St. Louis is the father of a boy, Dennis.

BOB STONE, KTSL (TV) Los Angeles cameraman, is the father of a girl, Sheldra.

CHUCK OSTLER, of WLS Chicago engineering staff, is the father of a girl, Colleen.

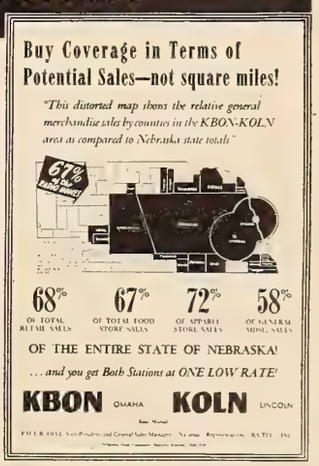
MAURICE J. WYNN, engineer with WWL New Orleans, is the father of a girl.

CHARLES RILEY, NBC Chicago maintenance engineer, is the father of a girl.

Complete market data— in one volume

CONSUMER MARKETS makes easily accessible all the state, county, and city market indices that market and media men ordinarily use for market comparisons and selection.

IN ADDITION, the Service-Ads of many individual media contribute much helpful supplementary data that you will find useful in judging various market potentials.



▲ One of many Service-Ads that supplement and expand the voluminous listed data in CONSUMER MARKETS.

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A Section of Standard Rate & Data Service

Walter E. Botthof, Publisher

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KRLD MOVES

AM-FM-TV Now in One Bldg.

KRLD Dallas moved its AM and FM studio operations March 3 from the Hotel Adolphus to the new KRLD Bldg. on Herald Square at Pacific, Griffin and Camp Sts., which has been the home of KRLD-TV since Dec. 3. Station had maintained studios in the Hotel Adolphus since 1926.

Station staff members made the switch in the hours between midnight and dawn, when office records, furniture, recordings and miscellaneous equipment were hauled to the recently completed new headquarters. Clyde Rembert, KRLD managing director, attributed a smooth changeover to careful advance planning dating back several months.

The KRLD Bldg., over which towers the TV antenna, is across the street from the *Dallas Times Herald* building, publishing affiliate of KRLD.

CAB Plans Meeting

PLANS now are nearing completion for the annual meeting of Canadian Assn. of Broadcasters at Niagara Falls, Ont., March 27-30. Guest speaker at the annual dinner on March 28 at General Brock Hotel, will be Dr. Robert Stanforth, liaison officer of UNESCO, New York.

Mr. Joe Field
Compton Advertising
New York City

Dear Joe:

Noticed sumpthin' t'other day thet's real important ter folks like you. Did you know thet WCHS local bizness was UP in 1949 over what hit wuz in 1948? Yessir Joe, WCHS sold more time ter local merchants last year than durin' th' big year uv 1948! Merchants here in Charleston, West Virginny, is smart, an' they know thet this ain't no time ter pull in yer advertisin' horns! An' hit's mighty significant thet when they looked 'round fer a way ter git their message ter th' peepul, they chose WCHS! Now we allus feels thet what th' home folks thinks uv yuh is what really counts, an' we knows thet you national fellers feels th' same way. After all, you wants ter use th' station local folks turns to most ter keep their bizness goin' strong, 'cause thet's bound ter be th' one most peepul lissens to, an' in Charleston hit's WCHS!



Yrs.

Algy

WCHS
Charleston, W. Va.

Production



JOHN SINCLAIR appointed program director of WXGI Richmond, Va., succeeding **ROBERT J. JENKINS**, appointed promotion and production manager of station. Mr. Sinclair entered radio as an actor at KOA and KLZ Denver. He has been associated as production manager, announcer, program director or station manager with KSL KUTA, Salt Lake City, KID Idaho Falls, Idaho, KLO Ogden, Utah, WNOX Knoxville, Tenn., and WBRW Welch, W. Va. He was production director for WXGI before his recent appointment.

GUNNAR BACK, formerly member of news staff of CBS, and author of prize-winning series, *The Undiscovered*, and another series, *The Lonesome Road*, starts new series, *Alcoholism In Washington*, on WMAL that city [see Programs].

JERRY SPERLING, formerly announcer with KFRO Longview, Tex., KALB Alexandria, La., and WSRS Cleveland, joins announcing staff of WERE Cleveland.

MALCOLM RICHARDS, formerly disc jockey for WCPO Cincinnati, joins WJBK Detroit in similar capacity.

ED VIEHMAN, member of WCCO Minneapolis announcing staff since 1944, joins production staff. **BILL WIGGINTON** rejoins station as announcer.

ROBERT L. CARROLL, formerly with WHAP Hopewell, Va., and WTOM Bloomington, Ind., joins WCTW New Castle, Ind., as announcer and newscaster.

CHARLOTTE GARNER, formerly with WSAZ Huntington, W. Va., joins cast of *Mary Monroe* show on WCKY Cincinnati, Ohio.

ROBERT C. MICHEL, formerly program director for WKRT Cortland, N. Y., joins announcing staff of WSYR Syracuse, N. Y.

FRANK SHAPLER, formerly with KFQD Anchorage, Alaska, and KBYR same city joins KRMD Shreveport, La., as staff announcer and continuity writer.

EARL WITHROW, formerly with WJJD Chicago as program director, and WAIT same city as general manager, appointed coordinator of program and sales departments at KOOL Phoenix, Ariz.

JUNE JENKINS, new to radio, joins KWKW Pasadena, Calif., as copy writer.

LOUIS BREAULT, formerly public affairs director for WFAA Dallas, Tex., appointed head of continuity department.

HELEN BOYLE FREDERICK, formerly of WIBC Indianapolis, joins WLS Chicago copy staff.

JOE FRANKLIN, former technical advisor for ABC's Paul Whiteman disc jockey program, signed by WPAT Paterson, N. J., as program consultant. Mr. Franklin, who currently is producing half-hour show on WJZ New York, and owns collection of more than 20,000 records, will produce and be m.c. for his own recorded show, *Joe Franklin's Matinee*. He also will work with station's other disc jockeys.

SCOTT YOUNG, former studio director at WTMJ-TV Milwaukee and production assistant at KNBH (TV) Hollywood, joins WBKB (TV) Chicago as director. He is former radio actor, announcer and newscaster.

ROBERT E. HOLT, formerly with KICD Spencer, Iowa, and KGFW Kearney, Neb., in various capacities, joins WDTV (TV) Pittsburgh, as assistant coordinator.

JO STAFFORD March 28 joins CBS *Club 15* for Tuesday and Thursday singing sessions. She replaces **EVELYN KNIGHT.**

JOHN PONDFIELD, film editor and chief projectionist for WAAM (TV) Baltimore, is the father of a girl, born Feb. 24.

BEN ALEXANDER, Hollywood and San Francisco freelancer, and **LESLIE SPURGEON**, formerly *Queen for a Day* writer now with KRON-TV San Francisco, have announced their marriage.

HAL MOORE, disc jockey for WCAU Philadelphia, is author of book of poems to be published by Andrew Walker Co., Philadelphia. Poems were written for Mr. Moore's show, *The Bugle Call.*

FRED HENRY, program director, KLAC-AM-TV Hollywood, is the father of a girl.

JACK McELROY, m.c. of ABC *Breakfast in Hollywood*, is the father of a girl, Marilyn Lucille.

WJBK Gets Menjous

FREDERIC W. ZIV CO. has announced sale of its 15-minute "Mr. and Mrs." show, *Meet the Menjous*, for sponsorship to the Awrey Bakery chain in Detroit. Ziv said the Awrey-sponsored show will be heard for the next three years on WJBK Detroit. Agency is Ralph W. Sharpe & Assoc.

KGVO FIRE

Damage Estimated at $50,000

KGVO Missoula, Mont., found itself without a home when an early morning fire gutted the station's downtown studios Feb. 19. Station was back on the air eight hours after the flames broke out.

Firemen were still pouring water into the ruins when the station took the air from its transmitter on schedule at 8 a.m. Manager A. J. Mosby had KGVO staffers at work as soon as possible, salvaging what could be saved from the ruins. Staffer Marion Dixon was able to rescue program logs and some transcriptions. Another control board, soundproofing, desks, typewriters and whatever equipment could be collected were installed in a nearby office building.

Though reported to be slightly cramped, KGVO was operating from its temporary headquarters by the next morning.

Mr. Mosby estimated loss from the fire at over $50,000. The fire is believed to have started in the record library room to the rear of the two-story structure. About 85% of the records and transcriptions were destroyed—a loss of about $10,000—Mr. Mosby said.

The building, owned by Mosby's Inc., was covered by insurance, according to Mr. Mosby. He immediately announced plans for rebuilding and estimated that work will not be completed for about six months. In the meantime, he added, KGVO will operate from its temporary studios.

Hearings Rescheduled

RESCHEDULE of hearings on fiscal 1951 funds for FCC and other independent offices tentatively has been set for March 21, a Senate Appropriations subcommittee spokesman said last week. Order of testimony to be taken has not yet been completed. A House Appropriations subcommittee already has concluded its sessions on 1951 funds. FCC officials testified before that group on President Truman's budget request for an approximate 2½% increase in the agency's appropriations.

Gates *has it*

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AUDIENCE REPORTS

BMB Mails Sets to Stations

BMB LAST WEEK mailed complete sets of Station Audience Reports—630 individual reports, a bundle of some 50 pounds—to members of the American Assn. of Advertising Agencies and Assn. of National Advertisers requesting them, Dr. Kenneth H. Baker, BMB acting president, reported.

He noted that in addition to these reports on BMB subscribing stations, advertisers and agencies may get reports on non-subscribers by requesting them through subscribers serving the same areas, provided that the subscribing stations are willing to pay the cost of tabulating these data. Dr. Baker added that BMB's millions of punch cards are available through Statistical Tabulating Co., which handled the study, for any special tabulations which stations, advertisers and agencies want to order.

WHHH BARRED

Broadcast of Hearing Denied

WHHH Warren, Ohio, *Tribune* station, was barred by the Civil Service Commission March 1 from recording Police Chief William Johnson's suspension hearing.

Transcribing equipment being installed in the court room was ordered removed by commission members after they had rejected WHHH's request to record the session.

Although no official vote was taken among the three commission members on the subject, all three objected to the broadcast, WHHH reported. H. R. Farrall, WHHH manager, was told by Commissioner Mark Williams that broadcasting the hearing would prevent a fair trial. Mr. Williams gave no specific reason as to how a fair trial would be prevented, Mr. Farrall said.

Robert Meermans, WHHH attorney, argued that there was precedent for recorded broadcasts from this type of session. "Congressional committee hearings customarily permit wire tape recordings and newsreel photographing during their sessions," he declared. "In this area, it is customary. Tape recordings are made of Youngstown City Council sessions and the same has been done in the past here at Warren City Council meetings."

Mr. Meermans told commission members that he contacted Chief Johnson's defense attorney and the Warren safety-service director before the hearing and that neither lodged any objections.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

Allied Arts



ALLEN BUCKLEY, formerly KFI-TV Los Angeles producer, joins The Bogerts (merchandising and advertising consultant), as director of television department.

S. W. CALDWELL Ltd., Toronto, distributor of U. S. transcribed programs, buys **Guild Radio Features Ltd.**, Toronto, and plans expansion of its operations. Caldwell, now also is recognized radio advertising agency and program agent for 12 Canadian live radio programs.

RUTHRAUFF & RYAN signs two-year agreement for **A. C. Nielsen Co.'s** National Radio Index, Class A service, including non-network feature.

MAYBELLE CALLAWAY, songstress for WMC Memphis, transcribes series of 13 weekly shows through Frederic W. Ziv. Co. for Hamilton Watch Co.

EDD ROUTT, formerly with KLIF Dallas, Tex., sets up publicity and public relations firm, Edd Routt Co., 6334½ Gaston Ave., Dallas. Phone: Victor 4-2225.

MORGAN REICHNER Inc., New York, mechandising and advertising consultant, moves its offices to 366 Fifth Ave., New York. Phone number remains the same.

MARJORIE B. TAHANEY, with RCA-Victor record operation for past seven years, appointed sales representative for firm's Custom Record Sales Div.

JOSEPH P. HIGGINS, with Columbia Records Inc., New York, for over 10 years, appointed associate director of Popular Records Div. Concurrently, **PERCY FAITH**, orchestra conductor and composer, named musical director of division.

Equipment

ARTHUR CHAPMAN named general manager of Colonial Radio & Television Div. of Sylvania Electric. Mr. Chapman has been with Sylvania since 1933 in various capacities.



Mr. Chapman

JOHN F. HERBST, former buyer and manager of radio, television and appliance division of W. & J. Sloane Stores. West Coast branch, appointed western regional manager of receiver sales division of Allen B. DuMont Labs.

POLARAD ELECTRONICS Corp. moves to new and larger quarters at 100 Metropolitan Ave., Brooklyn 11, New York.

JOSHUA SIEGER elected vice president in charge of engineering by Freed Radio Corp., New York.

RWG CONTRACT

Set With CBS Hollywood

NEW contract between Radio Writers Guild and CBS Hollywood for staff continuity writers was "satisfactorily concluded" March 1, according to joint statement by the union and network.

Terms agreed upon provide for a 12½% increase for all staff writers and establishment of a new rate for newly-hired writers and those assigned to transcontinental sustaining programs. Changes were also made in clauses of previous contract pertaining to duties of staff writers, hours and grievances.

Increases are retroactive to date of expiration of old contract, May 1, 1949. New contract is for 2½ years from that date.

Negotiations between RWG and CBS started last April. During January Federal Mediation and Conciliation Service were called upon to break a deadlock which developed in late 1949.

CKLD Thetford Mines, Que., has begun operations with 250 w on 1230 kc., according to radio branch Dept. of Transport, Ottawa.

MEXICO STATIONS

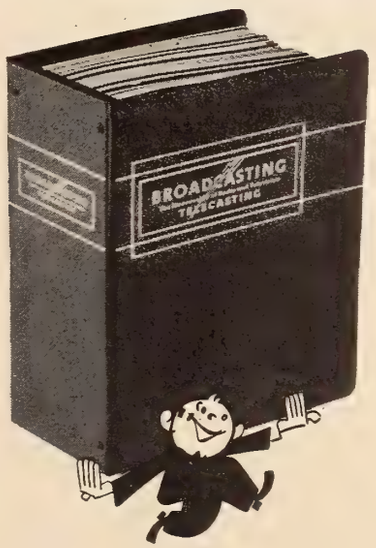
Two Outlets Change Location

MEXICO has announced change in location of two Class I-B stations, FCC reported upon notification, according to provisions of the North American Regional Broadcasting Agreement now being re-negotiated [BROADCASTING, March 6]. XENT Nuevo Laredo, 50 kw on 1140 kc was reported moved to Veracruz and XEML Mexico City, 20 kw on 1550 kc, was reported switched to Nuevo Laredo.

Also announced were two new local 250-w outlets, one on 1450 kc at Ojinaga, Chihuahua, to commence operation about July 2, and one on 1470 kc at Los Mochis, Sinaloa, to begin about Aug. 1. Call of XEWF has been assigned new 100 w station on 1400 kc at Cuautla, Morelos.

VFW Honors WRCO

CITATION for the donation of its time and facilities in the interest of war veterans, community and national affairs was presented Feb. 20 to WRCO Richland Center, Wis., by the Richland Center VFW Post 2267 at a VFW fathers and sons banquet. Signed by Clyde A. Lewis, national commander of the VFW, the citation was accepted in behalf of the station by Robert Bodden, program director. Presentation was made by Bertell McDonald, junior vice state commander.



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we've got

BINDERS

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Is someone stealing your copies of BROADCASTING? Don't buy a safe . . . keep 'em in handy, sturdy, blue-leather binders. Made to last for years, each binder holds six months' issues. The coupon on the right does the job.

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Firm .....

Address .....

City ..... State .....

● CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 227E, BROADCASTING.

Sales manager for station in medium size market, less than 100 miles from Boston. Salary plus commission. Permanent. Give complete record, references, and sell yourself in first letter. If we think you have the stuff, an interview will be arranged. Box 457E, BROADCASTING.

Manager with good selling background and record for 500 watt daytime independent in Manhattan, Kansas. Starting operation within approximately 90 days. Must be thoroughly qualified in management and sales. Opportunity for part ownership to right man. One of a group of three stations operating in Hastings, Nebraska, Coffeyville and Manhattan, Kansas. Write complete details to Mr. Duane L. Watts, General Manager, KHAS, Hastings, Nebraska.

Salesmen

1000 watt network station in Eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Announcers

Wanted—Experienced mailorder pitchman for 50 kw station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Wanted. Southern network station will pay $60 a week for announcer with first class license. Box 428E, BROADCASTING.

5,000 watt, fulltime station in one of first ten cities needs first rate announcer who can spin his own discs. $300 monthly plus any talent you can pick up. Mail letter and audition disc to Box 434E, BROADCASTING.

Announcer with first class license. $60 per week for right man. Send full details, Box 438E, BROADCASTING.

Can place young man with first ticket, as announcer-engineer. Very little announcing. Progressive North Carolina independent. Will consider inexperienced man. Box 451E, BROADCASTING.

Combination man. Send disc, photo, background to WBSC, Bennettsville, S. C.

$65.00 plus talents for announcer, sportscaster with first phone ticket. Play-by-play experience essential. Rush background and disc to WHLF, South Boston, Va.

Technical

WGCM, Gulfport, Mississippi has opening for chief engineer.

Need engineer-announcer who can double as continuity writer. Good salary, send disc and sample commercials to WHLF, South Boston, Virginia.

Production-Programming, others

Program director who can announce, sell and do M.C. for California network station. Living and working conditions excellent. Box 429E, BROADCASTING.

Continuity writer, experience necessary. WWCA, Gary, Indiana. Starting $150 per month.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Topflight station manager considering change for good sound reasons. Currently managing a midwestern network station. Previously, a commercial manager. Experienced in all phases of operations. Prefer Gulf Coast area, will appreciate and consider all inquiries. Box 415E, BROADCASTING.

Successful manager desires change. Aggressive, experienced, civic-minded; 17 years in radio, past 10 as manager; completely competent in programming, promotion, especially sales. Interested in operating station only as a dominant substantial business, not as a sideline or hobby. Can increase prestige and profit; prefer midwest local or regional. Your chance to engage a hard working executive before the business honeymoon ends. Complete details on request. Write Box 430E, BROADCASTING.

Manager—commercial manager: Outstanding record as salesman, commercial manager and manager in small and metropolitan markets for independent and network stations. Middle aged. Married. Applicant with my qualifications seldom available. Salary secondary. Box 436E, BROADCASTING.

Background and knowhow. Successful network station manager, transcription and network program sales and station representative business. I am interested in sales executive work in midwest or east where I could use the contacts in Chicago, Detroit and New York. Family man, now employed. Box 454E, BROADCASTING.

Attention! Station owners and top executives. Want a man who gets things done—experience in personnel relations, advertising and promotions with a background of success in selling. Station manager experience plus years of selling. Minimum $10,000 per year. Complete resume and photo on request. Have tux and can go anywhere. Box 466E, BROADCASTING.

Don't lose your CP! Let me plan, build or remodel your station. Results, not excuses. Excellent references. Consider interest in station. Will save you money and mistakes, Kidd, Salida, Colorado.

Salesmen

Time salesman, several years experience with agencies and direct selling. desires change to topnotch station, prefer southern states. Can handle promotion, can definitely sell. Highest references available. Reply Box 421E, BROADCASTING.

Experienced salesman desires position in upper midwest states. Know programming, announcing and writing. Ambitious and not a floater. Box 427E, BROADCASTING.

Announcers

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

Situations Wanted (Cont'd)

Excellent sportscaster. Desires baseball 1950. Single or team. Present 50 kw staff and sports. College. Married. Box 324E, BROADCASTING.

Baseball play-by-play. Experienced. College graduate. Box 325E, BROADCASTING.

Triple threat combo man offers five years staff, play-by-play and first class phone, for responsible position with accent on sports. Salary commensurate with ability and experience. Married, 26, and sober. Write Box 328E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Versatile announcer, dj. Ambitious, young, commercial. New York radio background. 3 years experience. Intelligent salesmanship, programming and ad-lib ability. Outstanding success selling national accounts personality disc shows. Broad musical education. Substantial station northeast area. Box 343E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5000 watt NBC affiliate. Consider all offers. Box 351E, BROADCASTING.

Announcer—Good staff man. Two years experience. College background, music major. Speech and dramatics at Columbia University. Presently employed metropolitan New York station which anticipates cutting staff. Excellent dj, authoritative news reporting, straight commercial announcing. Imagination, versatility; warm, sincere style. Best of references. Age 29, married, one child. Disc on request. Box 362E, BROADCASTING.

Announcer—College grad, vet, over 1 year experience as chief announcer for Armed Forces Radio Service. Extensive knowledge of music, both popular and classical. Disc and photo on request. Will travel. Box 379E, BROADCASTING.

Combo man, independent, network experience, Heavy play-by-play in major sports. Capable DJ, announcer. Reorganization of stock holders eliminated my job. Manager confirmation and recommendation. State minimum salary. Box 385E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, eng.—emphasis on announcing. Experienced, conscientious newscaster, congenial, competent, DJ, Now with net affiliate, 29, will travel. Box 400E, BROADCASTING.

Competent, dependable, versatile announcer, 4 years solid experience staff, sports, including play-by-play, special events, disc, participation shows; won NRDGA Award. Continuity, copy, news writing. Married, finest references. Seeking permanence east of Mississippi. Box 401E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefer programming and production to engineering. Know programming and can write live copy. Presently employed 250 w Mutual in combo capacity. Commercial announcing, news, DJ shows and some sports. Will travel. Box 402E, BROADCASTING.

Experienced announcer, 5 years all phases. Live shows and news man 25, single, excellent background. Prefer midwest but will consider any reasonable offer anywhere. Disc available. Box 403E, BROADCASTING.

Announcer, single, 24. Thoroughly trained. Lack of experience exceeded only by ambition and honest endeavor to do a job well done. Have car. Will travel. All I ask is a chance. Disc on request. Box 409E, BROADCASTING.

Sportscaster and commercial announcer, 3 years experience, all phases, age 25, married, college. Personal interview, prefer midwest, consider all answers. Box 414E, BROADCASTING.

Sports director, experienced all sports. Promotionally active. Looking for combination job. Sports-staff, promotion, publicity. Single, College grad. Will travel. Let disc and background tell story. Box 416E, BROADCASTING.

Announcer, 3 years all phases. Also: news and edit, traffic, program and continuity. Present job good but seek better future. $75 minimum with higher potential. Anywhere. Box 417E, BROADCASTING.

Announcer, experienced, neat appearance, reliable, desires summer work. References, disc, photo. Box 431E, BROADCASTING.

Situations Wanted (Cont'd)

If you're looking for a good sportcaster, I'm your man. Two years experience handling all college sports. Also DJ, news; can handle newsroom. Could be available in June. Now employed. College graduate. Disc, photo available. What's your proposition? Box 422E, BROADCASTING.

Read this if you're interested in audience builders! Otherwise, stop now! Available immediately a man-woman team experienced in homemaking, morning and classic record show with a gimmick. Discs waiting for your letter. Prefer upper New York, Ohio or New England coast. Reply Box 423E, BROADCASTING.

Triple threat! Announcer, disc jockey, newscaster. One year local eastern station. Two years school. Am anxious for steady position—will settle anywhere—have car, single. Disc or wire references, picture on request. Box 425E, BROADCASTING.

Announcer, experienced in newscasting, commercials, disc jockeying, sportscasting, console operation. Also excellent singer, staff man in small station preferred, dependable, will travel. Audition, disc, available. Box 432E, BROADCASTING.

Announcer with two years experience looking for job. Capable of doing board work. Single, 23 years old. Prefer midwest. Box 433E, BROADCASTING.

Announcer, no world beater, just a reliable worker with excellent record. Need me? Box 444E, BROADCASTING.

Announcer, experienced with proven ability. Topnotch DJ, newscaster. Available immediately. Box 445E, BROADCASTING.

Announcer, sportscaster, D. J. newscaster; good reader, operate console. Prefer play-by-play. Voice and timing excellent. 28, single, veteran. Photo-disc, references available. Box 447E, BROADCASTING.

Looking for a good all-round announcer? New York experience. Operate all consoles, married, will travel. You won't be sorry. Box 449E, BROADCASTING.

Combination man: First phone, announcer, disc on request, will consider any location. Box 450E, BROADCASTING.

Experienced sportscaster. Football, basketball, play-by-play. Special events, news, staff work. Desire chance at baseball play-by-play. Box 453E, BROADCASTING.

Announcer, Graduate of Radio School, versatile, wants staff position. Night turn, knows RCA control board. No practical experience. Other than 1 minute news show in Army. Salary no object. Ready to go anywhere 1st week in April. Young, no glamour boy. Box 456E, BROADCASTING.

Sportscaster, morning man. Five years general announcing and four years sports work, excellent references. Excel in sports, news and morning disc show. Box 459E, BROADCASTING.

Ten years experience as announcer, newsman. Seek change to another northeast station. Will consider a P.D. job. Box 460E, BROADCASTING.

Announcer—Good voice, good delivery. Salary secondary because of limited experience. Box 461E, BROADCASTING.

Personality disc jockey. Ten years experience. Presently employed in metropolitan city. Specialty morning programs. Use informal "Godfrey" style. Prefer metropolitan city. Will forward disc and references. Box 462E, BROADCASTING.

Sportscaster, delivers saleable baseball. Thoroughly capable all phases announcing. Four years experience. Box 465E, BROADCASTING.

Hey! Good, straight staff announcer, available immediately (experienced). Hear me. Box 467E, BROADCASTING.

Sportscaster—Four years experience. Seeking play-by-play coming baseball season. Married, college. Reply Room 619, 300 West Adams, Chicago.

Announcer presently employed KFWB, Hollywood, California. Excellent references. Can run board. Single. No geographical restrictions. Available March 21. Write, wire, Box 500, KFWB, Hollywood, California.

Experienced announcer-copywriter. Proficient in news, disc shows, remote, with emphasis on commercials. Minimum $60.00. Mayo Fidler, 3148 Wilson Ave., Chicago, Ill. Phone Irving 8-1688

Situations Wanted (Cont'd)

Engineer with first phone has announcing abilities. 3 months copywriting experience. Married, hard worker. Prefer southeast. Alan B. Lafler, 822 Oak St., Palatka, Florida.

Announcer trained all phases announcing. Cambridge School of Radio and NBC. Prefer area between Boston, New York, Buffalo. Herbert Mahan, Cold Spring Harbor, New York.

Young man desires position in radio. Graduate of the School of Radio Technique. Willing to accept position anywhere in U. S. southern territory preferred. Keith McNeely, 611 W. 60th St., Chicago 21, Illinois.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

Radio telephone 1st class interested in announcing and maintenance. Willing to travel. Joseph A. Ristuccia, 226 Dean Street, Brooklyn, N. Y. Ulster 5-0685.

Announcer-newscaster. Vet, 29, experienced. Specialize commercials and drama. Desires position with future. Charles Sherlock, 5342 W. Wilson, Chicago 30.

Competent announcer—3 years experience independent and network affiliate. Versatile in all phases. Bob Stanley, 1953 N. Whipple St., Chicago, Ill. Phone Irving 8-7763.

Well known baseball announcer available. Exclusive broadcast rights for 50 in the AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs, cooperating and audience response. Proven results guaranteed by the settled college and radio educated man. Call George Taylor, Birmingham 6-6172 or Bessemer, Alabama 4866J.

Technical

Engineer—2 years transmitter, remotes. 4 years Army radio, radar experience. Graduate RCA Institutes. Presently employed. Box 125E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E, BROADCASTING.

First phone, amateur, 2¼ years college, television troubleshooting at present. No broadcast experience, married, 1 child. Prefer location near recognized engineering college. Box 406E, BROADCASTING.

Engineer, 20 years experience, 10 years of transmitter supervising and as chief engineer, at 5 kw and 15 kw ERP FM stations. Would like position as transmitter supervisor or chief engineer. Travel anywhere. Box 413E, BROADCASTING.

Experienced combination man, first phone, 3 kw transmitter operation, married, one child, 26 years old, have car. Box 420E, BROADCASTING.

Engineer, 1st phone, hard worker, will travel, television graduate. Box 426E, BROADCASTING.

Engineer, licensed, 2 years Georgia Tech, 2 years CREI, experienced in transmitter installation. No announcing. Box 435E, BROADCASTING.

Experienced first class radio operator currently with twenty kilowatt New York City FM station. References from same. Will travel. Box 442E, BROADCASTING.

Engineer, first class phone. Experienced, single, will travel. Box 446E, BROADCASTING.

Young man with first class radio telephone license, seeks position. Willing to travel anywhere. Box 448E, BROADCASTING.

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle in northeast. Available short notice. Box 455E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation-maintenance-studios-transmitter. Directional system any power. 18 years experience. Excellent references. Box 458E, BROADCASTING.

First phone, graduate of prominent radio school, will start anywhere, character references available. Box 469E, BROADCASTING.

Chief engineer with 8 years experience, all phases AM and FM including directional desires construction job. CREI graduate. F. W. Bacon, Burt, Iowa.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, graduate of FM and television, single, veteran, willing to travel, available immediately, Leander Butkiewicz, Kettle River, Minnesota.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Transmitter console some announcing. Two years exp. first class, married, two children, age 23, car, midwest preferred. Dwane Decker, KISD, Sioux Falls, S. D.

Engineer, 1st phone. 3 months studio and transmitter experience. Married, hard worker. Can copywrite and some announcing. Alan B. Lafler, 822 Oak St., Palatka, Florida.

Engineer, first phone, class A ham, 8 months experience, single, Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Position wanted in broadcast station. Graduate of reliable radio school. Have a first class radio license. Unexperienced. Richard Webb, McLeansboro, Illinois.

Holder first phone seeks permanent broadcast position. Two years experience, Army 500 watt AM, 150 watt FM, will travel. Ernest C. Wood, 288 Fifth Avenue, Brooklyn, N. Y. ST. 8-5739.

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Production director, young, experienced, versatile, wants connection with progressive station. Box 364E, BROADCASTING.

Production man, music director wants new position. Experienced with 250 watt station, BS and MA Music Degrees. Will travel. Box 407E, BROADCASTING.

High caliber organist of theatre, nightclubs and radio desires position as director of music. Has had own show. University educated in radio and TV, distinctive voice, all phases of radio and TV. Union, available after June. N. Y. area. Will not travel unless outstanding opportunity. Box 410E, BROADCASTING.

Combination man with continuity and programming experience wants position with chance to advance on small station. Box 418E, BROADCASTING.

Southwest—Southern California managers: Three doctors have advised me to seek employment in your area. I am currently sports director of progressive New York independent. Have experience on network stations, staff work, programming and of course virtually all sports. My present employers will attest to my ability. Can you help? Box 424E, BROADCASTING.

Experienced eastern metropolitan independent program director seeks worthwhile opportunity, pleasant environment. Young, family man. Box 441E, BROADCASTING.

Missouri graduate, radio major, wants job with future. Heavy on sports, good rewrite, reporter. Will go anywhere. Available immediately. Box 443E, BROADCASTING.

Situations Wanted (Cont'd)

Television

Technical

Television studio technician. 4 years electrical and radio schooling, transmitter maintenance in the Air Force, Inspector of radio for the Navy Dept., trouble shooter on electronic test equipment, graduate of Television Workshop, as video and audio operator, switcher, boomman, cameraman, floormanager and films. Box 440E, BROADCASTING.

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

Production-Programming, others

Desire any position TV station. Experienced direction, production, camera, remotes, traffic, all phases TV. Veteran, married, 27, want permanence. Best references. Will travel. Box 404E, BROADCASTING.

New York TV experience—direction, production, film, editing. Married, 28, reliable, enthusiastic. Seek permanency anywhere for livable wage. Box 405E, BROADCASTING.

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 4 BT 3A-1, used approximately two years. Excellent condition. Also, 250 watt AM Temco transmitter, converted to broadcast specifications, approved for broadcast by FCC during war. Complete except tubes and crystals. Make reasonable offer to Box 312E, BROADCASTING.

Andrew coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

For sale: 285 ft. guyed uniform cross-section composite tower. Complete with A-3 lighting, but less base insulator. Similar to, but stronger than any made. First class condition. In use until Oct. 17, 1949. Priced to sell complete $1,500 with lighting. Box 411E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. $4500 F.O.B. Tulsa. Write KOME, Tulsa, Oklahoma.

For sale: An RCA type 69C distortion and noise meter in first class condition. Price $200 F.O.B., Muncie, Indiana. Radio Station WLBC, Muncie, Indiana.

For sale—Available immediately 200 foot Wincharger 101 guyed tower complete with lighting and tuning unit. Price only $1100.00 as it stands F.O.B. Frankfort. Write, wire or phone W. W. Robinson, WFKY, Frankfort, Kentucky.

For sale, best offer, all or part. One portable Soundmirror tape recorder, one Rek-O-Kut recording table, one Rek-O-Kut M-5 overhead 16" mechanism, one Rek-O-Kut R8-A recording amplifier. All like new. Nocturne Productions, 88 Diamond Bridge, Hawthorne, New Jersey.

WE 503B-2, 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 76B-2 console. All half price or less. WAGE, Chief Engineer, Lowe Bldg., Syracuse, N. Y.

For Sale (Cont'd)

For sale—165 foot Wincharger tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WDBC, Escanaba, Michigan.

$12,750 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Will purchase exclusive market local station, east or midwest. Not interested in present income if market has potential. Information and price confidential. No agents. Box 419E, BROADCASTING.

Wanted—Local or regional station in over 75,000 market by experienced broadcaster. Will buy control and manage or purchase outright if necessary. Box 463E, BROADCASTING.

Equipment, etc.

Want used one kilowatt AM transmitter suitable for standby operation. Also used 10 KVA 220 volt gasoline or Diesel standby generator. Contact Chief Engineer, KMAC, San Antonio, Texas.

Wanted, in good serviceable condition, GR 1931-A modulation monitor, GR 916A bridge, GR 1181A monitor, GR 1932-A distortion meter, WE 1126-C amplifier, WE 94-D amplifier, WE 25-B console and power supply, RCA 70C or 70D turntables, RCA WX-2B or WX-2C field meter, WE 2-A phase monitor. Radio Station WLAP, Lexington, Ky.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

SALESMAN WANTED
AM & TV

. . . for 50,000 watt radio station in major Atlantic Seaboard market —(not New York). Give details regarding sales record and experience. Must have previous record of results.

BOX 470E, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right men with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

Production-Programming, others

Promotion and Research Manager Wanted, a qualified man to do the combination job for a large southern metropolitan station. Will work directly with station director. Send pictures, references, experience first letter.

BOX 472E, BROADCASTING

Situations Wanted

Announcers

AM I THE MAN YOU ARE LOOKING FOR? LOYAL, HONEST, RELIABLE, EFFICIENT. Experienced newscaster, announcer and special events man with B.A. Degree and a sound business background desires position where one or all of these qualifications can be utilized.
Adaptable for present assistant or future administrative or executive position.
Family man, age 35, who has faith in his ability and the future of radio.
Trial package of one week's services offered free. Available April 1st. All replies acknowledged.

BOX 464E, BROADCASTING

Employment Service

NOBODY LOVES THE DISC JOCKEY!

Nobody but us, that is. We're a talent agency specializing in disc jockeys. In fact, far as we know—we're the *only* D. J. talent agency in the business.

If you feel, as we do, that D. J.'s will be here for a long, long time—maybe we should get together. We can do two things for you—(1) If you have a D. J. job open, we can find the right man for it—(2) If you have a time-slot that isn't doing right by you, we can provide a complete D. J. *package*—an experienced man plus a show-format that has been dollar-tested in stations like your own.

Just drop us a note. Tell us what you want, how much you want to pay. We'll do the rest. No ads for you to run, no wasted interviews, no transcriptions to return, no false alarms to chase after. We do everything for you. *You* pay us nothing.

Kaye-Deutschman, Inc.

1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.
"established in 1934"

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

BANK RADIO

Survey Finds Rising Use

MORE than 3,000 commercial banks —or about one out of every four banking firms in the U. S.—are expected to use radio this year, according to a survey of 1950 bank advertising completed by the American Banking Assn.

Out of a total of 3,800 banks responding to the survey, about 862 said they planned to use radio advertising, ABA said. Projecting this proportion to the total of 14,500 commercial banks in the country, about 3,200 excluding mutual savings banks, will allocate a portion of their advertising budget to radio.

Banks are expected to push such services as regular checking and savings accounts and auto mortgage and personal loans in that order.

Radio executives desiring to obtain a detailed analysis of 1950 bank advertising plans should write to ABA's public relations council, 12 E. 36th St., New York 16, N. Y.

An allocation of $39 million will be set aside this year for advertising purposes, falling under the $40 million mark set in 1949. Radio ranks fifth in use of media, according to ABA's survey.

BAB SALES DATA

Women's Shows Valu Is Stressed

AN elaborate sales presentation on "Radio's Feminine Touch," first of series designed by Broadcast Advertising Bureau to stress the value o particular types of programs, has been mailed by BAB to over 300 mem ber stations.

The 32-page desk-top brochure will be distributed to national advertisers and agencies, along with a new directory compiling facts on over 700 women's programs now on the air. Directory was compiled by BAB cooperating with Assn. of Women Broadcasters, in response to requests from agencies and advertisers. About 1,000 copies of the brochure will be mailed.

Stations will be charged $7.50 per copy for the presentation in order to defray partially the bureau's expenses in connection with the project.

Measuring 11 by 14 inches and containing headline copy and bold illustrations, presentation provides case histories and other documentary data for advertisers. Pages are doubled and by unfolding the inner pages the sales presentation becomes a promotion piece.



Front cover of the new 32-pag sales presentation.

Cites Advantages

Copy points out eight specific advertising advantages in women's programs. Program ads (1) reach a responsive group of women; (2) get immediate results; (3) bring rapid acceptance of advertising claims and quick demand for goods; (4) register believable, lasting impressions; (5) increase and broaden the advertising budget; (6) add human interest sales power; (7) turn loyal listeners into loyal customers; (8) deliver influence and impact on buying minds of women.

Other types of programs slated for future treatment in the copy series are news, sports, farm and transcribed shows. Copy was written by Lee Hart, retail specialist now on leave from BAB, as a cooperative project under supervision of BAB Director Maurice Mitchell.

HAMMOND NAMED

Gets Raytheon Sales Post

CURTIS R. HAMMOND, prominent sales figure in radio and TV receiver manufacturing fields, has been appointed equipment sales manager of Raytheon Mfg. Co.'s Receiving Tube Div., with headquarters in Chicago. He will take charge of sales of radio receiving tubes and cathode ray picture tubes to equipment manufacturers. Direction of tube sales will be centered at Raytheon's Chicago warehouse.

Clifford H. Morse, reporting to Mr. Hammond, will continue to service the radio and television set-makers on the East Coast, with headquarters at Newton, Mass. Mr. Hammond joined the company in 1945 after serving 13 years in sales and sales engineering work with Ken-Rad Tube & Lamp Corp.

KPAB CASE

Injunction Request Denie

REQUEST of KPAB Laredo, Te to secure an injunction again FCC's proceeding to revoke the st tion's license was denied Fe 28 by Judge Edward A. Tamm the U. S. District Court for t District of Columbia. Meanwhi the Commission postponed i KPAB hearing from March 6 March 21. FCC has charg KPAB with transfer without a proval.

KPAB contended that FC hearing was premature and vi lates principles of the Administr tive Procedure Act. In its reque for injunction, KPAB contended should be notified of the errors FC alleges it has committed and fi be allowed to correct them in go faith before such drastic action revocation is ordered [BROADCAS ING, Feb. 27].

FCC argued the Communic tions Act's provisions detaili revocation procedure allow ac quate judicial relief and her KPAB's injunction request was o of order. FCC also explained t legislative background of the A ministrative Procedure Act sho this act was not intended to aside administrative and judic procedures specifically establish in older statutes, and in this ca the Communications Act.

Miles Renews

MILES Laboratories Inc., Elkha Ind. (Alka - Seltzer, One - A - D Vitamins), has renewed for weeks NBC's *News of the Wor* featuring Morgan Beatty Monc through Friday, 7:15 p.m. (ES Account is handled by Wade vertising Agency, Chicago.

Docket Actions . . .

OPINIONS AND ORDERS

WPIT Pittsburgh, WKYW Louisville, Ky., WACE Chicopee, Mass., WIVY Jacksonville, Fla.—By memorandum opinion and order denied applications of WPIT WKYW WACE WIVY for SSA to operate respective daytime stations during nighttime hours. Order March 7.

Marmat Radio Corp., Bakersfield, Calif.—Stanislaus County Bcstrs., Modesto, Calif., Central Valley Bcstrs., Merced, Calif., and Pittsburg Bcstg. Co., Pittsburg, Calif.—By memorandum opinion and order granted petition of FCC General Counsel to reopen record in matter of Marmat Radio Co., and Stanislaus County Bcstrs. Inc.; vacated and set aside initial decision in proceedings released Aug. 30, 1949 insofar as it pertains to these applications and same designated for further hearing in Washington April 3. Made final initial decision insofar as it pertains to application of Central Valley Bcstrs. for new station, denied for default; dismissed as moot petition for rehearing by Pittsburg Bcstg. Co., and denied petition of County of Kern to intervene. Action was taken by Commissioners Coy, Walker and Sterling with Commissioner Jones concurring. Order March 7.

Non-Docket Actions . . .

AM GRANTS

Hilo, Hawaii—Island Bcstg. Co., granted 850 kc, 1 kw fulltime; estimated construction costs $18,300. Co-

FCC Actions

(Continued from page 60)

March 9 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

KTBB Tyler, Tex.—CP AM station to change from 600 kc 500 w D to 600 kc 1 kw unl. DA-N AMENDED to request 600 kc 1 kw-D 500 w-N.

AM—1230 kc

KXRN Renton, Wash.—CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

License for CP

WTEL Philadelphia—License to cover CP to change frequency and hours of operation.

WILS Lansing, Mich.—License to cover CP change power, hours of operation etc.

AM—610 kc

KWIE Kennewick, Wash.—CP AM station to change from 1230 kc 250 w unl. to 610 kc 1 kw unl. DA-N.

License Renewal

Request for license renewal new AM station: WKLF Clanton, Ala.; WCNX Middletown, Conn.; WFLA Tampa, Fla.; KDHL Faribault, Minn.; KMBC Kansas City, Mo.; WKVA Lewistown, Pa.; WPEN Philadelphia; WNOW York, Pa.; WTMA Charleston, S. C.; KTW Seattle; WKNA Charleston, W. Va.; WRC Washington; WCOC Meridian, Miss.; WKPA New Kensington, Pa.; KDET Center, Tex.; WDVA Danville, Va.; KVAN Vancouver, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: KSFH San Francisco; WNAC-FM Boston; WCAL-FM Northfield, Minn.; KTOK-FM Oklahoma City; WERC-FM Erie, Pa.; KGKB-FM Tyler, Tex.; WLEE-FM Richmond, Va.; WGBS-FM Miami, Fla.; WFMX LaSalle-Peru, Ill.; KRNT-FM Des Moines.

WWJ-TV Detroit—Mod. CP new commercial TV station for extension of completion date to 6-15-50.

License for CP

WMOR Chicago—License to cover CP new FM station.

WBUR Boston, Mass. — License to cover CP new noncommercial educational FM station.

Modification of License

KWKW-FM Pasadena, Calif.—Mod. license FM station to change name to Southern California Bcstg. Corp.

APPLICATION RETURNED

License Renewal

WBAA W. Lafayete, Ind.—Purdue U. returned application for license renewal.

FOR
INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 9

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,110	2,079	187		304	267
FM Stations	714	492	267	*5	48	24
TV Stations	101	35	75		348	182

* Three on the air.

* * *

partners: John D. Keating, head of own Seattle station representative firm, and J. Elroy McCaw, 50% owner KELA Centralia, Wash., one-third owner KYAK Yakima, Wash., and 21.5% owner KLZ Denver, Col. Granted March 7.

Grand Coulee, Wash.—Carl F. Knierim granted 1400 kc, 250 w SH. Estimated construction cost $10,260. Mr. Knierim sole owner of station is powerhouse operator at Coulee Dam. Granted March 7.

Phoenix, Ariz.—Howard M. Loeb granted 1230 kc, 250 w unlimited. Construction cost $36,050. Mr. Loeb was formerly one-half owner WFDF Flint, Mich., and now owns Melody Music Shops Inc., music and radio store. Granted March 7.

Roseburg, Ore.—Umpqua Bcstrs. Inc., granted 1240 kc, 250 w unlimited. Estimated construction cost: $16,250. Principals in corporation include Donn W. Radabaugh, ⅓ owner Umpqua Amusement Co., theatre operator, president 12.5%; Nancy Edith Radabaugh, 12.5%; Lon D. Hunt, acting postmaster at Sutherlin, Ore., 12.5%; Margaret G. Hunt, secretary-treasurer 12.5%; Harold D. McKay Jr., ex-commercial manager KRNR Roseburg, 25%; Donald W. Hellwell, with Lockwood Motors, vice president 12.5%; Iris Rice Helliwell ex-assistant manager KRNR, 12.5%. Granted March 7.

Houlton, Me. — Aroostook Bestg. Corp., granted 1340 kc, 250 w unlimited. Estimated cost of construction $26,646. Principals in corporation include: Harry E. Umphrey, Aroostook Potato Growers, president 20.6%; Vaughan P. Currier, branch manager Maine Public Service Co., .004%; Lester E. Hughes, chief engineer Aroostook Bcstg. Corp., technical advisor, .002%; Francis J. Reardon, Reardon Potato Co., Belmont, Mass., 20%; Harold D. Glidden, general manager and salesman Aroostook Bcstg. Corp., secretary - treasurer 39.6%. Granted March 7.

KIKI Honolulu, T. H.—Royal V. Howard, granted 860 kc, 250 w unlimited. Estimated cost of construction $9,750. Mr. Howard is a consulting engineer and was formerly director of NAB Engineering Dept. Previously granted Jan. 5 [BROADCASTING, Jan. 9, p. 21] and later set aside [BROADCASTING, Jan. 23]. Granted March 7.

Savannah, Ga.—Eurith Dickinson Rivers Jr., granted 900 kc 1 kw daytime. Estimated construction cost: $26,140. Mr. Rivers is operator of WEAS Decatur, Ga. Granted March 7.

Springfield, Tenn.—The Springfield Bcstg. Co. Inc. granted 1430 kc, 1 kw daytime. Estimated construction cost: $17,705. Equal owners include: Walter A. Duke, chief engineer WMMT McMinnville, Tenn., president; William N. Locke, chief yeoman U. S. Navy, vice president; Mrs. D. Hoyte Bell, with General Shoe Corp., Tullahoma, Tenn. Granted March 7.

Carroll, Ia. — Carroll Bcstg. Co., granted 1380 kc, 1 kw unlimited, directional. Estimated construction cost: $45,874. Principals: Vincent Collinson, farming and cattle feeding, 25%; Milford Collinson, farming and cattle feeding 25%; Marvin Collinson, farming and cattle feeding, 25%; C. Everett Bliss, Bliss Firestone Dealer Store, 25% Granted March 7.

Minot, N. D.—North Dakota Bcstg. Co. Inc. granted 910 kc, 1 kw unlimited directional night. Estimated construction cost: $41,000. Jamestown Bcstg. Co., licensee KSJB Jamestown, N. D. is 97.40% owner of North Dakota Bcstg. Co. John Boler president of Jamestown Bcstg. presently holds CP for new station at Charlotte Amalie, V. I. Granted March 7.

Midland, Tex.—Jack Cecil, granted 1150 kc, 1 kw daytime. Estimated construction cost: $18,000. Mr. Cecil is radio engineer and announcer. Granted March 7.

Paris, Tex.—Lamar County Bcstg. Co., granted 1250 kc, 500 w daytime. Estimated construction cost: $19,550. Principals include: Cecil Hardy, manufacturer of electronics equipment, 60%; Charles L. Cain, 75% owner KCNY San Marcos, 10%; J. T. Smith, mechanical supervisor Southern Pacific Railroad, 10%; O. E. Smith, 10%; and Merl Saxon, 10%. Granted March 7.

Chanute, Kans.—Chanute Bcstg. Co., granted 1460 kc, 1 kw daytime. Estimated cost of construction $17,750. Principals include: H. Edward Walker, commercial manager KVLH Pauls Valley Okla.; R. Phil Crenshaw, general manager KVLH; George A. Rountree, chief engineer KVLH; James T. Jackson, president KVLH. Granted March 7.

WVEC Hampton, Va.—Granted permit to change from 1050 kc, 250 w day to 1490 kc, 250 w unlimited. Granted March 7.

KBUC Corona, Calif.—Granted modification of license to use directional nighttime only.

KTYL Mesa, Ariz.—Granted switch in facilities from 1450 kc, 250 w unlimited to 1310 kc, 1 kw day, 500 w night DA-N.

WKYB Paducah, Ky.—Granted permit to change from 800 kc, 1 kw day to 570 kc, 1 kw day, 500 w night DA-2.

WEIM Fitchburg, Mass. — Granted permit to change from 1340 kc, 250 w unlimited to 1280 kc 1 kw unlimited DA-2.

KENO Las Vegas, Nev.—Granted permit to change 1400 kc, 250 w unlimited to 1460 kc, 1 kw unlimited DA-N.

WDSM Superior, Wis.—Granted modification of CP to use DA-N instead of DA-2.

FM GRANTS

New York—Crosley Bcstg. Corp., granted new FM station Ch. 286 (105.1 mc), ERP 10.5 kw, ant. 640 ft. Estimated cost of construction $42,450. Crosley Bcstg. Corp. is licensee of WINS that city. Granted March 7.

New York—Atlantic Bcstg. Co. Inc., granted FM station Ch. 294 (106.7 mc), ERP 10 kw, ant. 640 ft. Estimated construction cost $61,300. Atlantic Bcstg. Co. is licensee of AM outlet WHOM Jersey City, N. J. Granted March 7.

New York—Debs Memorial Radio Fund Inc., granted FM station Channel 298 (107.5 mc), ERP 12.5 kw, ant. 610 ft. Estimated construction cost $166,564. Debs Memorial Radio Fund Inc., is licensee of AM station WEVD New York. Granted March 7.

New York—Ebbets-McKeever Exhibition Co. Inc., granted FM station Channel 290 (105.9 mc), ERP 19.5 kw, ant. 470 ft. Estimated construction cost $59,862. Ebbets-McKeever Exhibition Co. owns the Brooklyn Dodgers. Granted March 7.

OPERATIONS SUSPENDED

WMMJ Peoria, Ill.—Granted assignment of license from Mid-State Bcstg. Co. to Julian B. Venezky, receiver. Station authorized to remain silent an additional 60 days from Feb. 21, during which time assignee must file application for consent to assign license to its ultimate purchaser. WMMJ was previously granted request to cease operation from Oct. 23, 1949 to Dec. 29, 1949 [BROADCASTING, Oct. 31, 1949, p. 35]. WMMJ is assigned 1020 kc, 1 kw daytime. Granted March 7.

KGFN Grass Valley, Calif.—Joe D. Carroll granted authority to remain silent for 30 days from March 1, pending financial reorganization. Granted March 7.

KHBR Hillsboro, Tex.—Hill County Bcstg. Co., granted request to continue to remain silent to April 15. If station is not in a position to resume operation at that time, it will be deemed to have abandoned its license. Station has been inoperative since Dec. 31, 1949, pending financial reorganization [BROADCASTING, Jan. 9].

TRANSFER GRANTS

KBTV (TV) Dallas, Tex.—Granted assignment of license from Tom Potter d/b as Potter Television Bcstg. Co. to A. H. Belo Corp., for a consideration of $575,000. A. H. Belo Corp., is licensee of WFAA-AM-FM Dallas. Mr. Potter finds his extensive business interests require more of his attention than demands of the television station will allow. KBTV is assigned Ch. 8 (180-186 mc), 13.5 kw aur.; 27 kw vis. Granted March 7.

WLIV (FM) Providence, R. I.—Granted transfer of control in Colonial Bcstg. Co., licensee from Augustus M. Wilson and 11 others to Narragansett Bay Bcstg. Co., licensee of WDEM there for $13,500. WLIV is assigned Channel 299 (107.7 mc). Granted March 7.

WERI Westerly, R. I.—Granted assignment of license from Paul Oury to Radio Westerly Inc., for consideration of $71,000. Principals in Westerly include: Richard G. Moore, president E. J. Pinney Co., contractors, president 20%; Lee S. Greenwood, in engineering and development, treasurer 10%; Albion W. Warren Jr., industrial editor Brown Pulp & Paper Co., Berlin, N. H., secretary 25%; Warren M. Greenwood, as-

(Continued on page 76)

HELP WANTED
Chief Engineer

Minimum 10 years experience AM and FM with technical curiosity about TV construction installation, technical equipment transmitter control room equipment to assume full responsibility technical operation Radio Stations KFH—KFH-FM, Wichita, Kansas. Supervision 8 IBEW engineer operators. Do not telephone or come to Wichita but first write letter application complete details education, experience, age, with at least 10 people whose recommendations will count. Enclose recent photograph. Salary commensurate with experience and ability. Address:
Frank V. Webb, General Manager

Beautiful California City

Profitable Independent—$50,000.00

This attractive independent station making some money is the only station in one of California's most beautiful cities. 1949 retail sales approximately $50,000,000.00. Serves adjacent areas with income twice that amount. Beautiful stores, high income groups, ideally located, both climate and living conditions. Approximately one half cash, balance over period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Roundup

(Continued from page 75)

Decisions Cont.:

sistant manager and program director WHAV Haverhill, Mass., and Richard G. Moore and Lee S. Greenwood jointly 19%. WERI is assigned 1230 kc 250 w unlimited. Granted March 7.

KRDU Dinuba, Calif.—Granted acquisition of control by Egon A. and David L. Hofer of Radio Dinuba Inc., from John M. Banks, Donnelly C. Reeves and Troy Banks for $18,182.78. The Hofers originally held 32.5% and transfer increases their holdings to 50% each. KRDU is assigned 1130 kc, 250 w daytime. Granted March 7.

WSHB Stillwater, Minn. — Granted transfer of control in St. Croix Bcstg. Co., licensee, from Nicholas, Victor and Albert S. Tedesco to William F. Johns Sr., 15% owner WOSH Oshkosh, Wis. Mr. Johns pays $58,000 for 67.5% of stock. William F. Johns Jr., WSHB manager retains his 22.5% interest and James W. Hobbins continues to hold 10%. WSHB is assigned 250 w day on 1220 kc. Granted March 7.

WITA San Juan, P. R.—Granted transfer of control in Electronics Enterprises Inc., licensee, from Virgle H. Meador and Gloria I. Meador to Antonio A. Valdivieso. Mr. Valdivieso prior to transfer held 50% of stock and buys the Meadors 50% for $12,500 plus responsibility of such debts as Electronics Enterprises may have. WITA operates with 250 w on 1400 kc. Granted March 7.

KPHO Phoenix, Ariz.—Granted relinquishment of control in Phoenix Bcstg. Inc., by Rex Shepp to Citizens Pub. Co., Erskine Caldwell and George W. Chambers through issuance of additional shares of stock. Prior to transfer Mr. Shepp held 50% and transfer reduces his holdings to 43%. KPHO is assigned 5 kw on 910 kc directional night. Granted March 7.

Deletions . . .

ONE AM AUTHORIZATION was reported deleted last week by FCC. Total dropouts to-date this year: AM 16; FM 23; TV 1.

KXXL Reno, Nev.—Station KXXL. CP Feb. 28. Renewal of license denied by FCC on grounds of transfer without consent [BROADCASTING, Feb 6, p. 109].

RACE RESULTS

Restrictive Bill Underway

A BILL designed to ban the dissemination of race results for illegal purposes is being drafted by the FCC in cooperation with the Justice Dept.

Authorities said it has not been decided whether the recommended legislation would affect broadcast operations directly or only through restrictions which might be imposed upon the wire services. In any event it was felt the wire services would be more directly concerned.

Benedict P. Cottone, FCC general counsel and one of the speakers at the Attorney General's Conference, has been named to the Conference Legislative Committee. The legislation currently being drafted probably will be considered when the committee meets in Washington March 16-17.

In one of the most recent official rulings by the Commission itself on the question of horse-race information via broadcast stations, FCC held that "the intent or design to assist the carrying on of illegal activities must be reasonably evident." That was the so-called "WWDC Washington decision" of January 1948.

The issue of broadcasts of race results also is raised in pending cases, including one involving WTUX Wilmington, Del. [BROADCASTING, Dec. 26, 1949.]

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of February 28 follows:

	AM	FM	TV
Total authorized	2,254	762	110
Total on the air	2,110	722	100
Licensed (All on air)	2,072	495	35
Construction permits	182	262	75
Conditional grants		5	
Total applications pending	1,095	196	398
Requests for new stations	315	43	348
Request to change existing facilities	289	37	14
Deletion of licensed stations in January	2	5	
Deletion of construction permits	4	3	
Deletion of conditional grants			

License Fees

(Continued from page 23)

to develop fully the facts in relation to the cost of these services and as to proper fees that should be charged therefor.

Sen. McClellan emphasized, however, that it is not the intention of the committee to assess "any charge for ordinary and normal governmental services." On the other hand, he said, costs "over and above services for which the government is essentially responsible (would be) borne by the recipents and beneficiaries thereof."

A good many governmental departments will come under the committee's search. Included are the National Bureau of Standards and the Bureau of the Census. The latter's activities which perform services for any "special interest" would come under Sen. McClellan's category of services liable. The Bureau begins a nationwide count of radio and television sets on April 1 for the 1950 decennial census (see story page 38).

FCC Asked For Data

The FCC has been asked by the committee to provide data on service costs, present charges for any services rendered, the nature of services, how many stations would be affected should fees be recommended, and how large a fee would be applicable, the committee spokesman said. Of particular importance to the committee are FCC inspection services dealing with "transmitter devices and devices and receiving equipment."

The committee, at this point, the spokesman added, believes religious and educational-owned stations would be exempt from any such proposed fee.

Staff investigators have no time limit to their probing. However, it was indicated that complete information may be obtained from departments polled in about "several weeks." It also was pointed out that an attempt to impose license fees on stations was made in 1932 when the House passed a bill embodying such proposals, subsequently killed in the Senate.

The committee said that when hearings are called "industry spokesman will be afforded an opportunity to testify."

CKTB St. Catherines now operating with 1 kw directional antenna on 620 kc, having moved from 1550 kc.

FCC GRANTS

Coast Regionals Set Aside

REGIONAL grants on 970 kc, recommended for Bakersfield and Modesto, Calif., last summer, were set aside by FCC last week upon grounds that new evidence shows they may interfere with one another [BROADCASTING, Aug. 29, 1949]. Further hearing was ordered.

Marmat Radio Co., operator of KMAR (FM) Bakersfield, and Stanislaus County Broadcasting Co., Modesto, are the applicants involved. In the initial decision of Hearing Examiner Leo Resnick, Marmat received proposed grant for 1 kw night, 5 kw day, directional day and night on 970 kc, while Stanislaus received proposed grant on that channel with 1 kw fulltime, directional day and night. FCC denied for default the bid of Central Valley Broadcasters for 1 kw daytime on 980 kc at Merced, Calif.

The initial grants were set aside upon petition by FCC's general counsel, who contended that new soil conductivity measurements in that area show "severe co-channel daytime interference would exist" if both stations were finally granted.

Number Show

(Continued from page 25)

security numbers enter broadcast programming? "Take Birmingham, for example," Mr. Harris said. "Glenn V. Tingley, president of WKAX, phoned the other day. He had 3,000 phone calls the first day. Phones were jammed and the station couldn't do business.

"Then Mr. Tingley had an idea. The station went on the air with a request that listeners call their independent neighborhood grocers if they wanted to check up on numbers that had been read on the air."

Mr. Tingley told BROADCASTING at the weekend that station salesmen had not been able to contact 100 stores that wanted in on the program. "I've never seen business roll in like this," he added. "We have signed 93 new accounts, approved and placed them on the books in the last two weeks. They are given brief, institutional copy, one sponsor before and one after each program.

"Three operators are assigned to answer telephone queries. They promise inquirers a list of 'approved stores' and suggest the store owners be urged to contact the station if not among the sponsors. Numbers are posted in stores after they are read on the air." WKAX charges $5 to $10 a spot, depending on size of sponsor's store, Mr. Tingley said.

Mr. Harris said that in Tulsa employes of many firms insist that company auditors check the numbers off the air hourly and watch for the workers' numbers. Some one has started a number-listening service, charging $1 (see illustration page 25).

"The impact in one city is so terrific that a competing station manager has approached us to see if he could buy up the contract, Mr. Harris said.

Officials of Social Security Administration in Washington said they had studied a similar idea once before at the request of a large advertiser. They indicated they would rather not have such use made of account numbers since they try to impress holders on the need of keeping cards in safe places and don't like the idea of people carrying their cards around because of radio programs.

Chances Explained

It was explained that since cards are based on a nine-digit formula (999,999,999 possible numbers) and only 90 million are out, the chance of a number representing an active card is one in 11 if the full number is read. Then there is the danger of people getting several cards through deceptive practices. Though SSA has a master index check, deception is possible when phoney names are used. The index has over a million Smiths, for example.

In Baltimore the Better Business Bureau looked into the plan after a Kentucky city had made an inquiry. The bureau indicated it was not interested since it could find no misrepresentation.

Stations listed by the Azra agency as present users of the plan are:

WIKY Evansville, Ind.; WIBB Macon, Ga.; KFMJ Tulsa; KSTL St. Louis; WAEB Allentown, Pa.; WBMD Baltimore; WICC Bridgeport, Conn.; WLEE Richmond, Va.; WSRS Cleveland; WJOB Hammond, Ind.; WWSO Springfield, Ohio; WKAX Birmingham; WCUM Cumberland, Md.; KPOA Honolulu; WRIB Providence, R. I.; WWDC Washington (modified version).

Legion Cites WJR

WJR Detroit was presented a distinguished service citation by Detroit's Frederick M. Alger Post No. 86, American Legion, last Wednesday for the station's "outstanding support of patriotic projects and Americanism programs." The citation was accepted by William S. Gilbert, WJR director and secretary-treasurer. The post also announced that it had passed a resolution recommending the station for the national Legion award.

FCC Reorganization

(Continued from page 25)

he Law Bureau, these divisions rrently are headed by Assistant eneral Counsel Plotkin and Astant General Counsel Lester W. pillane, respectively.

Within the new Office of the Chief ccountant the Commission created n Accounting Systems Division nd an Economics Division, each to e headed by a chief of division. he Accounting Systems Division pparently would be concerned pririly with common-carrier affairs, hile the Economics Division would lso deal with other fields under CC regulation.

The non-common carrier posions and personnel of the present ccounting Bureau's Broadcast Dision (headed by LeRoy Schaaf) nd Economics and Statistics Dision (headed by H. H. Goldin) ere transferred "until further orer" to the Office of the Chief Acountant.

Similarly, the new Office of Chief ngineer will take over non-comon carrier functions and peronnel of the present Engineering ureau. These are positions and ersonnel of the immediate office the chief engineer and those of e Laboratory Division (headed by . W. Chapin), Technical Research ivision (headed by Edward M. llen), and Frequency Allocation nd Treaty Division (headed by . L. McIntosh).

Chief Engineer's Office

The present office of the chief ngineer includes, in addition to cting Chief Willoughby, Virgil . Simpson as assistant to the hief; Ralph J. Renton, U. S. ember of the North American egional Broadcasting Committee, nd Braxton L. Peele, chief of the rtographic and drafting unit. ssistant chief engineers are illiam N. Krebs, George S. Turnand Marion H. Woodward, who is charge of the common carrier vision and slated for a key post the new Common Carrier ureau.

"Until further order" the posions and personnel of the following so were transferred from the Enneering Bureau to the Office of hief Engineer: Standard Broadst Division (headed by James E. arr); Television Broadcast Dision (Curtis B. Plummer); FM roadcast Division (Cyril M. raum); Aviation Division (headed Edwin L. White); Radio Opator and Amateur Division (headby George K. Rollins) Marine adio and Safety Division (headed Mr. Krebs); Public Safety and pecial Services Division (headed Glen E. Nielsen); and Field ngineering and Monitoring Dision (headed by Mr. Turner).

Observers felt the functions and ties assigned to the Common rrier Bureau may be taken to dicate the broad type of responbility and authority which will be anted the other bureaus in their spective fields when the reorganation is completed.

The Common Carrier Bureau's functions will consist of "carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and rules and regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services."

Its duties include "initiation of rules and regulations, except as otherwise specifically provided in the functions of the Offices of the Chief Accountant, Chief Engineer, General Counsel, and the Special Legal and Technical Group." The latter is a review unit composed of a half-dozen staff members who serve as special assistants to the Commissioners, aside from each Commissioner's individual legal assistant.

Other Duties

Other duties of the bureau include participation on behalf of the Commission in international conference work; provision of assistance and recommendations to the Commission, and collaboration with representatives of state regulatory commissions and with the National Assn. of Railroad Utilities Commissioners in making cooperative studies and the like.

The bureau chief's functions will include, aside from administration of bureau affairs, the initiation of policy recommendations to the Commission; the anticipation and analysis of program and policy problems; coordination of bureau activities with those of the other bureaus; maintenance of liaison with other government agencies on common carrier matters; representation of the Commission on Commission-wide and inter-departmental committes; dealing with members of the public and of the industries concerned.

Field offices of the Common Carrier Bureaus will be located at New York, Atlanta, St. Louis, and San Francisco. A chief will be named for each.

The broad overall functions of the General Counsel, Chief Engineer, and Chief Accountant under the new organization will be delineated as the realignment progresses. With respect to common carrier matters their duties are similar in their respective fields. For the General Counsel, these were listed as follows:

1. To advise and represent the Commission in matters of litigation.

2. To advise and represent the Commission, and to coordinate and make recommendations to the Commission on proposed legislation and international agreements with which the Commission is concerned.

3. To interpret the statutes, international agreements, and regulations affecting the Commission and the Commission's regulations and to advise the Commission (including the Common Carrier Bureau) as to the authority and power the Commission possesses under such statutes, agreements, and regulations.

4. To formulate and make recommendations on procedural rules of general applicability; review all rules for consistency with other rules, uniformity, and legal sufficiency.

5. To conduct research in legal matters as directed by the Commission.

6. To participate in and render advice to the Commission in proceedings and matters involving rule-making which concern jointly the common carrier services and any services other than common carrier.

7. To maintain liaison with other agencies of government on common carrier matters.

8. To provide representation for the Commission on Commission-wide and inter-departmental committees.

9. To deal with members of the public and of the industries concerned.

10. To perform such other duties as may be assigned or referred by the Commission.

11. To exercise such authority as may be assigned or referred by the Commission pursuant to Sec. 5(e) of the Communictions Act of 1934 as amended.



THIS pre-fabricated building, owned by the Saginaw Broadcasting Co., Saginaw, Mich., houses the transmitter and studios of WLEW Bad Axe, Mich., which went on the air Feb. 11 [BROADCASTING, Feb. 6].

First 15 Pacific Hooperatings—February 1950

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)*	6	American Tobacco (BBDO)	40.9	40.8	+0.1	1
Charlie McCarthy (CBS)*	6	Coca Cola (D'Arcy)	33.1	...	....	..
Walter Winchell (2 mos.) (ABC)*	6	Wm. R. Warner (K&E)	28.7	36.4	—7.7	2
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Sons (NL&B)	23.4	28.3	—4.9	3
Bing Crosby (CBS)	6	Liggett & Myers (C&W)	23.2	20.2	+3.0	8
Red Skelton (CBS)	6	Procter & Gamble (B&B) (Seeds)	22.5	13.2	+9.3	34
Bob Hope (NBC)	6	Lever (BBDO)	21.1	29.3	+0.8	7
Radio Theatre (CBS)	6	Lever (Ayer-Surf) (JWT-Lux Soap)	20.7	18.1	+2.6	13
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	20.5	23.5	—3.0	5
Judy Canova (CBS)	6	C-P-P (Bates)	20.2	14.4	+5.8	29
Dennis Day (CBS)	6	C-P-P (Bates)	19.6	20.6	—1.0	6
Great Gildersleeve (NBC)	6	Kraft (NL&B)	19.6	11.3	+8.3	53
Phil Harris-Alice Faye (NBC)	6	Rexall (BBDO)	18.9	19.3	—0.4	10
George Burns & Gracie Allen (CBS)	6	Block Drug (Cec. & Pres.)	18.0	17.6	+0.4	16
Groucho Marx (CBS)	6	DeSoto-Ply. Deal. (BBDO)	17.7	19.4	—1.7	9

*** Second broadcast on same day provides more than one opportunity to hear program.**

FRANK McKINNEY

Mentioned as Army Secretary

ANOTHER broadcaster may become Secretary of the Army, it was reported last week, with mention of Frank E. McKinney, principal stockholder of WISH Indianapolis, as a prime contender for a place on the President's "little cabinet."

If named to the Army post, Mr. McKinney would succeed Gordon Gray, president and owner of WSJS Winston-Salem and WMIT (FM) Charlotte, N. C., who has resigned to accept the presidency of the U. of North Carolina [BROADCASTING, Feb. 13]. Secretary Gray plans to leave Washington in August or September.

Mr. McKinney's radio holding is one of many interests which includes part ownership of the Pittsburgh Pirates baseball club (other owners are Bing Crosby and John Galbreath of Columbus, Ohio), of which he is president, and also a presidency of an Indianapolis bank. A treasurer of the Democratic Party's organization in Indiana, Mr. McKinney had been beckoned to Washington previously to serve as treasurer of the Democratic National Committee, but he declined. He has served on a commission to study housing shortages at defense establishments, traveling to Alaska and reporting directly to Defense Secretary Louis Johnson.

According to news reports, Mr. McKinney conferred with Washington officials earlier this month, at which time the Army secretaryship offer reportedly was made.

WILLIAM WARE

Named KSTL President

WILLIAM E. WARE, former president of the now-defunct FM Assn., has been elected president of KSTL St. Louis, it was reported last week. He succeeds Frank E. Pellegrin, who becomes vice president. KSTL is assigned 1 kw daytime on 690 kc.

Mr. Ware formerly was general manager, vice president and part owner of KSWI and affiliated KFMX (FM) Council Bluffs, Iowa. It was reported he received option to purchase part interest in KSTL. Mr. Pellegrin, former director of broadcast advertising at NAB, is vice president in charge of sales for Transit Radio Inc., to which he devotes considerable time.

KOH Increases Power

KOH Reno, Nev., outlet of the McClatchy Broadcasting Co., has announced it will increase its daytime power from 1 kw to 5 kw tomorrow (March 14). Nighttime power of 1 kw will remain unchanged, the station said. KOH went on the air in 1928 with 100 w. Power was increased to 500 w when it became a McClatchy station in 1931, and to 1 kw in 1940. KOH frequency is 630 kc.

At Deadline...

MEXICO CITY SESSION ON NARBA PROPOSED

CONFERENCE in Mexico City between U. S. and Mexico to work out bi-lateral pact comparable to U. S. - Cuban treaty, in final stages at Havana late last week (story page 27), under consideration at weekend.

Both Cuban and Mexican pacts would be intended for inclusion in new overall NARBA. Suggestion made that all NARBA nations be invited to Mexico City instead of U. S., as originally planned, in effort to draw up overall treaty. It's speculative whether special delegation to Mexico City would be same as Havana delegation, headed by FCC Comr. Hyde, or some new group not identified with Havana sessions.

POLICY BOARD STUDIES FREQUENCY PROBLEMS

INITIAL PROBLEMS of organization canvassed Friday by President Truman's Communications Policy Board in group's first meeting, held at FCC [BROADCASTING, Feb. 20, 27]. Headed by Dr. Irvin L. Stewart, 1934-37 FCC Commissioner and now president of West Virginia U., board is assigned to appraise frequency use and communications problems. FCC Chairman Wayne Coy attended session where informal statements were made by representatives of various government agencies interested in use of radio. Next meeting scheduled April 20.

Before meeting Dr. Stewart met with Sens. Edwin C. Johnson (D-Col.) and E. W. McFarland (D-Ariz.), who had similar communications study underway, and entire board met with latter late Friday afternoon. Whole frequency situation and board objectives were reviewed with emphasis on international communication problems.

IMPROVEMENT CLAIMED IN CTI COLOR SYSTEM

SUBSTANTIAL improvement in operations of Color Television Inc.'s color TV system reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—was much better than in two earlier showings, both for official record of FCC's color hearing, though some problems in registration and in monochrome reception of color signals were still evident. CTI, CBS and RCA are competing for FCC approval of their respective systems.

Meanwhile, Theodore A. Wetzel, Milwaukee, told FCC his "compatible" color system "has advanced considerably beyond the theoretical," that he actually has transmission and reception equipment and in a few weeks will be ready to request opportunity to demonstrate. FCC earlier had turned down his bid to appear on indication his system existed only in theory [TELECASTING, Jan. 9, Feb. 27]. Mr. Wetzel said "new color striped filters are being manufactured by precision methods to replace earlier inaccurate fabricated filters" on his equipment. He claims filters do not move and will fit any size screen.

AMERICAN ON CBS

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), effective April 2 will sponsor program Sunday, 7:30-8 p.m. on CBS. BBDO, New York, is agency. Show may be *This Is Show Business* currently in that period.

WHOL REORGANIZATION OPPOSED BY EASTON

NEW REORGANIZATION proposed by WHOL Allentown, Pa., was opposed Friday by Easton Pub. Co., operator WEEX (FM) Easton, as being contrary to FCC's rules and unfair in further comparative hearing ordered by Commission on original 1947 grant to WHOL [BROADCASTING, Feb. 27]. Easton Pub., loser in competitive hearing to WHOL for 250 w assignment on 1230 kc, petitioned FCC to dismiss WHOL's transfer bid, filed in early February.

Further hearing was ordered by FCC upon remand of case following court appeal by Easton Pub. Commission among other things indicated it wished to redetermine qualifications of both applicants in view of ownership changes. Easton Pub. in petition explained WHOL ownership change to improve financial condition was approved by FCC while appeal was pending. New transfer of WHOL to group headed by Victor C. Diehm, it was said, also is to improve financial status which was one of original issues in case. Easton Pub. claimed to allow such further change would be to unjustly allow substitution of new applicant and improve competitive position of WHOL.

CHICAGO URGES UNFREEZING OF TV GRANTS TO CITY

ILLINOIS delegation in Congress and FCC notified by Chicago city officials that City Council has called for granting of full seven-station TV quota to which it is entitled under FCC's allocation. Action based on resolution first introduced by Alderman Pacini in January [CLOSED CIRCUIT, Jan. 23].

Council complained that city only has been granted four licenses though it has applications for all seven facilities. FCC freeze will grievously injure Chicago industries and residents and impair city's ability to compete against New York and Los Angeles as TV center, resolution states.

INDUSTRY TV GROUP TO MEET WITH ASCAP

NEGOTIATIONS for per program licenses covering use of ASCAP music on television to be resumed March 15 when committee of TV broadcasters will meet with ASCAP group. This will be first meeting since Christmas as ASCAP officials have been fully occupied with working out details of consent decree to provide clearance at source on motion picture music, with license fees paid by picture producers rather than theatres.

Decree, expected to be filed in New York Federal Court this week, will modify previous consent decree which followed radio's revolt against ASCAP's demands and resulted in reorganization of society.

NAMED ERWIN WASEY V-P

THOMAS ERWIN named vice president and planning board director of Erwin, Wasey & Co.'s Chicago office.

DIAZ PROMOTED

RAY DIAZ, former traffic manager for ABC, promoted to Stations Dept. Friday, and Reginald Willcocks, former supervisor of New York transmissions, elected to Mr. Diaz's former job. Mr. Diaz will be in charge of New York, New England and Ohio territories.

Closed Circuit

(Continued from page 4)

session in New York this week of President Miller's advisory committee (Clair McCollough, WGAL Lancaster, chairman; Howard Lane, WJJD Chicago; Harold E. Fellows, WEEI Boston; Robert D. Swezey, WDSU-TV New Orleans; Cal Smith, KFAC Los Angeles). William B. Ryan, KFI Los Angeles, who is seen as foremost prospect, will be in New York as chairman of NAB's BAB Committee, and presumably will be interviewed as to availability.

WHILE NO ANNOUNCEMENT was forthcoming from Chicago meeting of committee on March 4-5, it's understood there was substantial support for Mr. Ryan—if he's available. It wasn't unanimous, however, with indications of 4-1 split. President Miller understood to regard Mr. Ryan as acceptable as his second in command for $25,000 post.

ACTION OF FCC in WBAL Baltimore renewal case wherein Pearson-Allen seek to wrest 50,000-w facilities from Hearst-owned outlet may take unusual Commission turn, split 3-3 (Coy, Walker and Webster for Pearson-Allen and Hyde, Sterling and Hennock for WBAL renewal). Two separate opinions—one written as if to grant WBAL renewal, and other to grant Pearson-Allen—are being prepared. Then exceptions and oral argument would follow prior to "final" decision. Comr. Jones didn't participate because of Pearson vendetta against his confirmation two years ago, in which Mr. Pearson did ignominious pratt-fall when Senate unanimously confirmed nomination.

O. L. (Ted) TAYLOR has resigned effective April 1 as executive manager of KGNC Amarillo and KFYO Lubbock, Tex., but Taylo Co. will continue to represent stations in national spot. He will devote energies to Taylo company operations and to his owned-stations.

KBTV (TV) Dallas, acquired by *Dallas News* from Potter Television Co. for $575,000, approved last week by FCC, will become WFAA-TV about May 1. Plan is to operate statio with present call for 60 days, during which two organizations will be integrated and TV programming revamped, and then switch to new call. Overall operations under supervisio of Martin B. Campbell, WFFA general manager.

NEW APPROACH indicated in renewal o license proceedings involving G. A. Richard stations (WJR Detroit, WGAR Cleveland an KMPC Los Angeles) scheduled to begin toda in Los Angeles. American Jewish Congress an other agencies which figured in pre-hearin interchanges have elected to sit on side-line as observers, rather than file appearances. I proceedings warrant, it's presumed hea quarters organizations will be alerted and ne course considered.

ANOTHER "radio day" at White House la Wednesday. Almost in succession, Presider Truman had interviews with FCC Chairma Wayne Coy, CBS President Frank Stanto and House Interstate Commerce Committe Chairman Robert Crosser. Following custor President was not quoted, but it was logicall surmised that overall radio-TV pictures we discussed, since Chief Executive has evince avid interest in subjects of late.

CBS POST TO OMMERLE

HARRY G. OMMERLE, former package pr ducer, appointed manager of program sales f CBS, effective March 20.

THANKS . . .

TO

The Billboard

. . . and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

WLW:

FIRST IN
SALES PROMOTION
Clear channel network affiliates

WLW-T:

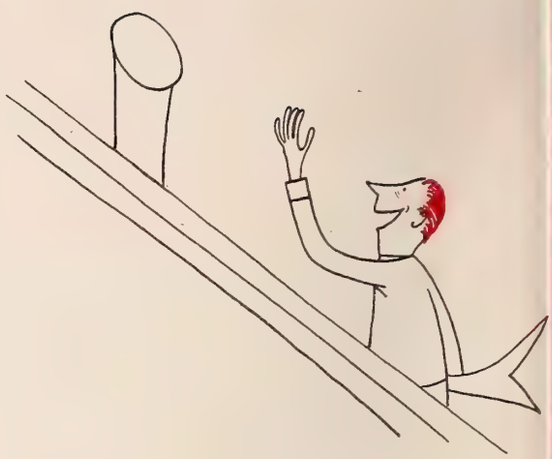
FIRST IN
GENERAL PROMOTION (tie)
Television stations

WINS:

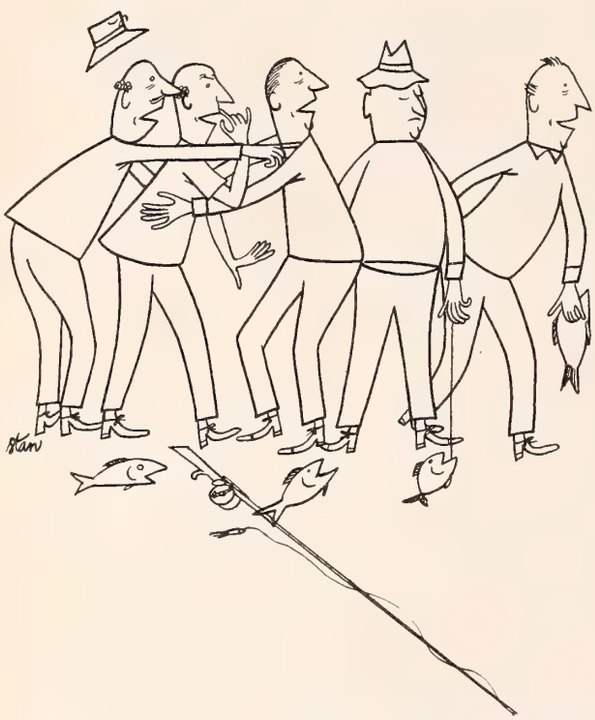
FIRST IN
PUBLIC SERVICE and
AUDIENCE PROMOTION
50,000-Watt
non-network stations

Crosley Broadcasting Corporation





RADIO STATIONS EVERYWHERE





BUT ONLY ONE...

WSM
NASHVILLE

You can't catch a mermaid with grubworms. And you can't land your full share of pretty profits in the booming Central South market unless WSM carries your advertising.

With radio stations everywhere WSM remains unique in its ability to reach—to sell an area. To do this the station operates on a 50,000 watt 1-A Clear Channel. But just as important as the interference free signal is the fact that for 24 years WSM has programmed to please an audience of highly specialized radio tastes. This takes smart local production with a staff of 200 entertainers that include some of America's biggest name stars.

Successful advertisers know—you land the Central South's most desirable sales-fish by using WSM.

CLEAR CHANNEL
50,000 WATTS

HARRY STONE
General Manager

IRVING WAUGH
Commercial Manager

EDWARD PETRY & CO.
National Representative

MARCH 20, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

American Citizens



on the Way...

Twelve-year-old Judith Anne Prelipp, of Seymour, Wisconsin, won a radio for herself, another for her classroom, and a trip to Chicago to be guest of honor on the WLS National Barn Dance.

49 other boys and girls, from big Chicago to the smallest rural community, from public, parochial and private schools in the Midwest, won radio sets for themselves and companion sets for their classrooms.

But much more important . . . 5,271 boys and girls who submitted essays to the WLS "School Time" contest, gave extra thought to what it means to be an American citizen . . . to our American way of life.

WLS "School Time," only daily classroom series broadcast by a commercial station in the Midwest, takes pride in this vigorous response to its continuing efforts to help build better citizens—true Americans—for tomorrow.

WLS CHICAGO The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.



VICTOR A. SHOLIS, *Director* NEIL D. CLINE, *Sales Director*

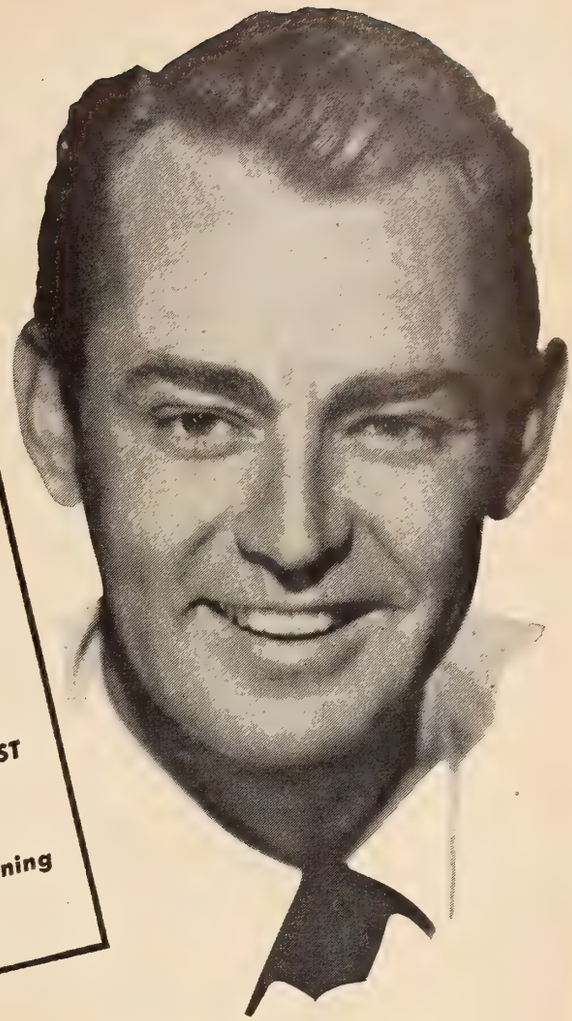
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. • PRIMARY AFFILIATE CBS TELEVISION NETWORK

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

STRIKE IT RICH IN '50

OVER 100 ORDERS IN LESS THAN 3 WEEKS

STATIONS HIT THE "SPOT" JACK POT.



You Get 4 Top Programs at a Cost of Only 2

YOU BUY THESE

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

YOU GET THESE AS A BONUS

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

Prices Like These:

Population

UP to 25,000	$15.00 for both Ladd & Runyon
25,000 to 50,000	22.50 for both Ladd & Runyon
50,000 to 75,000	25.00 for both Ladd & Runyon
75,000 to 100,000	27.50 for both Ladd & Runyon
100,000 to 150,000	30.00 for both Ladd & Runyon
150,000 to 200,000	35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free . . .

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus
25% Discount . . .

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

WMOU, — BERLIN, N. H. Took Our Package Offer Used SPOT ANNOUNCEMENTS Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

39 The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements ea.
52 Runyon Shows—3 Announcements ea.
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea. (WMOU 312 time rate) . . $2556.00
Cost of Special Package in WMOU Market . . . . . $ 780.00
PROFIT . . $1776.00

RITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.

8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IS BOB HOPE going CBS? Transaction, similar to his pal Bing Crosby's deal, on capital gains basis, has been offered by CBS. Conversations followed word of plan of Lever Bros. to cancel out Hope on his NBC show. Hitch might be TV rights, since there's question whether Hope contract with Paramount permits kinescoping. Crosby has full TV rights.

WHETHER MUTUAL will tie-up with M-G-M may be settled within few weeks. After months of conversation, it's now reliably reported that mid-April deadline has been set on acceptance of proposition to M-G-M board which entails Mutual shareholders receiving about $1,600,000, and with commitment that M-G-M will operate network for minimum of five years.

THERE WILL be no final determination of new general manager of NAB until full board of directors gets together in pre-convention huddle in Chicago about April 16. Board advisory committee met in New York last week and decided to explore matter further. Five-man committee conferred with William B. Ryan, general manager of KFI Los Angeles, regarded as formidable prospect for $25,000 post, but its function is simply recommendatory to President Miller and full board. Committee hopes to bring in unanimous choice.

IN LAST-DITCH effort to quell Cuban radio uprising against tentatively approved U. S.-Cuban NARBA treaty (story page 25), U. S. Ambassador Robert Butler may confer with Cuban President Prio early this week to urge agreement. Same high-level approach was made in attempt to unsnarl U. S.-Cuban differences at earlier Montreal sessions.

FRED ALLEN reportedly considering launching television show on NBC-TV from Chicago, probably next fall if plan materializes. Comedian understood to believe Chicago is more sympathetic to artistic enterprises than commercial hotbed of New York.

ALL-RADIO PRESENTATION COMMITTEE, at meeting this week, will consider offer of Schwerin Research Corp. to conduct audience reaction tests on "Lightning That Talks" preliminary to preparation of 20-minute version of promotion film for showing to general public.

WHO WILL HEAD FCC's new Broadcast Bureau—key spot in regulation of radio and TV under realignment plan? Harry Plotkin, senior Assistant General Counsel, is avowed candidate and believed to have support of Chairman Wayne Coy. But another name mentioned is John A. Willoughby, who relinquishes acting chief engineer's post effective April 3 when Curtis Plummer, present assistant chief in charge of TV, assumes newly created chief

(Continued on page 90)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.

March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA Convention, Greenbrier, White Sulphur Springs, W. Va.

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 89)

Bulletins

GENERAL FOODS lining up spot series to start April 1 in 20 markets for Baker's 4-in-1 cocoa and East and West Coast spots for Yuban coffee to start April 3. Agency is Benton & Bowles, New York.

TWO PAINT firms scheduling spring radio campaigns. Sapolin Paints Inc., New York, starts campaign March 20 in Washington, Baltimore, Providence and New York, with Boston starting March 27. Agency is R. T. O'Connell Co., New York. Muralo planning cross-country campaign including spots and programs, through O'Connell agency.

RADIO SET PRODUCTION MAINTAINS FAST PACE

OUTPUT of radio receivers in February (AM, AM-FM, FM and auto sets) totaled 750,393 units, maintaining unexpectedly high level of last quarter of 1949, according to Radio Mfrs. Assn., representing about 85% of industry total. Total output of all types of receivers was 1,117,458 units.

TV production totaled 367,065 sets compared to 335,588 in January, up 9%. Weekly average output was 91,766 TV receivers. Of month's TV sets, 42,940 were equipped to tune FM band. Production of FM and FM-AM sets totaled 86,455, bring total number of February sets with FM tuners to 129,395.

RMA reported that 3,029,000 TV sets were produced by the entire industry in 1949 along with 7,456,000 home type radios other than those in TV sets, and 3,964,000 auto radios.

SPEED RICHARDS HEARINGS

WEEKEND and night sessions slated in FCC's Los Angeles hearing on news-slanting charges against G. A. (Dick) Richards, to permit Examiner J. Fred Johnson Jr. to return to Washington by April 3, when he assumes duties as Chief Hearing Examiner and undertakes new hearing assignment. Meanwhile, in Friday's session Clete Roberts, former public affairs director of Mr. Richards' KMPC Los Angeles, complied with subpena requiring him to produce papers which Richards' counsel claimed were being withheld. Originally he had been expected to produce these at today's (Monday) session (see early story page 28).

Business Briefly

P & G ACTIVITY ● Procter & Gamble Co., Cincinnati (Dreft), planning early morning tests aimed at farm audience in Des Moines and other mid-western markets. Company (for Oxydol) also mulling TV version of *Beulah* radio series this fall on ABC. Agency, Dancer-Fitzgerald-Sample, New York.

JOE DiMAGGIO TO NBC ● *Joe DiMaggio Show* moves April 15 from Sat., 11:30-12 noon on CBS to Sat., 7:30-8 p.m. on NBC. M&M Ltd., Newark (candy), is current sponsor but change in sponsors expected with move to NBC.

HEIDT TV SHOW ● General Motors (Buick Div.) through Kudner Agency, and Philip Morris (cigarettes) through Biow Co., New York, considering TV version of Horace Heidt show. Philip Morris sponsors radio series on CBS, Sunday, 9:30-10 p.m.

BERLE TAKES TOP RANK IN NEW YORK HOOPERATINGS

TOP THREE programs in New York Hooperatings, based on all homes, for February were television. Highest ranking radio show was fourth in list of first 15. Nine TV shows and six radio shows composed first 15.

Leaders were *Milton Berle* (TV) 25.5, *Arthur Godfrey's Talent Scouts* (TV) 17.6, *Toast of the Town* (TV) 16.2, *Arthur Godfrey's Talent Scouts* (radio) 14.5. Among "radio only" homes leading programs were *Arthur Godfrey's Talent Scouts* 21.3, *Radio Theatre* 21.1, *Bing Crosby* 19.3. Among TV homes, leading programs were *Milton Berle* 68.3, *Arthur Godfrey's Talent Scouts* 45.3, *Toast of the Town* 42.4.

ELLIS A. GIMBEL

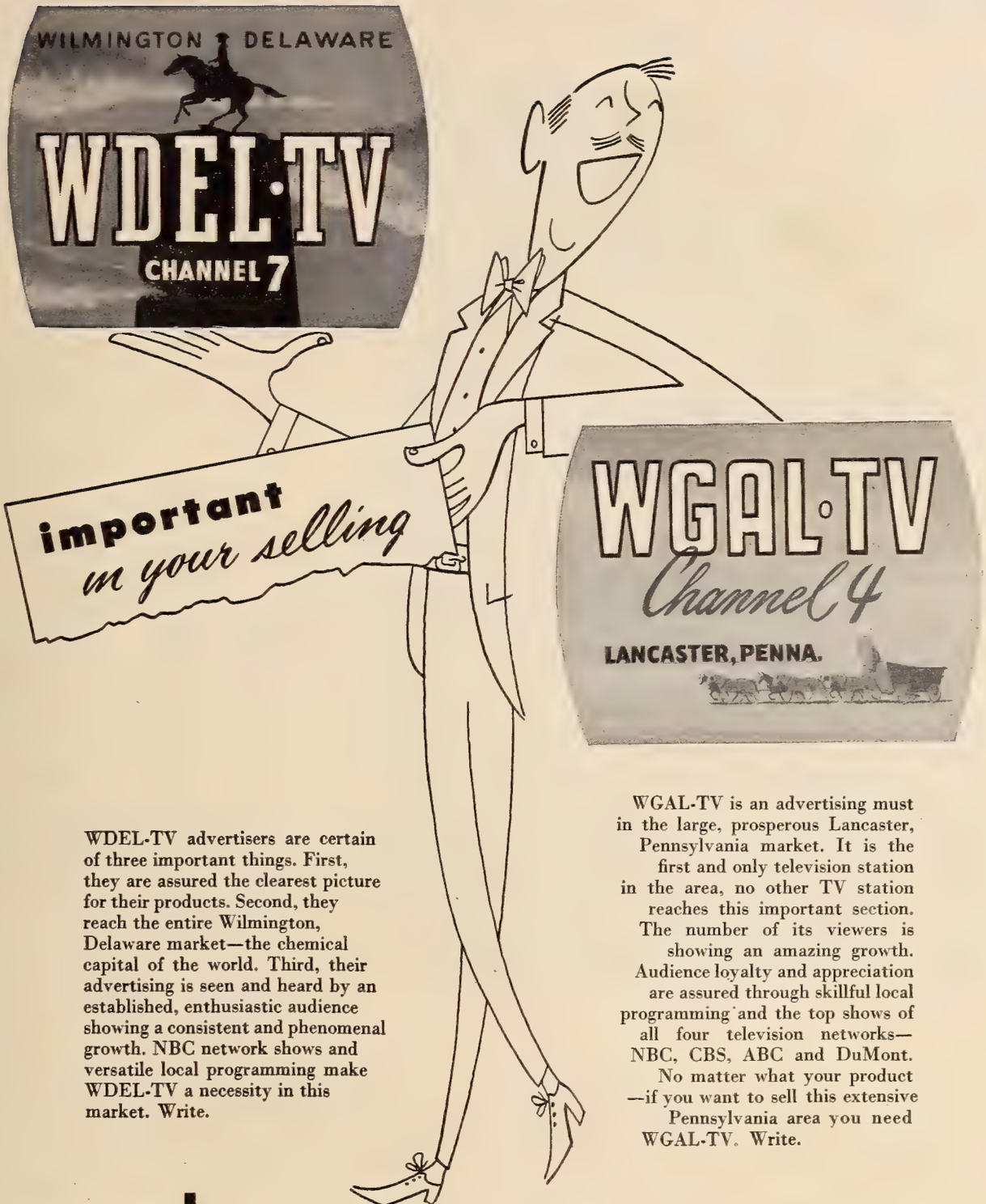
ELLIS A. GIMBEL, 84, chairman of the board Pennsylvania Broadcasting Co. (licensee of WIP Philadelphia), died late Thursday in Philadelphia following four-day illness. Mr. Gimbel, uncle of Benedict Gimbel Jr., WIP president and general manager, also was chairman of board of Gimbel Bros., department store chain founded by his father, as well as philanthropist. Among survivors present at death were Ellis A. Gimbel Jr., son; Mrs. Fridolyn Graham, daughter, and Mrs. Richard Gimbel, daughter-in-law.

JOIN COMPTON AGENCY

DONALD S. FROST, formerly with Bristol-Myers Co., and Robert L. Nourse Jr., former with W. Earl Bothwell Inc., have joined Compton Adv. Mr. Frost will headquarter in New York office of agency as account executive for Drene shampoo and Mr. Nourse will be based at Hollywood office as account executive.

LANTZ TO BRISTOL-MYERS

WALTER P. LANTZ, formerly with Lambert Pharmacal Co., New York, has joined Bristol-Myers Co. as advertising manager.



WDEL-TV advertisers are certain of three important things. First, they are assured the clearest picture for their products. Second, they reach the entire Wilmington, Delaware market—the chemical capital of the world. Third, their advertising is seen and heard by an established, enthusiastic audience showing a consistent and phenomenal growth. NBC network shows and versatile local programming make WDEL-TV a necessity in this market. Write.

WGAL-TV is an advertising must in the large, prosperous Lancaster, Pennsylvania market. It is the first and only television station in the area, no other TV station reaches this important section. The number of its viewers is showing an amazing growth. Audience loyalty and appreciation are assured through skillful local programming and the top shows of all four television networks—NBC, CBS, ABC and DuMont. No matter what your product —if you want to sell this extensive Pennsylvania area you need WGAL-TV. Write.

NBC
TV · AFFILIATES

Represented by Robert Meeker Associates
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

STEINMAN STATIONS
Clair R. McCollough, *General Manager*

WGAL WGAL-TV WGAL-FM Lancaster, Pa.
WDEL WDEL-TV WDEL-FM Wilmington, Del.
WKBO Harrisburg, Pa.
WRAW Reading, Pa.
WORK York, Pa.
WEST WEST-FM Easton, Pa.



because it proves, to every radio time buyer, something that's well worth knowing:

WFBM has one of the nation's soundest, most sales-producing promotion programs—not just for Kroger's, but for ALL of its advertisers!

We appreciate this fine acknowledgment of our efforts for promotion of Kroger's recent $65,000 Brand Name Treasure Hunt in a contest conducted among 31 of the nation's top stations. And, we're pleased to share top honors with WCHS, Charleston, and WAGA, Atlanta.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

first

IN POWER

AND RESULTS

50,000 WATTS



Radio—America's Greatest Advertising Medium

WJR

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

C. B. S.

Represented by
PETRY

THE GOODWILL STATION, INC., FISHER BLDG., **DETROIT**

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Manager

ANY ADVERTISER

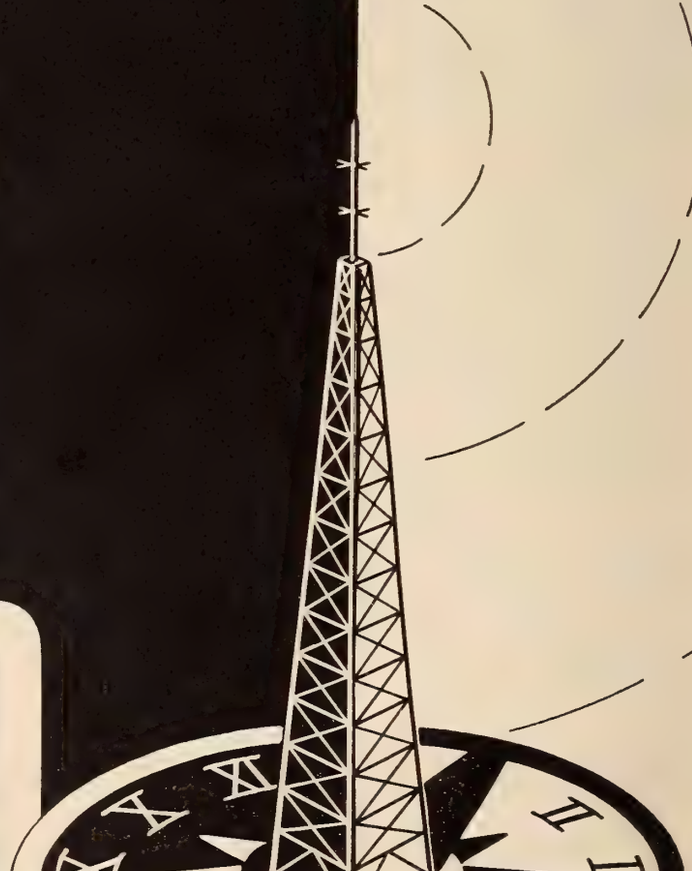
Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



FEWER DOLLARS SPENT... EACH DOLLAR WORKING HARDER

Shrewdly invested, your Spot Radio dollar works at peak advertising efficiency —only the markets you want—on the station that serves it best—with both program and time pointed at the very audience you want.

That means waste pared way, way down ...effectiveness piled on thicker.

You harness radio's mighty power and drive it along the specific road you want to travel.

No better starting point than this potent station roster.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT

ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

CHIC-O-LINE SHOWS 90% GAIN AFTER 9 MONTHS ON KOMA

In March, 1949, nine months after the Chickasha Cotton Oil Company began a daily quarter-hour program on KOMA in behalf of Chic-O-Line Feeds, the general manager wrote, "We show a gain for the year of 1948 of about 90 percent."

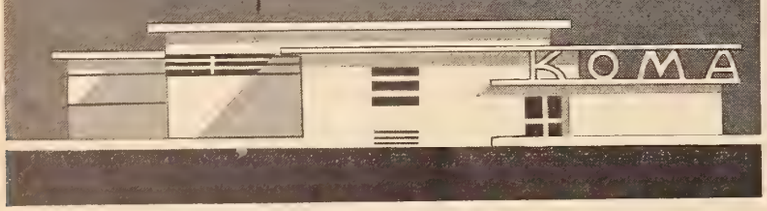
In the last six months of 1948 Chic-O-Line moved from **17th to 3rd** position in the state in total tonnage feed sales, proving once again that intelligent advertising, good sales strategy and quality products all team up to make for successful business.

We invite you, too, to take advantage of KOMA's 50,000 watt primary coverage and its 194,090 radio homes (BMB, 1949).
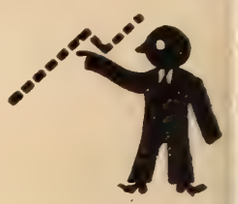
Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES



Agencies



WILLIAM KOSTKA, formerly with United States Brewers Foundation, New York and NBC, assumes management of W. W. MacGruder Inc., Denver agency, as executive vice president and general manager. Firm name changed to **MacGruder, Bakewell & Kostka Inc. ROBERT D. MacGRUDER** is president of new firm and **GEORGE BAKEWELL Jr.** is secretary-treasurer. Mr. Kostka will continue his public relations firm, William Kostka & Assoc.

HERBERT L. STEINER, who joined Ben Sackheim Inc., New York, on Jan. 1, elected a vice president and director of company.

JOHN WILSON, formerly copy supervisor with Kenyon & Eckhardt, New York, joins Dancer-Fitzgerald-Sample Inc., New York, in its copy department.

FARQUHAR & BAIR Adv. formed by **JOHN T. FARQUHAR** and **EDWARD J. BAIR Jr.** Offices in First National Bank Bldg., Utica, N. Y. Mr. Farquhar has been associated with agencies for past 12 years as radio and television director. Mr. Bair was art director at Devereux & Co., Utica. **TED R. DARVOE** joins firm as account executive and merchandising director. **Mrs. VIRGINIA BAIR** is space buyer and production manager.

JACK PETERSON, formerly radio producer at CBS Chicago and more recently with Herbert H. Horn Inc., Los Angeles, joins Barns Chase Co., San Diego, as radio-television director.

E. JOHNNY GRAFF, program director of WBKB (TV) Chicago, named vice president in charge of radio and television for Kaufman & Assoc., Chicago agency.

DANIEL H. STEELE elected president of Hamilton Adv. Agency, Chicago, succeeding **JOHN J. LAWLER,** who becomes chairman of board.

FRANK BRUGUIERE, formerly with Avery & Bruguiere Adv., San Francisco, joins Biow Co., same city.

GILBERT McCLELLAND, former director of MBS Midwest operations, joins radio department of Leo Burnett Agency, Chicago.

RUTH JAROS CERRONE, formerly with Pedlar & Ryan, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.

ROBERT SHAPIRO, formerly creative director of William Lawrence Sloan Adv. joins Jackson & Co., New York, in creative capacity.

STUART B. SMITH, formerly manager of Canadian Adv. Agency Ltd., Toronto joins James Lovick & Co., Toronto, as director and manager of Toronto office He formerly was with Young & Rubicam, Toronto.

C. H. HALE, formerly with Golden State Co., San Francisco, joins BBDO same city.

ANTON BONDY, formerly with J. Walter Thompson Co., New York, an BBDO, same city, joins media department of Kenyon & Eckhardt, New York

BUD HOLTZMAN joins Gerome Adv. Inc., St. Louis, as head of televisio department. He formerly wrote radio scripts for WENR, WGN and WCFL al Chicago, KMOX St. Louis and Playmakers Production Co.

W. H. LONG Co., York, Pa., advertising agency, elected to National Advertisin Agency Network.

YOUNG & RUBICAM, New York, commendated by Greater New York Chapte of the Red Cross for "outstanding cooperation" for donations to voluntee blood program.

BILL JONG, formerly of Art Center, Los Angeles, joins Hal Stebbins Inc that city, as production manager.

MARION E. WELBORN, for past two years partner in Associated Adv., L Angeles, joins Walter McCreery Inc., as business manager for three agenc

(Continued on page 79)

WVOK

THE VOICE OF DIXIE
ALABAMA'S
MOST POWER-FULL STATION

690 KC
50,000 WATTS cp*

appoints

RADIO REPRESENTATIVES INC.

as

National Sales Representatives

Offices in

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

- WVOK serves Dixielanders with "their" kind of music
- WVOK carries more "live" hill billy music than any other Birmingham station
- WVOK pulls more mail than any other Alabama station (over 5,000 letters per week)

Cover Alabama's rich number one market . . . and receive plus coverage of all Dixieland . . .

* construction permit

BUY WVOK
BIRMINGHAM

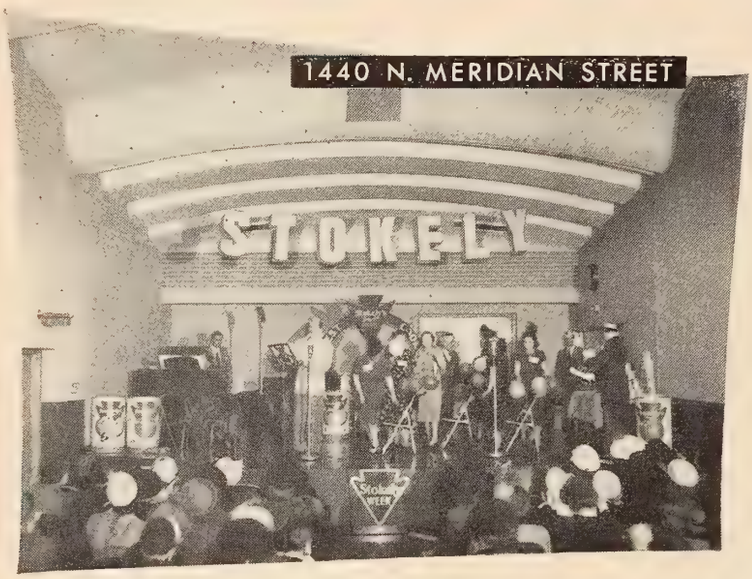
Iralee Benns, Pres.

W. J. Brennan, Com'l Mgr.



we're finally settled 'n rarin' to go, at

OUR NEW AUDITORIUM STUDIO

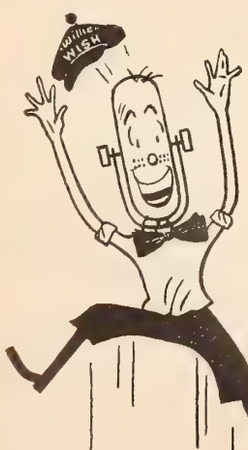


You never saw anything like our opening show...

"Laugh with the Ladies" *

says "willie wish"

No wonder we're jumping up and down. Our first show was a howling success! Others, since, are getting just as big a hand. Our surroundings, our facilities are ship-shape and we're on our way to still bigger-and-oftener sales for our advertisers. Yes—entertainment-hungry Hoosiers (with plenty of what it takes to buy YOUR products) are eagerly awaiting the top-level shows we're now staging from our incomparable new studios on Indianapolis' near North Side.



* Every Monday, Wednesday and Friday... sponsored by STOKELY'S Finest Foods

Wish -A-B-C

OF INDIANAPOLIS

George J. Higgins, *Manager* Free & Peters, *National Representatives*

New Business



PILLSBURY MILLS, Minneapolis, for Pillsbury's Best Flour, will sponsor Jack Hunt folk music, transcribed quarter-hour strip, on 40 stations from today (Monday) through May. Agency: Leo Burnett, Chicago.

BEST FOODS Inc., New York, for Rit dyes and Shinola shoe polish, begins one-minute and chainbreak schedules for both products in from 75 to 80 markets early in April, to continue through June. Markets increased on each about 15% since last spot campaigns. Agency: Earle Ludgin, Chicago.

PHILIP MORRIS & Co., through Biow Co., New York, to sponsor interviews by Dizzy Dean preceding and following Yankee home games over WABD (TV) New York, beginning April 21. Schedule calls for 63 daytime games and 14 night games.

CHEMICALS Inc., San Francisco (Vano products), signs for sponsorship of Frank Goss news broadcasts, three times weekly for 52 weeks on KCBS San Francisco and Columbia Pacific Network, starting April 3. Agency: Garfield & Guild, San Francisco.

ISALY DAIRY STORES of Pittsburgh appoints Wasser, Kay & Phillips Inc., Pittsburgh, to handle advertising. Planning spot TV campaign.

HEWLETT Bros., Salt Lake City (jams, jellies, syrups, preserves), appoints Ross Jurney & Assoc., same city. Firm starts mid-morning show over KDYL Salt Lake City. **Ralph Herbert** is account executive.

SHOTWELL Mfg. Co., Chicago (marshmallows, candy), names Reincke, Meyer & Finn., same city, to handle its advertising. Media plans will be set within fortnight, with radio and TV being considered.

KLAMATH Potato Growers Assn., Klamath Falls, Ore., appoints Gerth-Pacific Adv., San Francisco, to promote 1950 crop. Radio being considered.

PURE OIL Co., Chicago, will sponsor one-minute and 20-second sound-on-film commercials in evening hours in 13 markets, five per week, for 13 weeks starting end of April. Agency: Leo Burnett, Chicago. Petroleum products and automotive accessories will be advertised.

ADLER Co., Cincinnati (socks), begins first TV test in Chicago on WNBQ (TV) with two 20-second spots weekly for six weeks. Agency: Ruthrauff & Ryan, Chicago.

MODGLIN Co., Los Angeles (Perma-Broom), appoints Compton Adv., Hollywood, to handle advertising, effective June 1. Media plans now being discussed.

ATCHISON, TOPEKA and SANTA FE Railway, Chicago, through Leo Burnett Agency, same city, will sponsor one-minute sound-on-film TV spots in Chicago, Detroit, Los Angeles and New York from April 1 for six weeks. Each market will have 26 spots.

WESTCHESTER AQUARIUM appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

Network Accounts • • •

ARMSTRONG CORK Co., through BBDO, New York, buys Tuesday, 9:30-10 p.m. time on NBC-TV, beginning June 6, for new dramatic program being built by NBC-TV and as yet untitled.

BILTMORE TUNA, San Francisco, starts sponsorship of *Cisco Kid,* Frederic W. Ziv package, on 12 Don Lee stations, Wednesday, 7:30-8:00 p.m. PST. Contract for 26 weeks. Agency: Harrington-Richards, San Francisco. **INTERSTATE BAKERIES Corp.,** Kansas City, Mo., (Weber's Bread) currently sponsoring program on 12 Don Lee stations through Dan B. Miner, Los Angeles.

HOTPOINT Inc. purchases one-shot on CBS radio network, 5-6 p.m. Sunday. May 14 for special Mother's Day show. Maxon Inc., New York, is agency. Show will be dramatic program.

GILLETTE SAFETY RAZOR Co., sponsoring three major basketball games from Madison Square Garden on 26-station ABC-TV Network March 18, March 25, April 1. Telecasts, starting at 10 p.m. and running to conclusion, include National Invitation Tournament and National Collegiate Athletic Assn. eastern finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

(Continued on page 79)

This summer be ***sure*** *your sales grow*

Last Summer, sixty national spot and local advertisers (25% more than the year before) used WCCO all Summer long. Just as they did *all year round.* Many for the tenth straight year.

They have found that Summer campaigns on WCCO make their sales *grow.* Because during June, July and August their customers in WCCO territory spend more than $686,000,000 on all kinds of retail products.

Better still, WCCO produces big Summer profits at a *low* Summer cost-per-thousand. In fact, since 1946, WCCO's average daytime Summer Hooper has jumped up 38.3%. And the cost-per-thousand has *dropped* 29.8%!

To be sure your sales grow *all year round,* join WCCO's sixty year-round sponsors. Just ask us or Radio Sales about a hot sales-personality (like Bob DeHaven, for one). You'll find WCCO sends sales UP with the temperature!



Minneapolis-St. Paul
50,000 watts

WCCO

Represented by Radio Sales

All source data available on request.

Advertisement



From where I sit *by* Joe Marsh

Handy and Easy Are Both Wrong

Handy Peterson and Easy Roberts got in quite an argument the other day over at Fred's Garage about the best spot to fish up at Green Lake.

"Opposite the old sawmill is the best spot," says Handy. But Easy "pooh-pooh's" him. "I've seen the biggest fish caught off Cedar Point," says Easy. "I've been catching them there for years."

Then Fred goes and brings out the biggest mounted rainbow trout you ever saw. "Bet you that was caught at the sawmill," comments Handy. "Cedar Point," says Easy. "Well," says Fred, "you're both wrong. I caught this baby right out in the middle!"

From where I sit, there are always two (or more) sides to every story. Let's live and let live in the true American tradition of toleration. Your opinion is worth a lot, but so is the other fellow's—whether it's on politics, the best fishing spots, or whether he likes a temperate glass of beer and you like buttermilk.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Digest of News'

EDITOR, BROADCASTING:

. . . It seems I have been reading BROADCASTING for most of the 20 years that I was in radio and I am quite certain I will be reading it for all the years I am in television, because it is the one publication that gives me a digest of the news and feature material pertinent to the industry. . . .

Harry Wayne McMahan
Executive Producer
Five Star Productions
Hollywood

* * *

Offers Radio File

EDITOR, BROADCASTING:

In the "early days" of broadcasting, I started out to maintain a comprehensive file on all matters pertaining to the development of commercial radio, from specimen rate cards to promotion pieces of all kinds, including booklets, surveys, etc., dating back to 1926.

Someplace around 1940, I decided I would never complete my "lifework" and discontinued collecting samples.

For some earnest bibliographer, collector, or some school which would like to delve into early radio workings, this collection is available at no charge. I have the material stored at my home, and will be glad to hear from anyone interested in acquiring it.

Alex Sherwood
Standard Radio Transcription Services Inc.
665 Fifth Ave., New York

* * *

Why No A&P Time?

EDITOR, BROADCASTING:

. . . Several of the radio boys in this area were talking last week about the "A & P Case," so highly publicized and advertised in the newspapers. . . .

I haven't heard any radio time paid for by A&P nor have I had the slightest feeler for such advertising on this station. . . .

. . . Our circulation is about seven times greater than that of our next competitor (a five a week paper) . . .

I am just wondering, Why? . . .

William Shepherd
Prom.-Com. Mgr.
WWGA Tifton, Ga.

* * *

'Hear,' Not 'Read'

EDITOR, BROADCASTING:

. . . I heard a radio announcer on an early morning program say: "Did you READ about the Leopard in Oklahoma City—?"

. . . That after radio broke the story on all newscasts came limping in with headlines the next morning—after dailies carried front-page stories about the continuing hunt Tuesday morning, while radio listeners that same morning were hearing newscasters tell of the successful drugging and recapture of the leopard. . . .

. . . This radio announcer should be sent by the program director to head of the class and forced to write "READ" on the black-board 100 times, draw 100 lines through those same unspeakable words, and then write "HEAR ON THE NEWS" 100 times. It would do him good and it would do radio good.

Norman Lassetter
Program Director
WFGN Gaffney, S. C.

* * *

Rea's 'Roving Phone'

EDITOR, BROADCASTING:

. . . This 49-50 winter was the worst we have had on the Canadian Pacific Coast for the past 50 years—which brings me to our enterprising manager's *Roving Mike* broadcast — and your cartoon [BROADCASTING, Feb. 22].

Bill Rea and his *Roving Mike* are very well known in Vancouver, New Westminster and this district. When the gales, snow and ice arrived this winter our versatile owner-manager changed his broadcast to the *Roving Telephone* for two months! Each day he opened his broadcast with a timely question—and listeners were asked to

(Continued on page 20)

O'Butcher of KIST

SURE and the "wearing of the green" was worn all over America on St. Patrick's Day—but nowhere more authentically than at KIST Santa Barbara, Calif. Never one to let an observance down—on Christmas Day mistletoe was distributed so that everyone could be KIST—Harry C. Butcher, president of KIST, decided to do right by the March 17th observance. Through the Horace Lohnes law firm in Washington, Mr. Butcher got in touch with the Irish embassy and asked them for the loan of a flag of the Irish Free State. On St. Patrick's Day the mast at KIST displayed an American flag, California flag, and the Irish banner.



The new *Portable Field-Intensity Meter, RCA Type WX-2C shown* one-third actual size. *A loop antenna is built right into the lid!*

a truly portable Field-Intensity Meter

• Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a *built-in* calibrating oscillator and receiver gain . . . and *read signal intensity directly in microvolts-per-meter.* No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2C enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2C. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-CC, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

PROMOTIONAL play by KLER Rochester, Minn., on the hidden coin trick brought thousands of coin seekers milling about downtown streets in search for one of the payoff digits, according to General Manager Walt Bruzek.

The coin promotion, part of the "Golden Opportunity" campaign by KLER, utilized 16 teams of "coin droppers" who distributed 365 pieces between 7 and 8 p.m. on Feb. 20. Eighteen Rochester merchants cooperated in the drive which emphasized opportunities in America and acquainted people with call letters, frequency and program offerings of the station.

At deadline for the return of coins, 362 coins had been turned in, KLER, an ABC outlet, reports. Grand prize, consisting of a two-week vacation in Hawaii, was awarded to Mrs. W. C. Robinson, Rochester housewife, who brought in the first large coin. Other prizes



Winning contestant receives award from Mr. Bruzek.

* * *

ranged in value from electric blankets and toasters down to Zippo lighters. Contest was preceded by newspaper ads, station spots and merchant participation.

On All Accounts

WHEN he was in elementary school, Milton Joseph Stephan's favorite subject was composition. This subject was to lead him into radio and television and eventually to his present position as director of radio and television for Allen & Reynolds Advertising Agency in Omaha.

Today, the radio and television department of Allen & Reynolds, under Milt's direction, is producing, writing and creating shows and announcements for over 50 clients.

Milt was born in Omaha on Aug. 11, 1924. After discovering his bent for composition in his early school years, he augmented this by packing in more than the required amount of subjects for a college preparatory course, with journalism, advertising or law in mind.

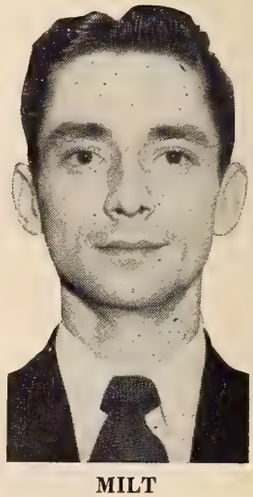
When he left high school, however, Milt decided upon practical experience over attending a university. While vacationing in California, he decided to seek employment there. For better than a year, he was associated with a patent medicine firm and watched closely the methods used in its marketing and advertising.

His entry into the advertising world was interrupted by the war. Milt had three years' service in the Navy, two of which were continuous overseas duty.

Still planning to make radio advertising his career, the ex-sailo made his official entry into radi via an Omaha station and soon be came director of continuity an commercial production at Omaha' Mutual outlet, KBON. Althoug television had not yet reache Omaha, Milt put in every availabl moment preparing for the adven of the medium.

He joined A & R July 12, 194

Milt considers every campaig his favorite one – while he's workin on it. Looking bac on several cam paigns, however, h especially likes to re call the Peter Pa Bread "Strength an Energy" series o transcribed spot with Jim Ameche a narrator.



MILT

Lately he ha written and pro duced transcribe spots designed to in crease the sales c TV sets in Omah This series of spot is the backbone c an industry-wid campaign sponsore by the Nebraska-Iowa Electric Council, and designed to introduc television sets into 8,000 mor homes within a 30-day period.

From the family standpoint, Mil has purchased a new home and i engaged to be married in May. H is a Master Mason, Nebraska Blu Lodge #1, A. F. & A. M. He like to hunt and fish and, in additio hopes some day soon to start build ing and collecting scale mod replicas of automobiles.



Daytime listeners prefer WGAR. Hooperatings (Dec. '49-Jan. '50) show that from 8 A.M. to 7 P.M. weekdays, WGAR has the first five top rated shows... and 12 of the top 15! WGAR programs are first in 28 out of the 44 quarter-hour periods!



Popularity goes hand in hand with promotion. WGAR paid for linage on station and program promotion appears regularly throughout the year in 15 leading northern Ohio newspapers. One copy of each of these newspapers with a WGAR ad, stacked together, would tower 18 feet! WGAR believes in advertising!

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO



Right: Mr. William E. Hunger, President and Treasurer of the Union Oil Company of Ohio, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association, Cleveland Rotary Club and Cleveland Chamber of Commerce. *Left:* Mr. L. L. Altman, Vice President and Secretary of the Union Oil Company, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association and National Paint, Lacquer and Varnish Association. Union Oil is a WGAR advertiser.



Don Hyde with "This Is Cleveland" is one example of a WGAR program available for sponsorship. "This Is Cleveland" features Clevelanders in the news and life in the city from an unusual angle. It includes such on-the-spot tape-recorded events as a jury-fix and the confessions of a dope addict.

RADIO...America's Greatest Advertising Medium...WGAR...CBS...50,000 watts...Represented Nationally by Edward Petry & Company

does P&G

Well, not intentionally. But BROADCASTING-*Telecasting will* tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You'll find it all in the APRIL 17th ISSUE . . . which incidentally is the same issue covering the NAB convention.

from A to Z

Here you'll find the stuff that planning board sessions and leading time buyers consult all through the year . . . BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we'll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television

* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

plus - - - *advertisers analysis,* the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of BROADCASTING you'll find this wealth of information. It's a *really* complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.

tell LEVER?

WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT

. . . this treasure house of data with year 'round worth . . . an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)

In a word, advertise.

And we mean in the April 17th NAB Convention issue of BROADCASTING. Think what extra attention such an information-packed issue will command . . . what extra circulation you'll get. Over 17,500 total circulation.

This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.

. . . so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

Page	$350
Half Page	$200
Quarter page	$120
Eighth page	$70
Sixteenth page	$45

Write or wire (collect) your reservation to BROADCASTING, National Press Building, Washington 4, D. C.



BROADCASTING - - - more than ever "the" magazine preferred by the buyers of radio and TV time.

the Long Island story

LATEST CONLAN RADIO REPORT

— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network— 50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network— 50 Kw.	10.2	8.1
"C" Network— 50 Kw.	14.3	14.3
"D" Network— 50 Kw.	10.8	13.1
"E" Independent— 50 Kw.	2.0	2.2
"F" Independent— 10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial

WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, President

. . . In the Public Interest

KCOM Storm Service

REGULAR commercial schedule was dropped by KCOM Sioux City, Iowa, from 2:30 p.m. to midnight when the March 7 blizzard swirled through the Midwest. During that time period, the station accepted 1,500 telephone calls from people stranded on farms and in cities within a 60 mile radius of Sioux City. Requests included aid for a youngster stricken with polio, information for a separated family, night quarters for two homeless horses and messages of whereabouts for scores of isolated family members.

* * *

Clearing Service

WHEN an ice storm recently hit Michigan, Indiana, and Ohio and left rural communities without communication or electric power for periods up to 36 hours, WTVB Coldwater, Mich. served as a clearing house for messages and special announcements. Though crippled itself by repeated power failures, WTBV remained on the air until normal communication was re-established. WELL-AM-FM Battle Creek serviced WTVB with AP reports, placing copy on Coldwater-bound buses until service was restored. AP's Detroit bureau also helped, anticipating WTVB's news needs.

* * *

WNAX Feeds News

SOUTH DAKOTA stations and newspapers, isolated by a severe spring blizzard that tore down service wires, drew valuable news assistance fortnight ago from WNAX Yankton-Sioux City. Reports were fed on regular WNAX newscasts at the request of Harl Anderson, chief of AP's state bureau in Sioux Falls. Station newsmen cued their broadcasts with these remarks: "Attention, *American News*, Aberdeen: *Daily Plainsman*, Huron, and all newspapers and radio stations cut off from news sources by the storm emergency. WNAX grants permission to copy or record this material for news purposes. WNAX is happy to cooperate with other agencies in the dissemination of the news. Please copy."

* * *

WJMC Aids Indians

UNUSUALLY heavy snows in Northern Wisconsin laid the groundwork last month for some spirited action by WJMC Rice Lake, Wis. When word reached the station that some snow-bound Chippewa Indians were sick and starving, Manager Greg Rouleau and Harry Wills, WJMC program director, took a tape recorder to the reservation and interviewed Father Paulinus, a Franciscan friar stationed there. On their return they set up food depots and aired the Paulinus interview, adding their own plea for aid. Within four days, during which WJMC broadcast an "honor roll" of donors, the supplies were on their way to the post.

* * *

Kent Trains Moving

IN NORTH Dakota, where a similar spring blizzard played havoc with all communications — telephone service, teletype, etc.— KFYR Bismarck used its auxiliary power system for two days while other stations remained off the air for lack of power. For second time in 20 years, station reports, KFYR furnished its facilities to the Northern Pacific Railway (for dispatching). Both KFYR and KSJB Jamestown, with dispatchers in their studios, monitored each other's signals and had passenger and freight trains moving on schedule—after notifying FCC of the emergency.

Airs Distress Messages

KVOX Moorhead, Minn., reports it played a leading public service role March 7 and 8 when a sudden winter blizzard struck the Moorhead and Fargo, N. D., area. KVOX reports that two stations in Fargo were silenced when power lines were toppled by strong winds. With many persons marooned in Fargo and Moorhead because of the storm KVOX broadcast hundreds of distress messages informing listeners that their relatives and friends were safe. KVOX's news and special events staff also worked over time gathering news of the storm's progress when the station was deprived of teletype news service.

Open Mike

(Continued from page 14)

phone in if they wished to express an opinion. Needless to say the CKNW switchboard was like a tower of jewels for the 15 minutes of broadcast time—and for a full hour after, most mornings! . . .

Sheila Hassell
Publicity Director
CKNW New Westminster, B. C.

[Editor's Note: Here's Mr. Hix's cartoon again:]



"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

"LET'S BUY THE ROLLER-COASTEY, ELMIREY!"



Up here in the Red River Valley, every day is like a circus. . . Yessir, we all make big money—$1750 more per family than the national average—and we're able to buy doggone nearly anything we want!

WDAY, Fargo, keeps our wealthy hayseeds right up-to-date on brand names of all kinds.

Here are the Dec. '49 - Jan. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**63.9%**	**69.1%**	**66.7%**
Station "B"	20.6%	11.7%	13.3%
Station "C"	6.3%	11.6%	9.6%
Station "D"	4.9%	1.7%	7.7%
Station "E"	4.8%	6.1%	

Get all the facts about this remarkable station, *today!* Write to us or ask Free & Peters!

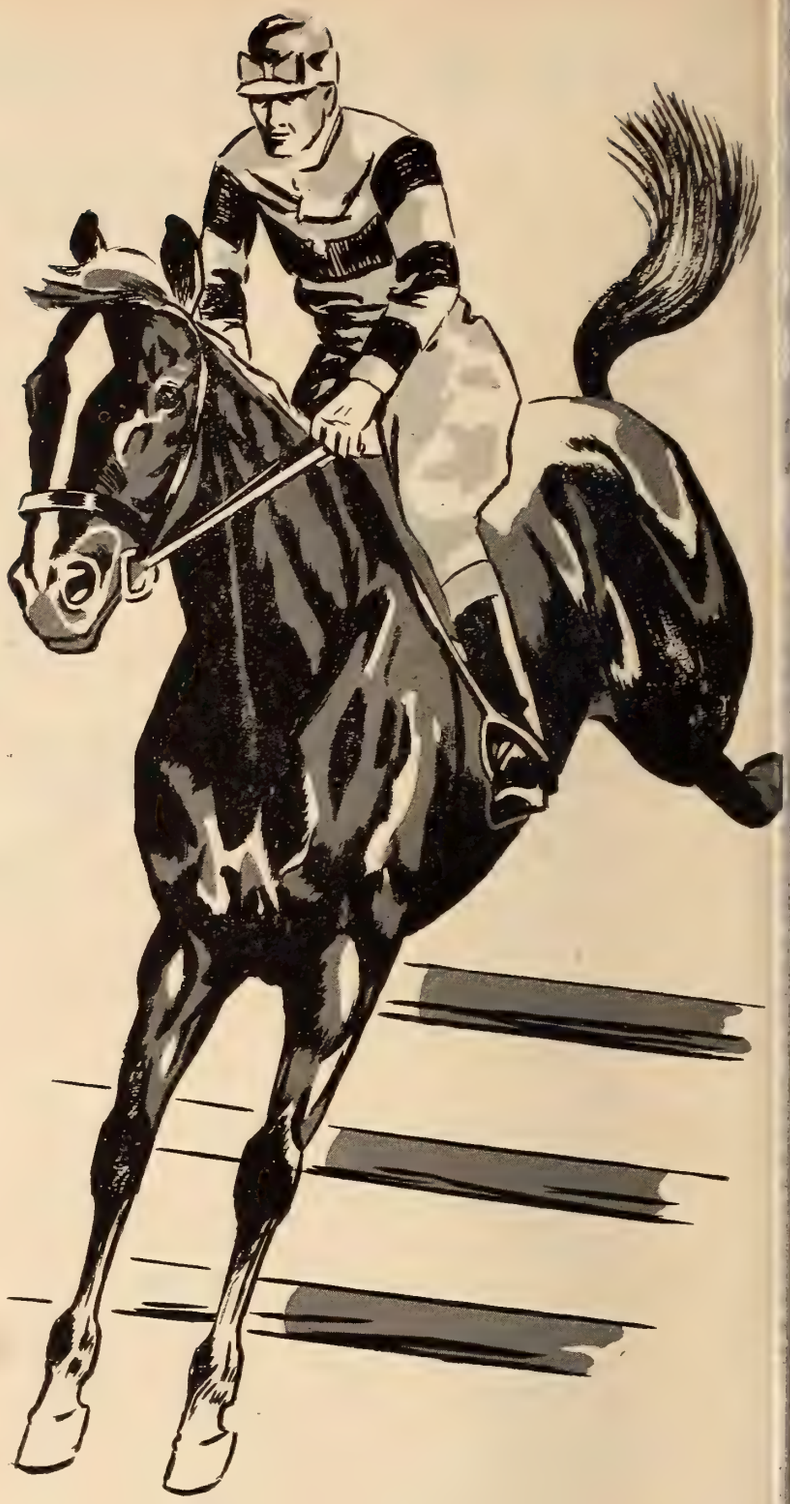
WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives



IT'S EASY, IF YOU KNOW HOW!

YOU don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming Know-How produce *statistical proof of leadership!*

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. . . . New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these *rural* areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's *urban* superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts—*today!*

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 12 WASHINGTON, D. C., MARCH 20, 1950 $7.00 A YEAR—25c A COPY

BMB'S SUCCESSOR

Broadcast Audience Measurement Inc. Formed

(Also see story page 30)

FORMATION of Broadcast Audience Measurement Inc., an industry-wide successor to the soon-to-be-dissolved Broadcast Measurement Bureau, was begun in New York last week.

The new corporation, first proposed at the NAB board meeting a month ago in Arizona [BROADCASTING, Feb. 13], would acquire the assets and liabilities of BMB and perhaps eventually set in motion and conduct further audience measurement.

The decision to attempt the organization of the new corporation was made at a meeting of committees from NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

A statement released after the meeting said incorporators of the new research organization would be chosen "from among those agencies, advertisers and broadcasters who have already indicated their desire to be associated with the inauguration of the new corporation."

It was learned that Don Petty, NAB general counsel, was preparing incorporation papers and hoped to acquire the signatures of 15 incorporators.

Present Proposal

At this stage of the plan, it is proposed that nine broadcasters and six agency and advertisers' representatives become incorporators. The numerical representation on the board of directors of BAM would be also distributed in the same ratio.

The identities of those proposed as incorporators were not known.

Earlier it had been reported that among broadcasters who had volunteered to act in that capacity were J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, Fla., and Clair R. McCollough, Steinman stations.

The AAAA will not participate officially in the incorporation of BAM, it was learned. Agency representatives who sign as incorporators will do so independent of the association. A similar position will be taken by the ANA, it was believed.

The action of the three committees last week was described as preliminary. The intention was to start the formation of the new corporation, leaving details of its structure and functions for later discussion.

According to the present plans, Broadcast Audience Measurement Inc. would be financed by stock issue. Broadcasters would pay the bill, with agencies and advertisers refraining from financial participation.

It was reported that the committees hoped that Mr. Petty would complete the job of incorporation within two weeks—in advance of the NAB convention where the proposal would certainly be a subject of discussion.

NAB board approval of the launching of a successor organization to BMB, which will expire June 30, the end of its fiscal year, unless its life is unexpectedly prolonged by the NAB board, was given at the Chandler, Ariz., meeting a month ago.

The plan approved by the NAB board envisioned a research corporation of $1 million authorized capital, financed by an issue of $10 per common stock.

As outlined by the decision of the NAB, ANA and AAAA committees last week, the organization would seek the approval of the BMB board of directors to take over assets of BMB upon the latter's dissolution. These assets would consist principally of BMB Study No. 2 reports on stations.

Station Reports Released

The station reports have already been released to the more than 600 BMB subscribers, and complete sets of reports have gone to about 350 agencies and advertiser members of the ANA radio and television group.

BMB is now busy servicing requests for additional information, and this service job would be another BMB function inherited by the proposed BAM.

It was emphasized that BAM, if organized to succeed BMB, would take over not only the assets but also whatever liabilities existed. Outstanding among the latter is $75,000 owed to NAB which advanced that sum to assist the production of Study No. 2.

It is regarded as probable that the debt can be repaid to NAB, assuming station subscribers pay outstanding obligations by the end of June.

The nature of future research projects to be undertaken by the newly proposed corporation was, of course, undecided. Agency and advertiser representatives attending last week's meeting were understood to have vigorously urged the continuation of industry-wide research, but the kind of measure-

(Continued on page 50)

COX, HOWELL MERGE

Affects Atlanta AM-TV

ATLANTA'S TWO newspapers—the *Journal* (WSB-AM-FM-TV) and the *Constitution* (WCON-AM-FM and TV under construction)—have been merged, it was learned authoritatively by BROADCASTING last Friday.

The consolidation is destined to have an important bearing on the Atlanta radio-TV situation, since under the Federal duopoly regulations, the radio properties cannot be owned or operated jointly.

While no formal announcement was forthcoming, BROADCASTING learned the Journal Co., headed by former Gov. James M. Cox, acquires control of the combined operations, with Maj. Clark Howell, publisher of the *Constitution*, as the substantial minority stockholder. A new company will be formed, which becomes the licensee of the *Journal* radio properties.

Thus WCON, ABC outlet on 550 kc. with 5,000 w, would be sold to a third party or discontinued. The *Constitution* also has under construction WCON-TV, assigned to Channel 2. A problem would be involved in any effort to transfer or sell this construction permit, since the FCC regards construction permit transfers in the video field as constituting "trafficking."

Because of the unique aspects, however, it was thought likely the FCC would be asked for time in which to permit the *Constitution* to dispose of the radio-TV properties on the ground that the newspaper has diligently pursued construction of the TV station, slated to begin operation this summer.

The WCON radio properties are believed to entail an investment of close to $1,000,000.

While details were lacking, it is understood that no financial consideration is involved in the fusion of the newspapers. The merger presumably was effected through the exchange of stock, with Gov. Cox' organization acquiring control. The Journal Co. owns the 50,000-w clear channel WSB, which is NBC-affiliated, and WSB-TV, which began operation last year, as well as the Class B FM outlet. Only other TV station in Atlanta is Fort Industry Co.'s WAGA-TV, on Channel 5.

Maj. Howell last Thursday notified Mark Woods, vice chairman of ABC, that the newspaper merger had been agreed upon. It was presumed that ABC would continue with WCON if the properties are sold to acceptable operators.

If WCON is discontinued, it is presumed ABC would move either to WGST, operating on 920 kc. with 5,000 w. day and 1,000 w. night, or to WATL, using 5,000 w. on 1300 kc. WGST is now the Mutual affiliate.

WCON began in 1947, and is managed by David Carpenter.

The station is now on program tests, and under an FCC hearing order issued last week because of an application to modify its antenna array from six to four towers. It is understood the radio properties barely broke even in 1949.

WSB, one of the nation's pioneer stations, began operation in 1922. The property was acquired by Gov. Cox and his son, James Jr., ten years ago in a transaction that included the Journal Co., and WAGA, which was subsequently sold to Fort Industry Co. J. Leonard Reinsch is managing director of the Cox stations (WSB, WIOD Miami and WHIO Dayton). WSB and its associated stations are managed by John W. Outler Jr.

RADIO'S NEEDS

Outlined By McLaughlin

RADIO NEEDS new, fresh programming, a cost structure in balance with that of television in major markets and creative personnel with "the kind of thinking that brought radio to its peak between 1930 and 1940," Advertising and Sales Promotion Manager John B. McLaughlin of Kraft Foods, Chicago, asserted Wednesday. He spoke to members of the Chicago Radio Management Club.



Mr. McLaughlin

Speaking from the advertiser's viewpoint, Mr. McLaughlin rapped time charges in metropolitan areas. "Radio can no longer offer the same potential audience in major markets that it could a few years back, so it seems that your product (radio) can no longer demand and get a premium price. When are you going to recognize the situation and make cost adjustments? Unless something is done quickly, advertisers like Kraft who are in both radio and TV are going to be fewer and farther between.

"Our problem is that to cover our markets properly we must have both AM and TV. Perhaps this will mean increased buying of regional sections of networks, or a combined TV-AM network package, or a simple rate adjustment to compensate for radio losses in TV markets."

For 25 years radio did an effective talking-of-ideas job for advertisers at the lowest cost, Mr. McLaughlin said. TV, however, has chopped out large segments of AM audiences. There is a place for both media and always will be, he said, but there must be "a realignment of thinking, some changes in concept and a determination of just where each will fit into an advertiser's picture and help him solve his marketing problem.

'Must Sell Use'

"Today the art of advertising, more than ever before, is that of fitting ourselves into people's lives on their terms and in their interests we must sell more than just the product, we must sell uses of that product. Advertisers must study the vehicles we employ to carry our sales messages and also aim to improve the selling effectiveness of those messages."

Video's fast growth is "frightening, and is offering a real threat to the present structure of radio. It is rapidly getting to the point where an advertiser cannot afford not to be in TV in major markets," the Kraft executive said. He predicted that TV will capture 50% of the nighttime radio audience in major markets by the end of the year.

Talking about the importance of radio in people's daily lives, he said that radio has been on the downward path since 1940 because there has been nothing really new. Listeners have "almost started to develop an immunity to certain kinds of programs and commercials, and the McCarthys, Bennys and Hopes have lost about a third of the audience they commanded," he said. "One by one we see the expensive shows being dropped because they aren't paying off. Radio frantically adds more giveaways, quizzes and mysteries, which are not the answer." The Arthur Godfrey type of freshness and newness is reviving jaded appetites, he said.

Today's Costs Out of Sight

"Twenty years ago it was the advertisers who could afford to experiment in an endeavor to find new stars that would be winners, but today the cost is out of sight. Now, it must be the networks which do the experimenting, but they are not doing it. Certainly simply changing a big nighttime show into a daytime show is not going to be the answer, nor is network raiding the answer."

ATLANTIC PLANS

Baseball Coverage Expanded

THIS year will be the greatest of Atlantic's 15 consecutive years of baseball broadcast sponsorship, Richard Borden, advertising manager, Atlantic Refining Co., announced last week.

He said all home and away games of the Philadelphia Athletics and Phillies would be covered. The broadcasts will be handled by WIBG and WPEN, the former covering the Athletics' schedule and the latter the games of the Phillies [BROADCASTING, Feb. 27, 20]. WPEN has announced alternating sponsorship of its games by Atlantic, Supplee-Sealtest and Ballantine Ale & Beer. TV coverage also is being arranged for both the Athletics and the Phillies.

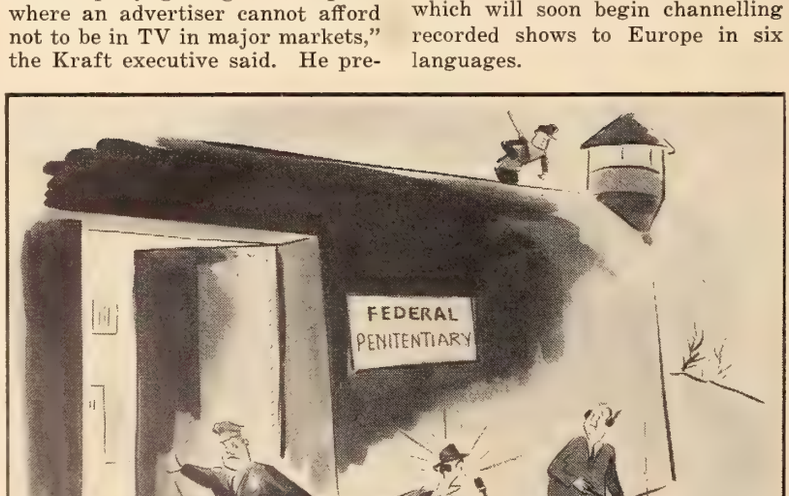
Other Atlantic Plans

As part of its expansion program, Atlantic has contracted for broadcasts of New York Yankees home and away games over a 12 station network, nine in New York state, and one each in Scranton, Pa., New Britain, Conn., and Springfield, Mass. Day and night home games of the Boston Red Sox and Braves, of the Pittsburgh Pirates and of the Baltimore Orioles in the International League are included in the sponsorship, Atlantic said. Each Saturday afternoon during the season, the company will broadcast a reconstruction of the "game of the week" in the major leagues over WRNL Richmond, WBTM Danville and WSLS Roanoke, all in Virginia.

A regional network will carry Philadelphia games to Eastern Pennsylvania, Mr. Borden added. If no game is played at Shibe Park, Atlantic said, the network will air the Philadelphia team's contest being played that day or night away from home. Atlantic agency is N. W. Ayer & Son, Philadelphia.

Rafael to RFE

WILLIAM RAFAEL, with the script and production department of ABC, resigned last week to become program manager of Radio Free Europe, the voice of the National Committee for Free Europe which will soon begin channelling recorded shows to Europe in six languages.



Drawn for BROADCASTING by Sid Hix

" . . . so in parting, 'Your Tax Collector' personally hopes that you did remember March 15!"



PAT STANTON (l), writer, producer and broadcaster of *A Ramble in Erin*, new feature on WOV New York, is greeted—one Irishman to another—by Richard E. O'Dea, president of WOV, on the occasion of Mr. Stanton's bringing his well-known show to the New York station.

BEN STROUSE

Is NAB FM Director-at-Large

BEN STROUSE, WWDC-AM-FM Washington, was elected to the NAB board as an FM director-at-large last week in a run-off election following a tie with Craig Lawrence, WCOP-AM-FM Boston. The two were deadlocked last month in the mail balloting for 17 board posts [BROADCASTING, March 6].

The return on this initial ballot had brought 12 new faces to the reorganized board, leaving only the FM post undecided.

Strouse's Plurality

With over 70% of FM stations casting ballots in the run-off voting, Mr. Strouse is understood to have had a plurality of about 30 votes. Run-off ballots had been mailed to FM members March 3.

Mr. Strouse has been active in NAB committee affairs and was a director of FM Assn. before its merger with NAB. He will serve a one-year term. Frank U. Fletcher WARL-AM-FM Arlington, Va. was re-elected to the board as an FM director-at-large for a two-year term, having the most votes in the February balloting.

NAB Secretary-Treasurer C. E. Arney Jr. last week mailed a ballot to members covering a proposed by-laws amendment which would allow contracts with staff personnel for more than a year. The amendment would give President Justin Miller power, with board approval, to enter into employment contracts for periods in excess of a year.

March 31 Deadline

The amendment is designed to stabilize the NAB structure, Mr. Arney explained. Ballots must be returned by March 31.

At its February meeting in Arizona the board approved the proposal to take a referendum on the matter. The board tabled until its June meeting a proposal to set up a retirement plan for NAB employes.

U.S.-CUBAN TREATY HITS SNAG

Cuba Revolt Dims Hope

HOPES for a U. S.-Cuban NARBA treaty, which had been accepted as an accomplished fact a few days earlier, was reported virtually doomed late last week by a last-minute Cuban revolt.

Instead of the agreement they had anticipated—and which they had reached "in principle" [BROADCASTING, March 6, 13]—negotiators for the two countries seemed more likely to terminate discussions with an agreement to disagree now and hope for fruitful negotiations later.

A resurgence of the "radical" element of the Cuban broadcasting industry was blamed by U. S. observers for the reversal of the past few weeks' trend toward an amicable settlement of U. S.-Cuban allocations differences.

The minority in the 5-2 Cuban industry vote for tentative acceptance of the U. S. allocations proposal was reported to have swung Cuban radio officials into insistence upon much more far-reaching channel rights.

Ether War Seen

Thus the chances of a U. S.-Cuban ether war, which seemingly had been averted, loomed again even though it was accepted that the U. S. delegates and at least some of the Cuban representatives would push for retention of the *status quo* pending new negotiations.

Further discussions, if they prove necessary, presumably would come with resumption of the overall NARBA conference. This is slated between April 1 and Aug. 1, but authorities felt last week a later date might be necessary to accommodate Mexico, which U. S. and other representatives are hopeful of bringing into the conference despite her failure to participate in the Montreal NARBA sessions last fall.

U. S. hopes of reaching a bilateral agreement with Mexico in the meantime—an agreement comparable to the U. S.-Cuban treaty which had seemed certain—would be seriously threatened by failure of the Havana discussions, U. S. observers agreed.

It had been hoped that such a conference could be launched within a few weeks [BROADCASTING, March 13]. Any bilateral agreement thus reached with Mexico, authorities felt, could stand as a treaty between the two nations even if overall NARBA negotiations should fail.

Similarly it had been planned that the seemingly assured agreement with Cuba would govern U. S.-Cuban channel relationships either as a part of the ultimate NARBA or as a separate bilateral treaty if no new NARBA evolves.

Officially, last week's developments at the U. S.-Cuban negotiations in Havana were negative. The Cuban delegation had been slated to report Monday on terms worked out on the basis of tentative Cuban acceptance of U. S. proposals. All indications pointed to approval of the plan.

Instead, the Cuban group made no report on the expected date and had offered none late in the week. One was expected shortly—perhaps Friday or over the weekend—but observers had been led to expect that it would be adverse.

Some authorities said the Cuban representatives now were seeking "future attachments" on U.S. channels—that is, that they wanted the right to renegotiate for further rights on U.S. channels in event the Mexicans, for instance, fail to approve some of the Cuban operations envisioned in the agreement with the U.S.

One operation to which Mexico almost certainly would take exception, these authorities felt, involves a proposed 5 kw Havana station on 730 kc, a Mexican 1-A clear channel.

There was also a fear that the Cubans would come back with demands for rights exceeding those they advanced earlier in the Havana sessions or those made at the Montreal meetings.

The Montreal demands, which the U.S. refused to accept, led to the current recess of the overall conference so that efforts could be made to compromise the bilateral differences. [BROADCASTING, Dec. 5, 12, 1949].

Cuba's reversal of its attitude toward the "agreement" apparently began to develop while FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation, was in Washington two weeks ago for hurried conferences with FCC, State Dept., and Capitol Hill authorities.

He had been summoned home for discussion of details of the tentative agreement. The first indication of a Cuban balk came after his return to Havana.

Advisors Return

Reports that the situation had suddenly worsened sent several U.S. industry advisors hurrying back to Havana last week. These included Raymond Guy of NBC, Edmund A. Chester of CBS, and Louis G. Caldwell of the Clear Channel Broadcasting Service.

No further attempt at renegotiation now was expected in event the Cubans make far-reaching new demands. Comr. Hyde was expected to return to Washington this week regardless of the outcome.

Earlier, reports of an imminent agreement had aroused U.S. industry protests against failure to notify the stations which would be affected by the proposed terms. NAB had recalled its representative, Engineering Director Neal McNaughten. The alarm seemingly subsided, however, with Comr. Hyde's assurances that any agreement would be subject to Senate ratification and therefore open to public scrutiny before becoming effective.

In the meantime, supplementing its detailed analysis of Havana progress [BROADCASTING, March 13], NAB last week issued the text of the U.S.-Cuban agreement which had been proposed, along with revisions in its proposed terms respecting protection to and from U.S. stations.

The agreement text as reported by NAB traced the history of NARBA, which expired last March 29, and of the current negotiations. It specifically provided that "nothing in this agreement shall be construed as an attempt by either Cuba or the U.S. to foreclose or prejudice any negotiations that may be necessary between Cuba or the U.S. and any . . . other country as the result of any objection such other country may have to such provision."

The terms which had been tentatively agreed upon included provision for special Cuban use of three U.S. 1-A clear channels and relinquishment of rights which it formerly held on a fourth; rights for Cuban use of more than 5 kw

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LICENSE FEE BILL

Would Set Treasury Study

FURTHER stimulus to legislators' efforts to assess license fees on commercial stations [BROADCASTING, March 13] was added last week in developments which included:

● Rep. Cecil R. King (D-Calif.), member of the House Ways and Means Committee, introduced a bill (HR 7711) which would direct the Treasury Secretary to study ways of collecting fees and charges by government agencies as a revenue-raising measure.

● Sen. John L. McClellan (D-Ark.) indicated the FCC would be receptive to levying certain fees for certain of its special services which at the present time are "a burden of the taxpayers at large."

● Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, was expected to launch into the license fee proposals by the House Democratic leadership when the present tax revision problem is cleared.

The King measure would call for a report by the Treasury to Congress on ways and means of placing fees and charges on services which are rendered by agencies of the government. Agencies of the government, the bill points out, means "executive departments, commissions, boards, Government corporations, and other establishments in the executive branch of the Government."

Details on how the licensing move started in Congress were disclosed to BROADCASTING in the meantime. A close associate of Rep. King said a California newspaper publisher had approached the Congressman with the suggestion that the House Ways and Means Committee look into the matter of charging fees for agencies' services which fall outside the scope of public benefit. The idea then was transmitted to members of the House committee. Sen. McClellan, it was said, also had been informed of the proposal and he proceeded with his committee investigation.

FCC Activity

Sen. McClellan last Wednesday said the FCC has been "particularly active" in studying the question of charging fees for special services. He released an FCC report received by the committee, which, he said, shows "the types of services in which the committee is interested and appears to point up the practicability of shifting to the recipients and beneficiaries a greater portion of the actual cost incurred by the Government in rendering special services which at the present time are a burden of the taxpayers at large."

In its report to the committee, the FCC indicated it would be inclined to go along with the Congressional group on assessing fees on station licensing. The FCC said:

"Applications for construction permits are required in the case of all new broadcast stations and other stations with the exception of amateur, ship, aircraft, and railroad mobile stations. These construction permit applications constitute the Commission's most important workload.

"In the case of broadcast stations, many of them—and the number is constantly increasing—must go to a formal hearing, since the granting of one application very often means that one or more other applications must be denied. (The Communications Act requires that applicants be afforded the opportunity of a hearing if the Commission is unable to find, from the application, that it should be granted.) A filing fee could be required to accompany each such application."

The FCC emphasized that "the processing of applications for new

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NAB CONVENTION

Plans Take Shape

PROGRAM plans for the NAB convention week event to be held April 12-19 at the Stevens Hotel, Chicago, began to assume final form last week.

Basic events for the second annual Independent's Day, conducted for unaffiliated stations, were scheduled by Ted Cott, WNEW New York, who is serving as program consultant at the request of the NAB Unaffiliated Stations Committee, and Lee W. Jacobs, KBKR Baker, Ore., committee chairman.

Unlike the Management Conference opening at noon April 17, Independent's Day will be conducted at the workshop level and stress basic sales and business problems. Theme of the management sessions is "The American Broadcaster's Responsibility in the World Today."

The Monday morning FM agenda is making progress. Detailed plans for this 2½-hour session, immediately preceding the formal management opening, were discussed last week by the FM Committee at a meeting in Washington (see FM story page 30).

Babcock to Speak

It was learned last week that H. E. Babcock, widely known farmer, businessman, educator and author, will address the Management Conference the afternoon of April 18 on "The American Broadcaster's Responsibility in Agriculture." Mr. Babcock is a director of Avco Mfg. Corp. and other corporations. He is a former chairman of the Cornell U. board of trustees.

Mr. Babcock pioneered many modern farm techniques on his farm near Ithaca. He has talked and written extensively on his concept of a food and farm program based on a strong animal agriculture, soil building and better diet for the country as a whole. Last December he was awarded the Distinguished Service Award by the American Agricultural Editors Assn.

Other Management Conference speakers include FCC Chairman Wayne Coy; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, president, U. S. Chamber of Commerce; Carlos Romulo, UN General Assembly president. The complete agenda has not yet been announced.

Industry Panel Planned

Industry panel for the annual FCC-Industry Roundtable to be held April 15 in connection with the NAB Engineering Conference is about complete. Taking part for the industry will be E. K. Jett, vice president *Baltimore Sun* stations, WMAR-FM and WMAR-TV; Raymond F. Guy, manager of radio and allocations engineering, NBC; Frank Marx, ABC vice president; E. M. Johnson, MBS vice president; William B. Lodge, CBS vice president or J. W. Wright, CBS chief radio engineer. (FCC participants and engineering agenda appeared in the March 13 BROADCASTING.)

Sunday Program

The Sunday Independent's Day program, which will have no set speeches, will be opened by Mr. Baker, whose topic is "It Ain't July 4 but It's Independent's Day."

Dr. Sydney Roslow, president of The Pulse Inc., will discuss out-of-home listeners, described as radio's unexplored audience. He will submit a research report on this audience, supplemented by color slides. A panel will follow, with Hugh M. Feltis, KING Seattle, and Norman Glenn, *Sponsor*, among the participants.

Edgar Kobak, business consultant, newly elected NAB board member for small stations and former MBS president, will address the Sunday luncheon. He has been given an asignment "to tell everybody off."

In the afternoon a sports panel will be moderated by Patt McDonald, WHHM Memphis. Leonard H. Marks, of the radio law firm of Cohn & Marks, will discuss legal aspects of sports broadcasting. Ben Strouse, WWDC Washington, elected last week as an NAB board member representing FM stations (see story page 24), has been invited to discuss programming and selling sports adjacencies. The NAB legal staff is to submit a report on laws dealing with sports.

New Program Sources

Panel on development of new program sources for sales will be moderated by Arnold Hartley, vice president and program manager of WOV New York. Carl Haverlin, BMI president, will give a demonstration talk on BMI's services. Ed Gruskin, chief radio officer, ECA, will fly from Paris to bring the *Orchestras of the World* transcription series, recorded in European musical centers by ECA for the use of independents.

Spokesmen for record companies will outline their programming tools. John L. Sinn, executive vice president of Frederic W. Ziv Co. will discuss specialized program services and representatives of tape recording companies will show how to use tape in sales and programming.

Taking part in a panel on mail order business will be Cecil Hoge partner of Huber Hoge Inc., New York, and Ralph Weil, vice president and general manager of WOV New York.

With its emphasis on the various types of commercial service available to the FM industry, the Monday morning FM session is expected to attract heavy attendance since most delegates will have no formal event on the calendar, other than the equipment exhibits.

At its Monday meeting the NAB FM Committee recognized that many AM station operators attending this convention session will be seeking facts to help them in deciding what to do with their FM service.

For this reason the committee decided to have four key speakers who will discuss four types of special FM service—FM networking leasing of FM sets to busines firms for music service; transit, and store broadcasting. Three of these —store broadcasting, leasing and transit—reach out-of-home audience.

One speaker, probably Edward A. Wheeler, WEAW (FM) Evans

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AAAA, ANA SESSIONS

Convene Next Week

TOP radio advertiser and agency officials will address next week's conventions of the Assn. of National Advertisers, meeting at the Homestead, Hot Springs, Va., and the American Assn. of Advertising Agencies, meeting at the Greenbrier, White Sulphur Springs, W. Va.

Over 700 industry representatives are expected to attend the sessions, which will be held almost concurrently. The ANA convention gets underway Wednesday, March 29, the AAAA March 30. Members of both associations will combine for a joint meeting Friday evening following conclusion of the ANA meet. Sessions will wind up following day.

Television's relation to radio and other media will be explored by ANA at the Wenesday meeting, with Niles Trammell, chairman of the board, NBC; Frank Stanton, CBS president; A. C. Nielsen, president, A. C. Nielsen Co., and other leading executives.

ANA Theme

Theme of the ANA meet is how advertising can produce more sales, and the problems it faces today on a number of levels.

Meanwhile, more than 500 agency, media and advertisers are expected to attend the AAAA's 32d annual convention, including 210 from AAAA member companies.

Opening day sessions Thursday will be limited to member agency personnel. With sessions to be opened to some 125 media guests and others the following day.

Thursday evening Walter Craig Benton & Bowles, chairman of the AAAA radio-television production committee, will preside over presentation of TV film commercials. A discussion of TV problems from the viewpoint of agency management will follow.

Keynote address this year will be delivered by Commerce Secretary Charles Sawyer at the annual dinner Friday evening. He is expected to talk on "Advertising's Responsibility in an Expanding Economy. Secretary Sawyer will be introduced by Stuart Peabody, Borden Co., secretary of the new advertising advisory committee.

Clarence B. Goshorn of Benton & Bowles, New York, chairman of the AAAA board of directors, will preside at the first open session Friday morning, with Louis N. Brockway, Young & Rubicam, introducing a symposium on advertising personnel.

Ben Duffy, BBDO, New York chairman of the AAAA media relations committee, is slated to discuss a new project proposed by his group, while advertising ethics

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COUNTING up the measure of success in the WDSU New Orleans origination of ABC's *Old Gold Original Amateur Hour* recently are (l to r): Nick Keesley, vice president in charge of radio, Lennen & Mitchell; Robert D. Swezey, WDSU general manager; Ted Mack, show's m. c., and Lloyd Marx, *Amateur Hour's* director.

FCC REORGANIZATION

Hill Opposition Seen to Truman Bill

A REORGANIZATION PLAN concentrating FCC's executive and administrative functions in the Commission Chairman was sent to Congress by President Truman last week.

The breadth and seeming exclusivity of the powers which the Chairman would have as contrasted with those of his colleagues aroused concern among observers and seemed to destine the plan for close scrutiny if not outright opposition on Capitol Hill.

The President's proposal, one of 21 affecting government agencies, came on the heels of Commission initiation of its own wide-scale reorganization of the FCC staff along functional lines [BROADCASTING, March 13].

Within the framework of the general policies, decisions and determinations made by the full Commission, the Chairman under the President's plan would have charge of administrative and executive functions including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."



Mr. COTTONE
FCC General Counsel



Mr. PLUMMER
FCC Chief Engineer



Mr. NORFLEET
FCC Chief Accountant

Control to Chairman

Thus, observers pointed out, the Chairman would have substantial control over the Commission's purse strings, the selection of its personnel, and the assignment of its work.

The fact that the Chairman's actions in these respects would be subject to general policies of the Commission, and that his appointments of heads of "major administrative units" would be subject to full Commission approval, these observers felt, would not materially limit his authority or substantially enhance the controls of his colleagues.

Since the Chairman is always an Administration appointee, it was pointed out, he could generally count upon his colleagues—or at least a majority—to rubber-stamp his proposals.

Congressional authorities for the most part reserved judgment pending further study of the proposal, but indicated they may have serious questions to ask.

Under the Reorganization Act of 1949, the proposals with respect to each agency will be come effective in 60 days unless disapproved by one or both Houses of Congress.

Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the FCC and four similar agency reorganization plans were referred, said the proposals represent "an extremely important regulatory step," involving "a matter of principle."

He pointed out that the plan would in effect place the Chairman directly under the Executive Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said it and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, took much the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankensteins" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce their standing as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch." He said:

The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms both of accomplishments and of cost.

. . . In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agen-

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OTHER top flight FCC appointments included (l to r) Harold J. Cohen, assistant general counsel in charge of common carrier division, to be head of the new Common Carrier Bureau; John A. Willoughby, acting chief engineer, to be assistant chief engineer; William K. Holl, acting executive officer, to be executive officer in charge of the Office of Administration; Examiner J. Fred Johnson Jr., to be chief hearing examiner in charge of the Hearing Division.

NIELSEN PLANS

'Tooled Up' for Added Service

A. C. NIELSEN Co. is "tooled up" for bigger things than meet the eye following its recent deal with C. E. Hooper Inc. [BROADCASTING, March 6].

Last week President Arthur Nielsen told BROADCASTING that:

1. An "electronic digital computer" is being custom-built so that NRI reports can be produced with "ever increasing speed."

2. A stockpile of Nielsen Audimeters is ready for any contingency, including installations for local audience ratings—both AM and TV.

Apparently well prepared for his acquisition late last month of Hooper's National and Pacific Radio, and National TV Network services, Mr. Nielsen said his company is well-staffed with client service men so that the handling of former Hooper accounts as well as new NRI clients will be "no great burden."

He explained that these positions, equivalent to an account executive in an agency, usually are filled from a reservoir of field men and statisticians, with only a few qualifying direct from agencies and advertisers. Twenty to 30% of the cost of NRI he attributes to client servicing.

Mr. Nielsen disclosed that 200 stations from coast to coast, as well as many advertisers and agencies, soon will receive a pitch that NRI is equipped to be a "better BMB." (The stations selected account for about 67% of the nation's total home-hours of listening.)

NRI could perform most of the functions of BMB and do a "far more accurate and comprehensive job," he insisted.

The new electronic digital computer on order at the Nielsen Co. will perform 20,000 multiplications or divisions per second, accomplishing in a few minutes certain operations that now take days. In addition to speeding the delivery of reports, the new mailable audimeters are able to record on a

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RICHARDS HEARING

Roberts Subpenaed for More Materia

FLATLY accusing FCC's star witness of withholding important papers, counsel for G. A. (Dick) Richards in the FCC hearing on his news policies late last week demanded and received a subpena to compel delivery of the material.

The subpena was issued near the end of the first week of the hearing on charges that Mr. Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, had ordered KMPC staff members to "slant" news reports. The hearing opened in Los Angeles last Monday.

Clete Roberts, former KMPC director of public affairs, whose cross-examination was started Thursday after three days of testimony for FCC, was expected to produce the demanded papers when he returns to the stand today (Monday).

The papers were described as "letters, memoranda, notes, newscast scripts and commentaries, correspondence, Gen. MacArthur biographical folder, and other material."

Under cross-examination Mr. Roberts testified that some material removed from KMPC files at the time of his discharge in February 1948 are now "under my daughter's bed." Counsel for Mr. Richards had previously asserted that "we regard the papers as having been stolen from KMPC."

Mr. Roberts conceded claims that he had "flouted" Mr. Richards' orders several times, but denied Richards counsel's charge that he had been "deceitful, disloyal and had used sly tactics behind Richards' back" in his presentation of newscasts.

He said that as long as violations of Mr. Richards' orders were done "with the knowledge of the manager of KMPC," he did not feel it was "sly or deceitful."

He was frequently admonished by defense counsel against injection of remarks that his defiance of Mr. Richards' orders was known to the station manager.

He said a station owner "has a right to an opinion on the news if he labels it as such," and that he himself had expressed personal opinions on his commentaries.

Recording Request Denied

A Richards request that the hearing be tape-recorded was denied by Examiner J. Fred Johnson Jr. at the outset of the sessions.

Hugh Fulton, Washington and New York attorney appearing as Mr. Richards' chief trial lawyer, argued the hearing involves free speech and censorship and therefore would be of wide public interest. Examiner Johnson upheld FCC Chief Counsel Fred Ford's contention that recording should not be permitted.

Meanwhile the Commission late last week had not acted upon a defense petition, filed Monday, asking for a subpena requiring FCC authorities to deliver all material the Commission has on the case.

On this Mr. Fulton stated:

Because we believe that there may have been conferences between members of the Commission or its staff and persons outside the Commission having no official connection with these proceedings, and material received from them, oral or written, and because it is probable that one or more of the Commissioners themselves have received such material, I included a request and demand that all such material be furnished me in order that I might have an opportunity, by cross-examination and otherwise, to present the true facts. . . .

Any denial of this would necessarily mean that the Commission reserves to itself the right to receive and consider unidentified material from anonymous sources which might be false and inaccurate.

Richards' Counsel Petition

Richards' counsel also petitioned FCC to set aside its order designating an examiner to conduct the hearing. The petition claimed the proceeding is an "investigation instituted upon the Commission's own motion" and therefore the hearing should be held before the full Commission.

Opening week's developments indicated the hearing may consume four to six weeks. It involves the renewal applications of Mr. Richards' stations and also his proposal to transfer control to a voting trusteeship consisting of Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

Outlining FCC's charges, Mr. Ford said "these proceedings will tend to prove that, beginning about 1940, Mr. Richards gave instructions to his employes regarding the content of news broadcasts and the manner in which they were to be presented.

'Suggested Voice Inflections'

"These instructions increased in detail, particularly at KMPC, to the point where he ordered news distorted to substantiate his personal dislikes and even suggested voice inflections."

Mr. Ford claimed that granting the applications would be against public interest. He charged "the facilities of these powerful stations were used in the interest of Mr. Richards, not in the interest of the public."

Mr. Fulton replied with a 28-page presentation, which he insisted was the first time the defense has had to go on record in the case.

Asserting repeatedly that Mr. Richards did not falsify his stations' news broadcasts or order deceit, Mr. Fulton said the licensee faces revocation because he privately expressed thoughts contrary to the philosophy of the pres ent political administration.

Mr. Fulton charged the curren hearing "was asked for by Jame Roosevelt on stationery of th Democratic party." He said th charges included assertions tha Mr. Richards "in recent years wa in favor of the election of Republi cans and opposed to election o Democrats, and was opposed t Communists and proponents of ex treme left wing views." He claime the charges arose from "disgrun tled former employes of KMPC."

Calling attention to the thre stations' public service records, h reminded Examiner Johnson tha the FCC during the past 20 year has readily renewed Mr. Richards licenses and granted him permit for FM operations.

"The Commisison is not author ized," he said, "To persecute an person holding divergent view from the Commission, or the politi cal administration appointing th Commission." He noted that Mr Richards had no trouble with th FCC during the first two terms o Franklin D. Roosevelt, during time when he was a supporter o the New Deal.

Portraying Mr. Richards as "Horatio Alger" type who ros from poverty to wealth, Mr. Fulto characterized him as a "rough dia

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LBS PLANS

Network Underway; Rate Policy Se

WITH negotiations for a New York office nearly completed and April 1 set as a tentative opening date, Liberty Broadcasting System has begun a daily five-hour program scheduled over some 160 affiliated stations.

Site for LBS' New York operation was not disclosed by Gordon McLendon, network president, who said details would be announced shortly, along with a complete list of stations and markets already signed by Liberty.

The network hopes to sign between 250 and 300 stations . . . most of them independents . . . by mid-April, and plans to program 18 hours daily in all 48 states by next year [BROADCASTING, Feb. 27]. Queries on affiliation have been coming into Liberty steadily during the past weeks, Mr. McLendon said.

Programming got underway March 11 with broadcast coverage of exhibition baseball (New York Yankees vs. St. Louis Cards), two program features, musical scoreboard and musical bingo, and other entertainment.

Current programs, aired six days a week, will be augmented by other fare, to be fed from other stations affiliated in such cities as Miami, St. Louis and from the West Coast, it was indicated. KLIF Dallas is the key originating outlet for Liberty programs. Mr. McLendon, himself, is active in the actual broadcasting phase.

Among the 160 stations, some 17 are spread throughout California, with over 20 outlets fanning the West Coast. Key markets include Portland, San Francisco, Los Angeles-Pasadena and Seattle. It is expected that independent affiliates in these cities will originate programs once the reciprocal-program operation is initiated.

Invades West Coast

Mr. McLendon acknowledged that Liberty is "attempting to gain a competitive position" on the West Coast, which Don Lee-MBS has heretofore considered its domain. He felt, however, that the competition would have a "salutary" effect on regional network competition.

Noting reports that Don Lee may drastically revise its daytime programming to meet the Liberty thrust, Mr. McLendon said even if the former offered lower rates to its stations, particularly on baseball coverage, LBS still would retain an advantage in point o dollar volume sales.

He pointed out that Liberty hold rights to 210 major league game compared to less than 100 for Do Lee, and that rights to 48 of thes contests were "exclusive." Add tionally, since Liberty is stressin baseball coverage, it can maintai a more elastic schedule witho having to sacrifice the latter fo network shows.

In any event, Mr. McLendon sai LBS "welcomes the competition which would arise as a natural re sult from the Justice Dept.'s dec sion giving the green light, i effect, to regional network expan sion. He likened the situation pric to the ruling as one akin to th television freeze which he note has throttled competition amon stations.

As to rate structure, LBS ha evolved a policy whereby statio will be billed on the basis of (1 retail sales in the market in whic it is located and (2) population o the city itself. Populations for an two cities being equal, the sal figure will determine the card rat Mr. McLendon said. There is n standardized rate card for th network, he added.

'CLEAN UP PROGRAMMING' Coy Warns

A WARNING for broadcasters to clean up their programming or risk public demands for "the more drastic remedy of governmental action" was sounded by FCC Chairman Wayne Coy last Tuesday in a speech at the U. of Oklahoma's Annual Radio Conference (also see story below and TELECASTING p. 14).

"Poor taste," he said, " is not in the public interest."

Citing "poor taste and crime programs on the air," he said the Commission has "been getting an increasing amount of mail and an increasing amount of verbal comment, too, on both subjects." The complaints, he said, use such words as "degrading antics," "vulgar double entendre," and "downright indecency."

He pointed out that the law forbids "obscene, indecent or profane language" on the air but contains no prohibition against poor taste, apparently on the assumption that "licensees would exercise good judgment concerning good taste."

But, he cautioned:

"It seems to me that the question of just how bad poor taste can get before it verges over into downright 'obscenity' or 'indecency' may be settled one of these days if the present drift in that direction is not checked."

'In Hands of Public'

Chairman Coy reiterated that he did not think the Commission competent to "determine the kinds of programs that we should see and hear," and that he felt "it would be highly dangerous for seven people to have such authority.

"The real control of American radio is in the hands of the public," he said.

Warning that "clearly there must be a day of reckoning," he said:

The Commission is rightly prohibited from censorship. On the other hand, it is required to see that the stations operate in the public interest. Violating the law regarding obscenity, indecency and profaniy is not in the public interest. Poor taste is not in the public interest.

I think it is far better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action.

It is far better for the 3,000 licensees and the radio networks to do what they know in their hearts is the proper thing to do than to have such delicate matters as good taste thrust for settlement upon a commission of seven members in Washington, D. C.

'Aware' of Situation

Mr. Coy said he was "fully aware" that many broadcasters carry network shows containing material which they would not allow in a local origination. Because it comes from a network "on an all-or-none basis," he said, "they feel helpless and act that way except in a few cases."

When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to express himself with chalk on a wall is now provided with a television screen. The world has moved from the horse-and-buggy days to the electronic age but this type of comedian is still peddling livery stable humor. The radio and the television carry him straight into the home without having taken the precaution to see that he is house-broken. Propriety is sacrificed for profits. The result is off-color television—tainted television.

Turning to "crime on the air," Mr. Coy said FCC "is the recipient of mounting protests against the merchants of death and hawkers of horror on radio and television," that "our files of letters protesting crime programs are bulging," and that "the situation is rapidly worsening."

He quoted from protests received by the Commission—some directly from listeners, others relayed via Congressmen—and from studies and reports on crime programs.

No Day-to-Day Judgment

He pointed out that FCC cannot pass upon a licensee's day-to-day judgment in matters of bad taste or in the handling of crime programs "except in gross instances," and that renewals are based upon considerations of "the overall operation of a station during its entire license period."

"The most effective day-to-day check on a licensee's program," he said, "is an immediate and intelligent reaction from the listening public."

He asked:

Is it possible that broadcasters who make such a fetish of surveys and audience reaction measurements are overlooking the most obvious and most effective fact-finding technique of all—that of merely sitting down with representative listeners and discussing matters frankly and fully? I think that that would be preferable to sitting cloisterd in an ivory tower and trying to hunch audience reaction from charts and graphs.

He called attention to a survey made by the Southern California Assn. for Better Radio and Television. The survey, he said, found no crime programs on KFI-TV Los Angeles between 6 and 9 p.m. but, on the other Los Angeles TV stations, found the following during those hours in one week:

91 murders, 7 stage hold-ups, 3 kidnapings, 10 thefts, 4 burglaries, 2 cases of arson, 2 jailbreaks, 1 murder by explosion of 15 to 20 people, 2 suicides, 1 case of blackmail. Cases of assault and battery—too numerous to tabulate. Also cases of attempted murder. Much of action takes place in saloons. Brawls too numerous to mention, also drunkenness. Crooked judges, crooked sheriffs, crooked juries.

Coy Notified

Mr. Coy said the association notified him, three months after the survey report was sent to all Los Angeles stations, "that not one of the stations that carried the crime programs had offered to talk over the survey, not one had indicated it wanted to correct the situation, although an improvement has been noted in the early evening programs of the NBC station.

"This is certainly not a very encouraging attitude on the part of the members of an industry that makes so much of its sensitivity to public opinion," he asserted.

The FCC chief conceded that "on the whole I think we have an excellent broadcast service." He felt there are "signs of deterioration of program service in the aural field due to the competitive impact of television in the larger markets," and "some indications of trend to inferior programming in the field of television because of the expense of programming and because of the desire of . . . operators to reduce their losses or to get larger profits."



Mr. COY

Following the conference's "Great Expectations" theme, Mr. Coy said "the broadcasters and the public have every right to expectations of a high order for the future of broadcasting." But he cautioned that "these expectations will not be realized unless we all work together to keep broadcasting's sights high, to avoid the shoddy and to keep improving the product."

American Radio's Role

He continued:

American radio generally offers such a wealth of wholesome entertainment and helpful educational and cultural programs that it cannot afford to do itself a disservice by allowing a few thoughtless offenders to tarnish radio's good name.

Radio's general reputation as one of the most important forces in our society, a key leader in community betterment and as a preeminent factor in American homelife has been built up through the years by the dint of hard work, imagination, vision and public spirit on the part of thousands of people in the broadcasting industry. The continuing job of all of us is to protect the gains already made and to strive for an even greater future.

OKLA. U. MEET

9th Radio Conference Held

THE part played by the Voice of America in the battle for peace over the international airways is far from being a success story and it hardly can be claimed that the U. S. is winning the battle for the minds of men, according to Ernest Erich Noth, editor of *Books Abroad* and formerly with the Voice.

Addressing the ninth annual radio conference of the U. of Oklahoma at Norman last week, Mr. Noth warned that today our world leadership, and tomorrow perhaps our survival, are at stake.

The three-day conference, attended by some 250 registrants, also was highlighted with addresses by FCC Chairman Wayne Coy (see story above), and a score of other figures prominent in television and radio broadcasting, including Roy Bacus, commercial manager of WBAP-AM-FM-TV Fort Worth; R. B. McAlister, general manager of KICA Clovis, N. M.; Jack Drake, news director of KWSO Lawton, Okla.; Dr. Forest Whan, U. of Wichita; Lawton Mabrey, of Baylor U., and Charles Tower, assistant director of NAB's Employe-Employer Relations Dept.

Tower on Economics

Mr. Tower, who discussed the economic characteristics of broadcasting, replaced Richard P. Doherty, NAB director of employe-employer relations, who, due to illness, was unable to attend.

Theme of the conference, which opened on Sunday with demonstrations of school broadcasting by eight colleges and universities, was "Great Expectations." Chairman of the sessions was Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

In his address Monday, Mr. Noth also pointed to the inadequacy of the Voice of America. He stated that to his knowledge no other government agency has had so much trouble in obtaining the most elementary funds for what he termed its "shoestring budget" if compared to other expenditures for the enforcement of our national policy and security.

Urging creation, or perfection, of a bigger and better international broadcasting tool, Mr. Noth said: "We must in all instances convey that spirit of fearless freedom and fearless striving for peace which

(Continued on page 54)

FM COVERAGE

BMB Compiling Listener Data

By J. FRANK BEATTY

REPORTS showing the FM circulation of AM stations subscribing to the No. 2 study of Broadcast Measurement Bureau are being compiled by BMB and will be published in the near future, according to Dr. Kenneth H. Baker, acting president.

Failure of the original station reports released early this year to show FM circulation caused a stir at the Monday meeting of NAB's FM Executive Committee, held in Washington. The committee adopted a resolution voicing its feelings on the subject.

The resolution called on NAB to tell BMB that the committee feels AM ratings should show the audience of FM duplicating stations. It expressed the committee's belief that the FM information obtained in March 1949 by BMB on its audience cards should be made available to subscribers.

AMA Data First

Dr. Baker told BROADCASTING that AM data had been made available first because AM money paid for the survey. He reminded that the reports of individual AM stations carry an asterisk indicating they have FM affiliates, a suggestion originally made by the FM Committee.

He said the FM figures will be "roughly comparable" to AM reports but will be issued in memo form to the stations involved (AM subscribers with FM outlets). While AM data do not reflect coverage where less than 10% of the audience is reached, Dr. Baker said the FM data may include FM coverage as low as 5%. He added that BMB does not claim figures below 5% are accurate.

Respondents who filled out BMB cards had a chance to indicate the FM stations heard but these individual reports are accepted only when the FM dial position is indicated. This dial position was not required in the case of AM outlets. The FM provision was based on the widespread use of double AM-FM call letter announcement by many stations.

Lower Figures

Preliminary estimates indicate that the FM figures shown in the BMB data will be lower than some FM stations are selling. Estimates of total number of FM-equipped sets in the hands of the public range from 4½ million to 6 million.

Everett L. Dillard, WASH (FM) Washington, a retiring NAB board member, said FM coverage data are completely undisclosed to date in BMB reports, with an AM station getting no credit for the coverage of its duplicating FM affiliate. This penalizes everyone with an FM duplicating station, he said, and fails to give the total audience of AM-FM duplicating stations.

In other words, Mr. Dillard added, an AM-FM operation is reported with fewer listeners than it would have shown had the station operated AM-only.

Frank U. Fletcher, WARL-FM Arlington, Va., recently re-elected to the NAB board, felt BMB should make its FM information available to subscribers since present reports seem to penalize stations that have developed an FM audience by duplicating AM programs.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ AM-FM Alton, Ill., said: "It is difficult to understand how BMB could 'unintentionally' be responsible for penalizing AM stations because of duplication on FM. Most of the audience of a duplicating FM station obviously was taken from the AM station and the stations must get credit for this audience. BMB must publish its supplementary FM data immediately."

Would Change Rules

The FM Committee voted to ask NAB's Legal Dept. to file a petition with the FCC asking for amendment of the rules to establish protection to the 50 uv/m contour for FM stations in Area 2 (entire nation but the Northeast). Present protection is granted only to the 1000 uv/m contour.

Approach of serious interference to FM outlets is foreseen if FCC doesn't grant this protection, according to committee members. The NAB board voted last summer to ask FCC to grant this protection but no formal action was taken until last month. At that time a letter was sent to FCC Chairman Wayne Coy and the other Commissioners calling attention to the board's July resolution.

Chairman Coy said an action of the sort should be initiated outside the FCC and invited NAB to file a petition to amend the rules.

At its Monday meeting the FM Committee drew up an outline of the program for the special FM session to be held Monday morning, April 17, prior to the formal opening of the NAB Management Conference at Chicago (see convention story page 26).

Attending the committee meeting were Chairman Matthew H. Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Edward L. Sellers, director NAB FM Dept.; Ralph W. Hardy, director, NAB Radio Division; C. E. Arney Jr., NAB secretary-treasurer; Messrs. Dillard, Fletcher and Wheeler.

WQUA MOLINE SALE

Le Masurier Buys Control

SALE of 85% of stock of Moline Broadcasting Corp., licensee of WQUA Moline, Ill., was announced last week subject to FCC approval. Bruff W. Olin Jr., president of Moline Broadcasting, sells his 85% interest to Dalton Le Masurier for aproximately $155,000. Mr. Le Masurier is owner of KDAL Duluth, Minn., and minority stockholder of WIRL Peoria, Ill.

Transaction was handled by Blackburn-Hamilton Co. WQUA operates with 250 on 1230 kc. Verr Flambeau, manager of WQUA, wil retain his 5% interest and his present connection with station as wil other stockholders owning the other 10% of the corporation.

SCOTUS HIT

By 'Yale Law Journal'

SUGGESTION that the U. S. Supreme Court outlaw completely the power of state and federal judges to punish broadcast stations and newspapers for reports on pending criminal cases was made last week by the *Yale Law Journal*.

Discussing the "Baltimore Gag" case, in which a city court had attempted to fine several stations for broadcasting news about an arrested murder suspect, the student editors suggested the Supreme Court's refusal to review a Maryland Court of Appeals decision had left the contempt rule "dangerously vague." The highest court had denied a petition by the state to hear the upsetting of the city gag rule [BROADCASTING, Jan. 16].

The journal noted that the refusal to review was made in an "unusual opinion disavowing any implication that it approved the Maryland decision." Effect of this action is to leave courts free to decide how to enforce the "clear and present danger" contempt rule, it was suggested.

NBC CHANGES

Shifts in Program, Services Units

REORGANIZATION and widespread reassignments in NBC's radio program and integrated services departments were announced last week.

In the radio program department, under Thomas C. McCray, director, the following changes were made, effective April 1.

Leslie Harris, assistant national program director, becomes production manager.

James E. Kovach, operations manager of the production division, becomes manager of program operations.

Mitchell Benson, administrative assistant and coordinator of new package programs, becomes package program and talent contact manager.

Joel Hammil, manager of literary rights, becomes program submission supervisor.

Samuel Chotzinoff, general music director, and Sterling Fisher, manager of public affairs and education, continue in their present positions and will serve both in radio and television. Mr. Harris will be in charge of continuity acceptance, which is headed by Stockton Helffrich; script preparation supervisor, Van Woodward; supervisor of directors, Edwin Dunham, and producers Richard P. McDonagh, Wade Arnold, Ken MacGregor and Robert Wamboldt.

Under Mr. Kovach, who has the responsibility for maintenance of the network program schedule, will be grouped the program business office supervised by Grace Sniffin; talent auditions supervised by Leonard Goldstein, and talent casting supervised by Claire Trainor.

Other Assignments

Reporting to Mr. Chotzinoff, general music director, will be Ernest La Prade, music research supervisor.

Reporting to Mr. Fisher, manager of public affairs and education, will be Margaret Cuthbert, supervisor of public affairs; Doris Corwith, supervisor of religious broadcasts and talks; Jane T. Wagner, supervisor of educational and special projects, and Hilda Watson, office manager.

Realignment of program services functions under the integrated services department was announced by William S. Hedges, vice president in charge of integrated services.

William Burke Miller, now night program manager for television, is appointed night executive officer for the company, reporting to Mr Hedges. The program services department, provided by the staff of associate directors, has been transferred from program to integrated services. Allin Robinson, former night program manager for the radio network, is appointed supervisor of associate directors, reporting to Arch Robb, manager of the program services department.

Also transferred from the radio network program department and reporting to Mr. Robb will be the literary rights and script readers with Tom Adams appointed a supervisor. Central bookings, supervised by Mary Cooper, and night operations, supervised by Robert Wogan, are also transferred from network programs to program services, reporting to Mr Robb, as will program analysis under the supervision of Miriam Hoffmeier. Isabel Finnie will be supervisor of the business office for program services.



PLUS ONE ELAND

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W·I·T·H, the BIG independent with the BIG audience.

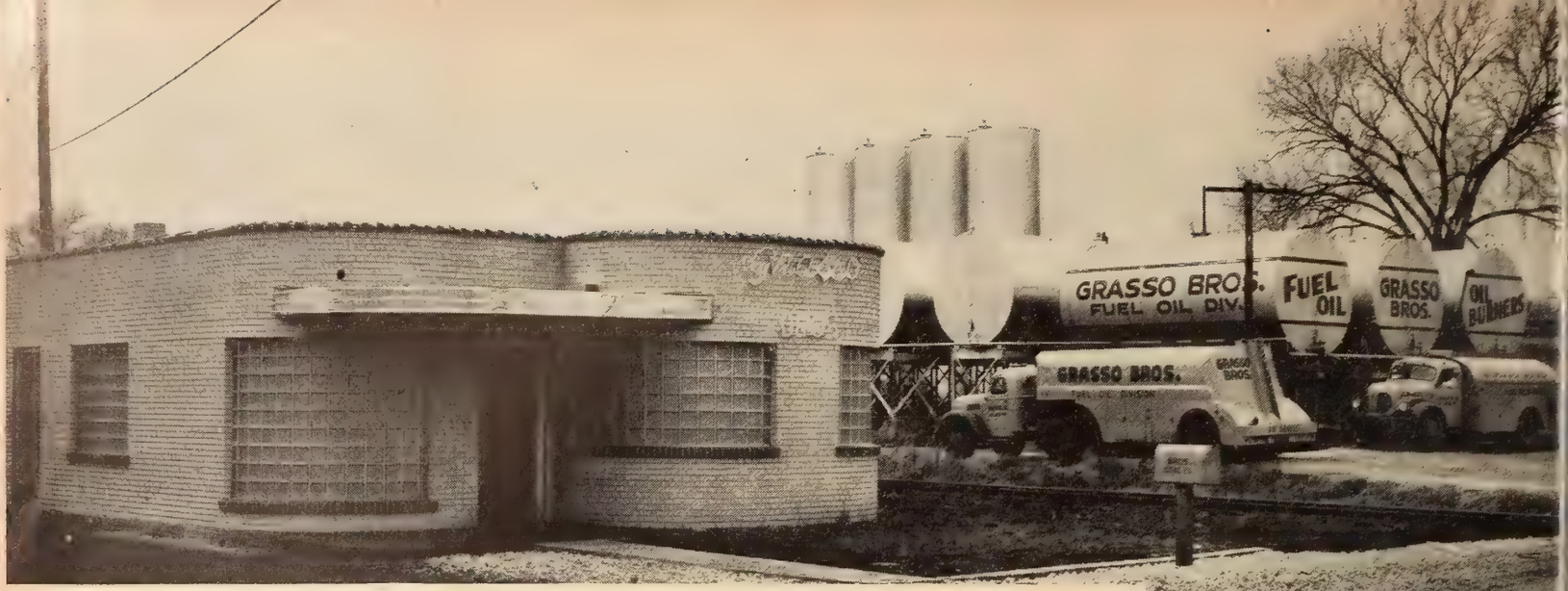
Here's how the PLUS comes in: first, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H.

That means low-cost results. That means that *small* appropriations accomplish *big* results on W·I·T·H. Call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED



65,000 Came To Dance

. . . A St. Louis Fuel Dealer Profited by Radio's Drawing Power

By BILL THOMPSON

LAST Aug. 28 about 65,000 devotees of the square dance converged on a large parking lot in the Hampton Village section of St. Louis. They came at the invitation of Grasso Bros. Fuel Co., which had an $8,000 stake in the affair.

Much of this amount was laid out for a 10-piece cowboy band, handsome trophies for the best costumes, and a multitude of other entertainment features. But about 20% of it went for promotion—exclusively via radio.

"I got off light at that," says Frank Grasso, president of the firm. "Think what it would have cost to corral a mob like that by other advertising methods. Besides, it was worth it to find out just how potent radio can be."

Early last July Mr. Grasso started dreaming up "the greatest of all outdoor folk dance festivals." KXLW St. Louis made his dream come true. One of the station's representatives, F. Lee Price, sold him a half-hour of square dance music six days weekly (7:30 to 8 p.m.), with the sixth session featuring live "callers." Roy Queen, one of the most popular dispensers of folk music in the St. Louis area, turned the discs. Cost to Grasso Bros. was a little under $200 a week.

Station-Client Team

Almost at the outset, the show started promoting the proposed festival, and KXLW officials, notably General Manager S. E. (Art) Sloan, showed the new client what the word "cooperation" means. Mr. Sloan furnished sleek horses for a parade on the night of the fete, and he lined up the 5,000-car parking lot where the event was staged. He also arranged for choice spot adjacencies on KXLW. Toward the end of the promotion these totaled 15 a day.

Working hand in hand with him was Roy A. Shannon, president of the St. Louis advertising agency by that name which handles the Grasso account. Mr. Shannon persuaded the Greater St. Louis Folk & Square Dance Federation to cooperate and to encourage outstanding square dance callers of the area to participate. He also obtained help from the Missouri Folk Dance Supply Co. in nearby Kirkwood, Mo., which provided records and consulted with him on technical aspects of the show.

The results of all these preparations were best described the day after the festival by an official of Grasso Bros. In a letter to an insurance company executive who had inquired as to radio's effectiveness as an advertising medium, C. F. Price, sales manager, wrote:

"I was amazed with the results of a check we have made as of the above date (Aug. 29) over the corresponding period of last year. This year's new coal tonnage amounts to five times that of last year. At this writing we have not proven this to be all due to radio, but we are satisfied the greater part of the credit is due to this type of advertising. Just last night the results of our advertising through KXLW amounted to the staggering figure of approximately 65,000 people seeing or hearing the name of our firm in one concentrated area."

No Halt for Strike

The company continued its sponsorship of the Roy Queen show throughout the coal strike last fall. Having wisely stored a superabundance of fuel in anticipation of the walkout, it was able to attract dozens of new customers. By November, with its telephones ringing an average of 40 times an hour, it reported an increase of 30% in the number of patrons. During the month, it sold a total of 150 carloads of coal.

This same month, *The Black Diamond*, a leading trade journal in the coal industry, paid tribute to Grasso Bros. "outstanding" record.

"How can this be?" it asked. "Retail coal is supposed to be a dying field. Many retail outlets report loss of 30% of their customers. The inroads of oil and gas heat are said to be restricting the coal business insofar as domestic use is concerned.

10 New Clients Daily

"The Grasso brothers wouldn't know from that. They are much too busy finding new coal customers; far too involved in being of maximum service to their present 15,000 customers in the metropolitan St. Louis area to worry about losing business. On the contrary, they have consistently been gaining customers at the rate of 10 a day."

The Black Diamond noted that "in the field of advertising, the operations of the brothers Grasso leave one a little dizzy and almost out of breath.

"Liberally borrowing techniques long employed in selling soap and cigarettes," it continued, "they have treated their fuel products just like any other household commodity . . . and with such results. First of all, they sponsor a highly listenable 30-minute radio program six days a week."

By Dec. 1, Grasso Bros. had in-



* * *

AT the head of the parade on the night of the festival is none other than Frank Grasso, company president.

creased its radio budget more than $100 weekly for spot announcements on the "Spider" Burks show, which has one of the highest Negro ratings in the midwest. The firm aimed a spot a day at upping fuel oil sales among low-budget families. At mid-winter, gallonage had been increased 6,000 a day and the company found it necessary to buy two new 1,500-gallon fuel trucks.

"We got an added bonus from this type of business because the family with a space heater always pays cash," Mr. Grasso observed.

This month (March) Grasso Bros. starts Saturday night sponsorship of an hour-long "barn dance" type of show over WIL, known as St. Louis' leading sports station because it has an exclusive contract for the Cardinals baseball broadcasts. The program will originate at the Ideal Roller Rink, one of the largest and most modern roller skating emporiums in the country. Frank Grasso has $750 earmarked for special talent to be used on the "kickoff."

50% Allotted to Radio

Although 14 years old, the company never used radio until last July. Yet, in 1950, it will spend more than $15,000 in what Mr. Grasso describes as "the most effective medium of all." This is 50% of his advertising budget for the year. The remainder will be divided between neighborhood newspapers and direct-mail advertising.

Only 34 years old, Frank Grasso decided in 1936 that his father's truck gardening business was not for him. The only thrill he got out of it was hauling 1,000-bushel loads of tomatoes to Chicago's South Water Street Market. With a few dollars supplied by his father, Tony Grasso Sr., he bought an old truck and with his brothers Joe, 16, and Tony Jr., 12, he began making coal deliveries to neighbors. As business (and his brothers) grew, Frank discarded his notebook-in-the-pocket type of bookkeeping. Young Tony, with the help of an accountant friend, set up a system, and Joe took over dispatching and trucking. This left Frank free for general administration and promotion.



THE THREE GRASSO brothers join in the festival with a clown. They are (l to r) Joe, Frank and Tony. Boy is unidentified.

* * *

Volume Grows

The accounting is still handled by Tony today, but he has a $5,000 bookkeeping machine and the advice of a firm of legal consultants. Before radio struck "like lightning" last year, three young ladies did the work of the new machine. Now only one of them operates the device, while the other two handle incoming orders for coal and oil.

Brother Joe, who commanded a fleet of seven coal trucks and seven oil tankers before the company entered radio, now has 30 carriers in all. They are brightly painted, and bear the company name in letters a foot high. Lacquered to make the finish more durable, they are washed once a day, if necessary, to keep them attractive.

Following the successful square dance festival, Frank Grasso kept the cowboy band on his payroll. He hauls them around to civic functions in a $5,000 special Buick Riviera sedan, done up in purple and yellow with a miniature chrome-plated horse as radiator ornament. An over-sized set of longhorn steer horns is mounted about the windshield, and a plastic neon sign along the top reads: "Grasso Coal Yard Cowboys." This aggregation raised $3,000 during the recent March-of-Dimes drive while playing one hour at the intersection of Seventh and Washington Sts. in downtown St. Louis.

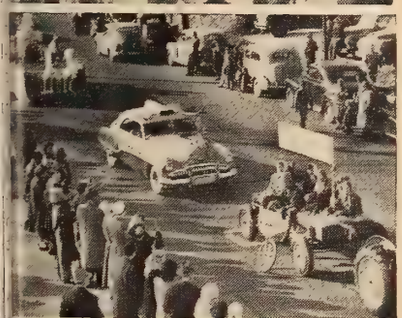
The "Cowboys" make frequent goodwill excursions into the nearby Illinois coalfields to play for dances free-of-charge. This gimmick doesn't hurt Frank Grasso's reputation with the men who ship him coal.

Mr. Grasso is a member of the St. Louis Coal Club, the Oil Men's Club of St. Louis, and the St. Louis Chamber of Commerce. He formerly was a member of the board of directors of the Coal Merchants' Assn. and has been named 1950 chairman of the Red Cross fund drive in the big Lemay area of St. Louis, where his plant is located.

Each of Grasso Bros. customers is paid a personal call by one of the three brothers annually. On these visits, the Grassos insist on being addressed as Frank, Joe, or Tony—never "Mister."

* * *







The Day of the Festival . . .

TOP—KXLW St. Louis, the station that first put Grasso Bros. Fuel Co. on the air, broadcasts part of the festival program. At lower right, in broad-brimmed hat, is Frank Grasso.

MIDDLE—The parade that preceded the festival also found several local merchants taking advantage of the event to promote their own products.

BOTTOM—This is just one small segment of the crowd of approximately 65,000 that attended the festival.

SALT RIVER SUIT

CBS Reply Expected This Week

CBS is expected to file an answer or a motion of dismissal in Chicago's Federal District Court this week on Salt River Valley Broadcasting Co.'s suit for $223,000 damages. The original complaint brought last November by Salt River Valley, on behalf of KTUC Tucson and KOY Phoenix, sought specific performance of an affiliation contract between the network and the two stations.

It asked for relief Jan. 1, 1950, when CBS switched affiliation to KOPO Tucson and KOOL Phoenix, in which Gene Autry, CBS performer, has heavy financial interest. Numerous continuances carried the original complaint past the Jan. 1 date.

LOBBY ISSUE

Proposal to Exempt Radio

PROPOSAL that radio be exempted from the Lobby Registration Act will be made when the House Select Committee on Lobbying Activities begins its hearings March 27.

Rep. Frank Buchanan (D-Pa.) chairman of the committee, told BROADCASTING he personally will ask the committee to place radio on equal footing with "newspapers and other publications" specifically exempted from the Act. Under section 308 of the lobbying law which is part of the Reorganization Act of 1946, exemption is granted to "newspapers or other regularly published periodicals."

The Congressman also disclosed that he plans to ask Judge Justin Miller, president of NAB, "or some other industry representative," to appear before the committee to "show why radio should be given exemption."

His disclosure came on the heels of an announcement March 6 that the committee will begin hearings March 27 "with an academic review" of the lobbying problem. Scheduled to follow this review are studies of the role of governmental agencies in influencing legislation and efforts of lobbyists in seeking to influence departmental and agency actions.

Rep. Buchanan, who appeared before the House Administration Committee along with Rep. Charles Halleck (R-Ind.) to request an additional appropriation of $45,000 for the committee, said he could not determine at this time how far, if at all, the committee would go into communications aspects of the departmental study.

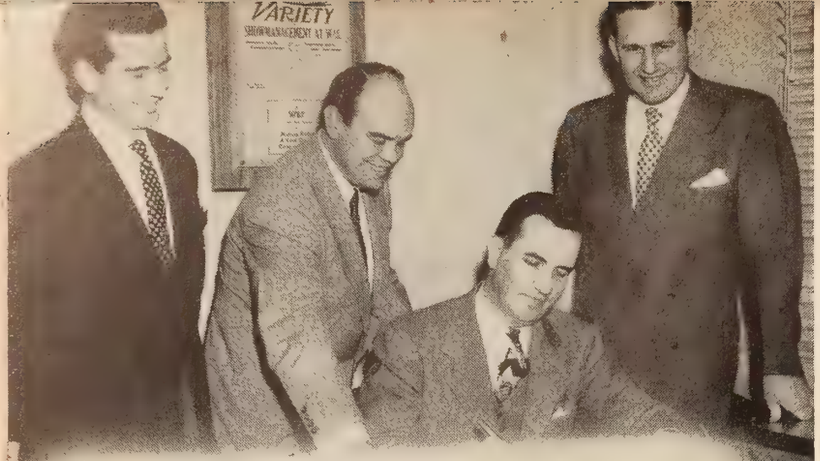
The Buchanan committee is trying to determine whether certain organizations have failed to register as lobbyists and whether certain registrants have complied with the Act [BROADCASTING, Jan. 23].

NEWS SALEABILITY

L. A. Panel Airs Problems

MORE interesting news presentation and fewer newscasts were chief suggestions forwarded by a three-man panel representing network radio, local station and advertising agency on "How to Improve the Saleability of Radio News" at the Los Angeles Radio News Club meeting March 10.

Frank (Bud) Berend, NBC Western Division sales manager, spoke for network radio; Clyde Scott, manager of KECA Hollywood, represented local stations, and Thomas C. Dillon, vice president of BBDO, gave the agency slant. All panel members agreed that newscasts for the most part needed livening up and more emphasis on human interest and local angle. They further urged more up-to-the-minute reporting of the news. A discussion followed the talks.



On the dotted line . . . . .

CONTRACT for 26 weeks of *Midnight Dancing Party* on WBT Charlotte is set by J. H. Lane (seated), gen. mgr., Eastern Div., Atlantic Beer and Ale. Looking on are (l to r): Kurt Webster, m. c.; Hugh Deadwyler, pres., Hugh Deadwyler Adv.; Keith Byerly, general sales mgr., WBT-AM-FM and WBTV (TV).

PLANS for WCDL Carbondale, Pa.'s show, *Irwin of the Arctic*, are completed by (l to r): Seated, Ekak Commack, Eskimo partner of Explorer Dave Irwin; Dean Johnson, Dean Johnson Motors, sponsor; Mr. Irwin; standing, William Fletcher, William Ware, W. R. Carlson Jr., all WCDL.



IT'S a new 5 kw transmitter for WTSP St. Petersburg, Fla., as F. J. Kelley (l), general manager, contracts for delivery of the equipment. Looking over his shoulder is Rex Rand, southern representative for RCA. Mr. Kelley was southern representative for RCA for about four years.

BASEBALL caps and triple handshakes came into play as this trio set contract for sponsorship of all 1950 Trenton (N. J.) Giants games on WBUD Morrisville, Pa. L to r: Stanley G. Coney, Morrisville, and Joseph M. Volk, Trenton, Dodge-Plymouth dealers and co-sponsors; George E. Hoover, WBUD.





DISCUSSING Federated Mutual Insurance Co.'s sponsorship of U. of Minnesota conference basketball games over KDHL Faribault, Minn., are (l to r): Edward C. Ellis, Federated sec.-sales dir.; Virgil Radtke, KDHL; Bob Mayer, adv. mgr., Federated, and John A. Buxton, president of Federated Mutual.

WNOR Norfolk, Va., coverage of the 1950 Norfolk Tars baseball games is arranged by (l to r): Seated, Murray Glasgo, pres., Glasgo Brewing Co., sponsor; Earl Harper, WNOR gen. mgr.; standing, Eugene Lipscomb, sec.-treas., Glasgo; J. Diggs, acct. exec., Lindsey Adv., Richmond; Bob Rogers, WNOR.





GENERAL FOODS *Will Use More Radio In 1950*

GENERAL FOODS expects to spend more for radio time in 1950 than in 1949 but not as much for radio talent, Charles Mortimer, vice president of the company, said last week in New York during a news conference to reveal the firm's 1949 annual financial report.

He also explained that the company would be spending more in television for the same number of shows.



Mr. Mortimer

The corporation's net sales reached a new high of $474,637,193 during 1949, Clarence Francis, chairman, and Austin B. Iglehart, president, stated in a jointly signed annual report to stockholders. This compares with net sales of $463,336,031 during 1948.

It was the 16th consecutive year in which net sales for the company surpassed any previous year. Net dollar earnings were also the best in company history with $27,445,941, equal, after preferred dividends, to $4.77 a common share. In 1948 net earnings were $24,555,752, or $4.25 a common share. There were 5,575,463 shares of common stock outstanding both years.

$13 Million in Dividends

Out of the $27 million in earnings, $13 million was paid in dividends to holders of common and preferred stock. The remaining $14 million was retained in the business.

"Although television made great strides in its development as an advertising medium in 1949, we continued to spend most of our advertising dollars in magazines, newspapers, and on radio. We invested more money in advertising last year than in 1948. The additional investment was necessary in order to produce higher sales and better earnings," Mr. Francis stated in the report.

As the commercial value of television grew in 1949, General Foods added to its television shows. In March, Sanka coffee began sponsoring *The Goldbergs*, a CBS-TV program telecast Monday, 9:30-10 p.m. EST. Maxwell House coffee began its sponsorship of *Mama* in August. In October, Jell-O took over sponsorship of *The Aldrich Family* which is telecast Sunday, 7:30-8 p.m. EST over NBC-TV.

There was one addition to the company's radio shows in 1949—and that was the radio version of *The Goldbergs*. Sponsored by Sanka, it is broadcast over CBS Friday, 8-8:30 p.m. EST.

'Best Dressed'

TED CAMPEAU, president of CKLW Windsor-Detroit, was chosen one of the 10 best dressed men in Canada for 1950 at the Canadian Men's Apparel Fair held at Toronto March 9-10. List of 10 best dressed men was headed by Canada's governor-general, Viscount Alexander of Tunis. Ted Campeau was one of four business men in the group, and was chosen as an "immaculate exponent" of good grooming.

TIME SALES

'49 Billings Remain High

RADIO time sales made a good showing in 1949, although it had been thought that the increasing sponsorship of television programs would reduce radio advertising, according to the current analysis of advertising conducted by Standard & Poor's Industrial Surveys, New York.

Some networks, such as CBS, were able to augment broadcasting revenues and the 1949 total of gross billings for the four major networks was only 6% below the 1948 total, the analysis revealed. The report also said that improvement in the quality of television programs is likely to be substantial this year. Seeing some increase in overall revenues and continued heavy costs, Standard & Poor said networks engaged in both radio broadcasting and telecasting should experience a revenue rise.

Because of keen competition for markets, advertising budgets are expected to remain large and prevailing rates indicate that revenues will be well maintained over coming months, according to Standard & Poor.

McDonald at Boston

JOSEPH A. McDONALD, ABC vice president and general attorney, spoke on some of the legal aspects of the broadcasting business at the monthly luncheon meeting of the Boston Radio Executives Club March 8. Head table group also included President Craig Lawrence, WCOP Boston general manager, and the five-newly elected directors: Harold E. Fellows, WEEI Boston general manager; Ferald Harrison, president of WMAS Springfield and WLLH Lowell; Paul Provandie, Paul Provandie Inc. agency; Stacy Holmes, E. A. Filene Sons, and Bert Georges of Transcast Corp.

KFVD Los Angeles *Harlem Matinee* has added half-hour daily to its Monday through Saturday hour schedule.

WNOX

gratefully acknowledges the

ALFRED I. du PONT AWARD

• 1949 •

for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community

Scripps-Howard Radio, Inc.

WNOX
KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham

SALES AIN'T POPPING LOUD IN CORK (Ky.)!

If you think it will do you any good to put the advertising screws on Cork (Ky.), Mister, you're bubbling over with a case of Pollyana-itis! Cork simply doesn't have the people or the dough to produce a sales-geyser!

But if Cork's crew can't help you, the Louisville Retail Trading Area certainly *can!* Its 27 Kentucky and Indiana counties are effervescent with high-proof *people, business* and *money*—almost as much business and money as in all the rest of the State *combined.* And WAVE pours out its soul to this one great market exclusively!

Shall we start pouring for *you*—now?

LOUISVILLE'S
WAVE



NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

STATION TAX

Battle Okays Radio-TV Protection

TAXATION of radio and television stations in Virginia by cities, towns, counties and other local governmental units is forbidden under legislation signed by Gov. John S. Battle. The bill had passed both houses of the Virginia General Assembly by overwhelming margins [BROADCASTING, March 6].

The Virginia action marks the first halting of the trend toward exaction of local taxes from broadcasting and television stations. With the industry serving as the latest victim of tax-hungry cities and counties, the Virginia legislation provides a means by which other states can stop local governments from assessing taxes.

Burden of the fight to obtain passage of the Virginia bill was carried by the Virginia Assn. of Broadcasters, of which Philip P. Allen, WLVA Lynchburg, is president. Among those active, besides Mr. Allen, were C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee, and Frank U. Fletcher, WARL Arlington, an NAB board member.

The Virginia taxes had been instigated by the Municipal League of Virginia. In Arkansas the idea of municipal taxes was developed at Little Rock. Protest against the tax was made by Little Rock stations whose position was upheld by a lower court. On appeal, the state's highest court reversed the lower tribunal and the U. S. Supreme Court would not hear an appeal on the ground there was no federal question.

Text of Va. Law

Text of the Virginia bill, as passed by the House and Senate:

A BILL to amend and reenact §§ 58-266.1, 58-266.2 and 58-266.3 of the Code of 1950, relatng to city, town and country license taxes, so as to prohibit cities, towns and counties levying such taxes for radio or television broadcasting.

Be it enacted by the General Assembly of Virginia:

That §§ 58-266.1, 58-266.2, and 58-266.3 of the Code of 1950 be amended and reenacted, as follows:

§ 58-266.1. City and town licenses; business exempt.—In addition to the State tax on any license, as hereinbefore and hereafter provided for in this chapter, the council of a city or town may, when anything for which a license is so required is to be done within the city or town, impose a tax for the privilege of doing the same and require a license to be obtained therefor; and in any case in which they see fit they may require from the person licensed a bond, with sureties, in such penalty and with such condition as they may deem proper or make other regulations concerning the same.

No city or town shall impose upon or collect from any person any tax, fine or other penalty for selling farm or domestic products within the limits of any such town or city outside of the regular market houses and sheds of such city or town; provided, such products are grown or produced by such person.

No city or town shall require a license to be obtained for the privilege or right of printing or publishing any newspaper, *or for the privilege or right of operating or conducting any radio or television broadcasting station or service, any charter provisions to the contrary notwithstanding.*

§ 58-266.2. Licenses in certain counties.—The governing body of any county in this State having a population of more than two thousand per square mile, according to the last preceding United States census, and of any county having an area of less than sixty square miles, is hereby authorized to levy and to provide for the assessment and collection of county license taxes upon businesses, trades, professions, occupations and callings and upon the persons, firms and corporations engaged therein within the county, whether any license tax be imposed thereon by the State or not; provided that no county license tax shall be levied in any case in which the levying of a local license tax is prohibited by any general laws of this State, *and provided further that no such county shall require a license to be obtained for the privilege or right of operating or conducting any radio or television broadcasting station or service.*

§ 58-266.3. Licenses in counties with county manager form of government.—The governing body of any county which has adopted the county manager form of organization and government provided for by chapter 11 of Title 15, when anything for which a license is required by the State is to be done within the county, impose, when not otherwise prohibited by general law, a license tax for the privilege of doing the same, and require a license to be obtained therefor; and in any case in which it sees fit, require from the person licensed, bond, with surety, in such penalty and with such condition as it may deem proper. The ordinance imposing such tax shall provide for the time and manner of collection thereof and issuance of such license. Any license tax hereunder shall be in addition to any license tax imposed by the State or any town in such county.

No such county shall require a license to be obtained for printing any newspaper, *or for the privilege or right of operating or conducting any radio or television broadcasting station or service.*

FTC Charges Koken

FEDERAL Trade Commission has entered a complaint against Koken Cos. Inc., St. Louis, alleging the firm's product, Vanish, is not a cure or an effective treatment for dandruff contrary to its representations in radio and periodical advertising. The FTC maintained in its complaint that Vanish "does not have any beneficial therapeutic effect in the prevention, treatment or cure of unhealthy scalp or hair conditions, and it will not promote the health of the scalp or hair." Firm was given the usual 20 days in which to answer the complaint.

CFPL-FM London starts separate FM schedule, differing from programs of AM affiliate.



Message to SPOT Buyers...



ARE YOU MAKING YOUR BEST BUY IN CHICAGO?

If you're on WGN in Chicago, your answer is "yes". Because advertisers and agencies all over the country recognize WGN as the top power and prestige station in Chicago . . . the station that gets results. When they have a choice of local stations, WGN is tops on the list.

Of the four network stations, WGN consistently carries more local business than any other.

This is strong evidence to consider when placing your clients' advertising. Take your cue from other dollar-wise advertisers. Take advantage of WGN's **responsive** listening audience.

Remember, too, for years WGN has reached more people each week than any other Chicago station.*

*Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



THIS IS CBS...WHERE 99 MILLION

This is the biggest market place in the world... bigger than any other place where people go to find the things they want to buy.

Where else do so many people get together, week after week–from every part of the country?



PEOPLE SHOP EVERY WEEK

Where else can you find 25 million people *standing in front of the same counter at the same time focused on the same product?* Only in Radio.

In all radio CBS draws the largest crowds–a million and a half more customers than any other network.

And every year these crowds of customers grow bigger.

That's why, when America's leading business men offer for sale the things most people want to buy, they showcase them in the biggest and busiest market place in the world... ***The Columbia Broadcasting System***

Editorial

The Fee-Bite

IN THE QUEST for new money to meet expanding cost of Government, two separate moves are under way in Congress which would assess license fees, franchise taxes or other imposts upon users of Government service. Radio, as always, is singled out as a latent source to be tapped.

How far these projects will go we do not know. Every other attempt in the last dozen years has died aborning, because of obvious discrimination against radio. This year, however, the pressure is on — not necessarily against radio, but all new revenue sources.

It is significant that the FCC is the first to pop up with a written report to the Senate suggesting how its licensees can be tapped. The Senate Committee asked for comments on Feb. 20 and got its report on March 8. That's about as fast a job as the FCC has ever done, and infinitely speedier than its elapsed time in handling the simplest of applications.

We won't belabor the pros and cons of radio license fees or franchise taxes now since hearings obviously will be held before any definitive action ocurs. A bit of simple arithmetic: The FCC uses a budget of about $7,000,000. Let's say that half goes to the mass radio media operations. These media did about $450,000,000 in net times sales in 1949. They paid Federal taxes accordingly. They've already paid for their portion of the FCC's administration—and then some—but had no voice in the management of the FCC's affairs.

One more point. The payment of license fees or filing fees would be no hardship for the larger stations or the networks. No matter how slight, they would be burdensome to the smaller operators. Last year, according to the FCC's own statistics, 25% of the licensed stations lost money.

Take a Look, Congress!

WHEN THE Hoover Commission for reorganization of the executive branch of Government was functioning last year, both the official and private word was that it would have little or no effect upon the FCC.

That does not appear to be the case, now that President Truman has submitted his plan to Congress. It would vest in the Chairman of the FCC (and in those of other administrative agencies) almost limitless power with respect to appointment and supervision of personnel, and to the assignment of duties.

When viewed in juxtaposition with the FCC's own functional realignment announced within the last fortnight, the President's proposal becomes even more sweeping. Indeed, there would appear to be little need for a seven-man commission. The chairman, his new high-level advisory council (general counsel, chief engineer and chief accountant) and the provision for new major bureau chiefs would seem to preempt practically all the policy and executive functions that could possibly exist.

The complaint has been that the lawyers have been running the FCC policy. The McFarland Bill (S-1973) which unanimously passed the Senate, and which now is being fought by the FCC staff tooth and toe-nail in the House, would seek to correct that abuse and place responsibility where it belongs—with the seven-man Commission.

The combination of the FCC's functional reorganization and the proposed plan of the President would seem to shovel new power precisely where the Senate unanimously said it should not reside when it passed the McFarland Bill.

FCC chairmen come and go. There have been eight in the 16 years of the FCC's tenure. There have been good and bad chairmen; strong and weak chairmen. Under a good chairman, the President's plan might work well. Under an unscrupulous one, dire things could happen.

The reorganization plan seems to ignore the fact that the FCC is a bi-partisan agency. Not more than four of its members can be of the same political faith. As we read the President's plan, the Chairman would control all personnel and all funds. He could hire and fire virtually as he sees fit. There might as well be a Commission of seven Democrats, or perhaps it would be just as effective to have just one member—an administrator—and thereby save the salaries and staffs of the six other commissioners.

The President's plan is premised upon direct lines of authority for the management of the "executive branch." We have never understood that the FCC is responsible to the *Chief Executive* alone. Congress has always maintained that the FCC is its creature to which it delegated its legislative authority because it had neither the time nor the expert knowledge to handle it.

There are aspects that need clarification. We hope Congress takes a good, hard look before permitting the plan to become effective. That happens automatically unless House or Senate or both act within 60 days.

Signs of Our Radio Times

A FEW WEEKS AGO the All-American Conference against Communism was held in New York. The Administration is sponsoring legislation to broaden and make permanent the loyalty program for Federal employes in so-called "sensitive" agencies. Communism has taken over China and its seething millions. The Soviet presses into non-Communized Asia and Europe. The Berlin blockade is on-again-off-again. Soviet delegates keep the UN doors revolving in their succession of walk-outs. And there's the go-ahead on the hydrogen bomb.

All this means more to radio than news of this turbulent day. It is of the very essence of radio.

The All-American Conference at its Jan. 29 meeting recognized this vital point. There was specific mention of the "steady infiltration" of Communism into radio—as well as into the schools, colleges, press and screen.

We have called attention before to the tendency in radio to give short shrift to talk about Communistic boring-in. Communists and Communist sympathizers should have no place on our air or even behind the microphone.

Though most people have forgotten it, we are still in a state of national emergency. Therefore it is the duty of broadcasters to ascertain that those with views contrary to our form of government be excluded.

The insistence of the labor unions that they will assume the burden is interesting but of little importance. It is not their responsibility. Let's not forget the lessons of World War II; of the Axis Sallys and the Lord Haw-Haws; of armed guards around stations and no admittance signs at studios; and of no audience-participations or man-on-the-streets.

A microphone in the hand of an Orson Welles some years ago brought pandemonium when he depicted an illusory invasion from Mars. What might a Communist do with a story on a hydrogen bomb invasion even today?

Our Respects To —



WALTER CECIL BRIDGES

IN VIGOROUS Great Lakes country, sailing as a way of life calls for the skilled hand of a weathered seaman. A sailing addict, Walter Cecil Bridges, steel-eyed manager of the Arrowhead Network, directs his radio affairs with the same steadiness of hand he displays in maneuvering a lake-traveling boat.

That direction—the building of a sound regional group of stations—has never been allowed to swerve from a Bridges-chartered course. And affable but blunt-spoken Mr. Bridges will tell you that his future aims may someday materialize in the organization of a network double the size of Arrowhead's present six stations.

Mr. Bridges, 53, although a radio pioneer, has the appearance and energy of the seasoned youth who has only started a career of network building.

Walter Cecil Bridges was born Sept. 28, 1896, in Arcola, a typical medium sized southern Illinois town. Here Mr. Bridges spent his boyhood days, completing grammar and high school. His father, Walter Nelson Bridges, was in the poultry business. He now lives in Ohio. The art of broadcasting was then still an image in the minds of practical dreamers, of whom Walter Bridges was one.

A wizard at tracing circuits and putting things together on a workable basis, Mr. Bridges first tested his radio legs as an amateur operator in 1913. The first World War, marking stepped-up sound wave experimentation, found Mr. Bridges in Navy uniform receiving his first sound instruction. His Navy stint took in the years from 1917 to 1922.

Upon discharge from the Navy, Walter Bridges plunged into the work which was to be his lifetime career. Business experience began in 1922 with the formation of the Superior Radio Co. in which he and a partner manufactured radio sets. While producing receivers, Mr. Bridges decided to have a look-in on the other end of the business—broadcasting.

This desire blossomed into his first enterprise on the air, WFAC with 100 w at the head of the Great Lakes. Later, when the Superior Radio Co. dissolved, Mr. Bridges in 1924 started WEBC Duluth, Minn., now the 5 kw key station for Arrowhead and licensed to the Head of the Lakes Broadcasting Co. Mr. Bridges is general manager of the station.

Looking back on his long span of radio experience, Mr. Bridges finds the most satisfaction in the realization of his dream of many years—the creation and maintenance of a suc-

(Continued on page 42)

KOIN



the number one* radio station of the OREGON MARKET

CELEBRATES

25 YEARS

OF SUCCESSFUL SERVICE AND SELLING

FOR 25 YEARS KOIN HAS BEEN AN INTEGRAL PART OF OREGON—THE FASTEST GROWING STATE IN THE NATION

1st 1st weekday mornings . . . 1st weekday afternoons 1st evenings (Sunday through Saturday) 1st total rated time periods.* (Hooper station audience index, Oct. '49 through Feb. '50)

KOIN and **KOIN F·M**

PORTLAND, OREGON

CBS

AVERY-KNODEL, Inc. National Representatives

A Marshall Field STATION

Respects

(Continued from page 40)

cessful regional network.

He is a believer in sound broadcasting. It is his opinion that AM broadcasting will long outlive those in the business who are gloomily predicting its demise. While an energetic preacher of AM radio, Mr. Bridges also is an untiring booster of FM. He says FM is technically sound and that it is only a matter of time before frequency modulation will be the system preferred for sound broadcasting.

In the same breath, he shuns the prediction of immediate radio-replacement by television. While he doesn't ignore its existence—a nigh impossibility today—the Arrowhead keynoter sees TV as too costly, particularly to the advertiser who pays the bills. It is Mr. Bridges' opinion that the operating cost of video must be reduced and technical refinements advanced.

Having probed his way in broadcasting by acquiring an intricate knowledge of its engineering parts, he is uninhibited when it comes to radio planning and production. Instead of thinking in past radio terms, Walter Bridges sees a new avenue of approach opening up in commercial radio.

His approach to radio is based upon the belief that productions must be improved and that the advertiser should get his deserved return on the dollar. Mr. Bridges brushes aside the term "announcer" and refers to the men at the microphone as "air salesmen." On this same theory he calls radio salesmen "merchandising salesmen in radio." The latter, he says, must do something *for* the advertisers and not be just order takers.

In the Bridges office, the accent is not so much on getting contracts as it is on getting *results* from contracts and renewals. In this way, the follow-up on sales in the Bridges organization keeps the advertiser first in mind. And it is this philosophy which Mr. Bridges believes will make his network the strongest in regional merchandising and permit expansion.

'Human Dynamo'

Walter Bridges is a constructive man. Short, weighing about 160 lbs., usually hatless, and bubbling with energy, he resembles in many ways the proverbial human dynamo. It is said about Arrowhead that Mr. Bridges gives drive to any man who works with him.

A devotee of good music such as opera, ballet and symphony Mr. Bridges also can be found listening to a hot jazz number. While he pours through countless volumes of classical literature for intellectual fare, he is equally at home with a detective yarn.

At Superior, Wisc., Mr. Bridges lives a modest life, maintaining a simple home that has housed his family for many years. His wife is the former Ella Gleason. They have one daughter, Mary Gleason Bridges.

He works constantly to improve his summer home at White Fish Lake in Wisconsin. As an outdoor man, Mr. Bridges spends a good amount of his hobby time cultivating various types of shrubbery and trees. In addition to his forestry abilities, he raises pet animals and then releases them from their wired homes to return to the wilds of the woods surrounding the location.

A hard-working community man, Mr. Bridges is member of the American Legion and Kiwanis Club, among others.

And, not content to leave radio "at the office," he maintains a 1 kw amateur transmitter and radio tower at his summer home. Radio not only is his livelihood and first interest but also his perpetual study.



THE STATION WITH THE BIG RESPONSE-ABILITY!

WEAU EAU CLAIRE, WISC.

MEMBER STATION ARROWHEAD NETWORK

Represented Nationally by RA-TEL Reps., Inc.

POLITICAL TIME

Young Answers Taft Charge

SEN. ROBERT TAFT's charge that the President "commandeers at will" time on all four radio networks has been branded by Rep. Stephen M. Young (D-Ohio) as "an irresponsible statement, an insult to the free enterprise broadcasting industry, and an affront to the American people."

Rep. Young, speaking on behalf of the Democratic Party, offered his rebuttal on Bert Andrews' weekly ABC broadcast Feb. 25. A week earlier, on a similar broadcast, Sen. Taft (R-Ohio) had accused the party of operating the "biggest" propaganda machine in political history, and charged that President Truman could "commandeer" network time anytime he felt inclined. Sen. Taft referred specifically to the President's Jefferson-Jackson Day address carried by all networks.

Rep. Young said that each network was notified of the speech and decided independently to carry the broadcast. "Senator Taft probably forgets . . . that radio is private enterprise and that each network does its own programming," he added.

Capital Comment, official organ of the Democratic National Committee, in denying the Taft charges noted that "on virtually every occasion in the last three years when Republicans have asked for and received time to answer Presidential speeches, Taft has appeared on the Republican broadcast."

CBC To Mull Bingo Ban

FURTHER HEARINGS on a proposed ban on radio bingo broadcasts will be held at Ottawa March 25, when Canadian Broadcasting Corp. board of governors meets in the court of the Board of Transport Commissioners in the Ottawa Union Station. Applications also will be heard for new AM stations.

Management

R. W. BAXTER, president of Rio Grande National Life Insurance Co., assumes duties as members of Dallas Radio Commission, which has supervision of city-owned WRR Dallas. He was appointed by City Council to fill unexpired term of **C. R. McHENRY,** who died recently.

JAMES M. SEWARD, CBS vice president in charge of business, is in Hollywood for two-weeks conferences.

GENE WILKEY, general manager of WCCO Minneapolis, received plaque from the National Foundation for Infantile Paralysis on behalf of station for outstanding public service in cooperation with March of Dimes.

ARTHUR HULL HAYES, vice president of CBS and general manager of KCBS San Francisco, entered Palo Alto Hospital March 13 for major operation. He is expected to return to his duties at KCBS in two weeks.

FRANK MARX, ABC vice president in charge of engineering, is the father of twin sons born March 11.

ACWU PLANS

More Radio-TV Use Seen

WITH at least $14,000 of a new $500,000 advertising budget initially appropriated to radio, Amalgamated Clothing Workers Union (CIO) is further eyeing radio and television to put across its institutional "buy a union-label suit" message.

ACWU invaded the radio field for the first time March 7 in New York with sponsorship of ABC's *Town Meeting of the Air* over WJZ New York. The union previously had not used radio. Union and agency officials think it may well double its overall ad allocation (to an even $1 million) at the national conference in Cleveland May 15. Such a resolution now is in the mill.

While radio plans hinge on the outcome of the meeting, radio and television spot campaigns probably will be explored if additional funds are made available, according to George Pampell of Ben Sackheim Inc., New York, which handles the union account. He conceded that use of both media already has been mulled, and added that TV is a "natural" for the label campaign.

Pat Buford

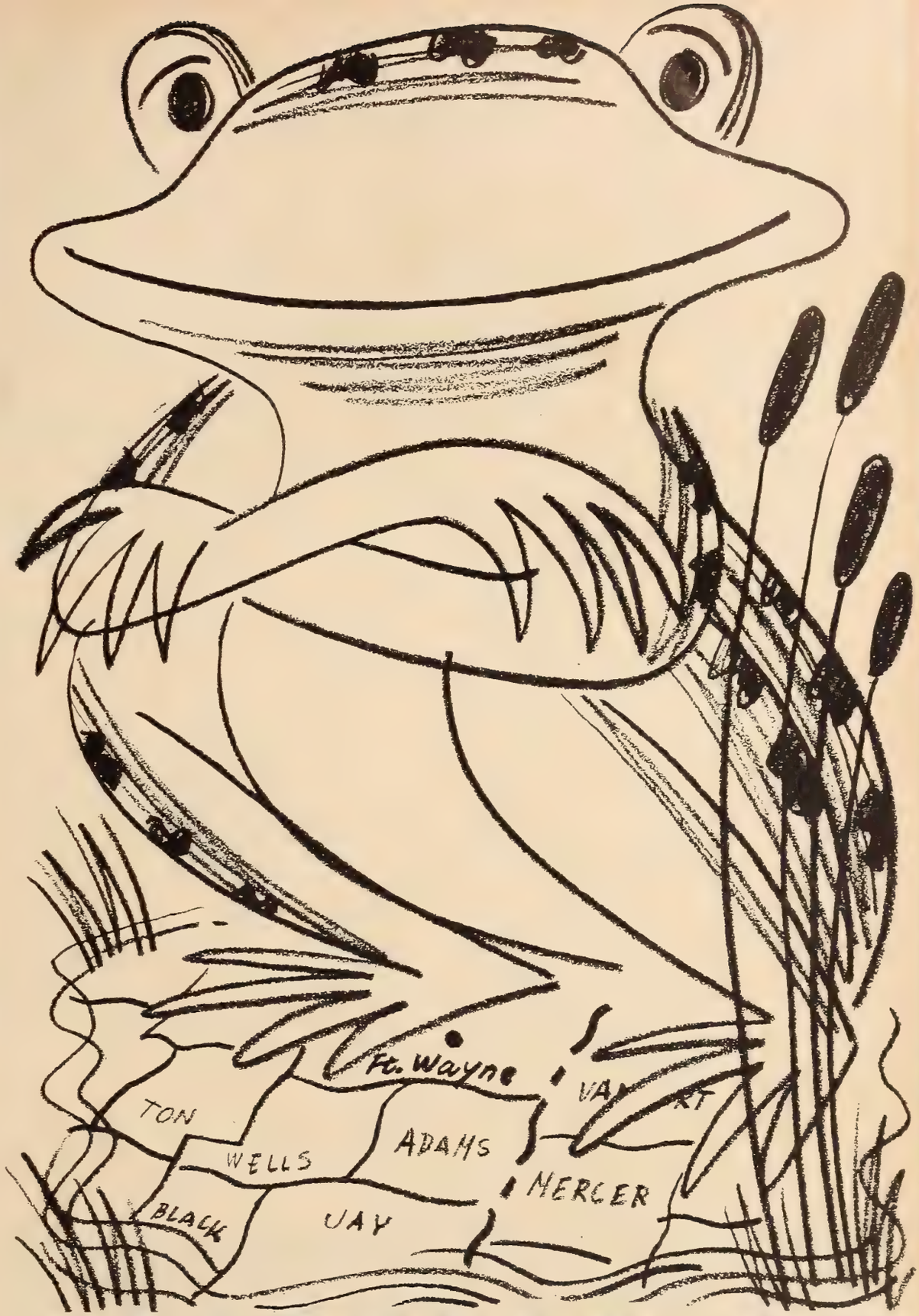
WORD has been received of the death Feb. 12 of Pat Buford, 47, former owner and manager of KHBG Okmulgee, Okla., in a McAllen, Tex., hospital, following a brief illness. Mr. Buford operated KHBG from 1939 to 1949 when the station was sold to the Times Publishing Co. He moved to the Rio Grande Valley last October. He leaves his wife and three sons, all of McAllen.

BIG FROG..

No question about the really BIG voice in this rich Midwestern market! *It's WOWO.* In survey after survey, WOWO programs lead in listenership.. morning, afternoon, and night.

BIG POND, TOO!

And remember.. when you buy WOWO, you're not buying just the prosperous area within Fort Wayne's city limits. You're buying an urban-and-rural market that covers 49 BMB counties! You're buying ***a loyal station-audience of nearly 300,000 Radio Families.*** That's as big as St. Louis! For availabilities, check Paul Mills at WOWO—or Free & Peters.



WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WHOL TRANSFER

FCC Dismisses Application

TRANSFER application of WHOL Allentown, Pa., filed in early February to reflect ownership changes, was dismissed by FCC last week on basis that no transfer can take place since the station authorization technically has been set aside for further comparative hearing [BROADCASTING, Feb. 27]. WHOL was allowed to continue operations pending a new decision.

The Commission dismissed the transfer bid without prejudice to the station's filing an amendment to its original application to bring it up to date. Deadline for the amendment was extended to April 11. FCC's action in effect renders moot the petition filed by Easton Pub. Co. March 10 requesting dismissal of the transfer on ground it unjustly favored WHOL's competitive position in the case since the changes strengthened WHOL's financial status, an issue in the proceeding [BROADCASTING, March 13]. Easton Pub. Co., operator of WEEX (FM) Easton, was loser in original case for 1230 kc assignment.

College Network

CLAIMED by its participants to be the first direct line intercollege broadcasting network in the country, the Pioneer Broadcasting System will have its formal opening and first official broadcast on Wednesday evening (March 22) at Smith College. The network is comprised of student-operated stations WAMF Amherst College, WMUA U. of Massachusetts and WCSR Smith College. Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 9,000 listeners.

Commercial



JASPER L. CUMMINGS, former commercial manager of WEED Rocky Mount, N. C., and now president of General Wholesale Hardware Co., that city, joins WCEC and WFMA (FM) Rocky Mount, as commercial manager, succeeding **RAY THOMPSON,** resigned. Mr. Cummings will continue his connection with the hardware firm.

MARK WODLINGER appointed sales manager of WOC Davenport, Iowa. He has been with station for 15 months. Formerly with WQUA Moline, Ill., he will be in charge of sales for radio and television at WOC.



Mr. Wodlinger

ARTHUR J. McCAFFERY joins sales staff of WLAW Lawrence, Mass. He formerly was with *New York Evening Post* and *Herald Tribune.*

W. MILLER MONTGOMERY, sales representative for WIS Columbia, S. C., since 1945, appointed local sales manager of station succeeding **C. WALLACE MARTIN,** resigned.

H-R REPRESENTATIVES Inc. appointed national representative for WGFG Kalamazoo, Mich., and WJIM-AM-TV Lansing, Mich. WJIM-TV is scheduled to begin telecasting April 1.

AUSTIN C. LESCARBOURA, noted journalist and industrial advertising consultant, awarded French Legion of Honor, for his "services rendered to French cause." This is third French decoration he has been awarded.

HAROLD DAY, ABC radio and TV sales development director for spot sales department, elected president of New York Metropolitan Alumni Assn. of Colgate U.

BUD STIMSON with ABC's stations' department for past three years, transferred to network's television sales department as account executive.

JOHN RYAN, former account executive of WQXR New York sales department, joins sales staff of WOR-TV New York.

CHARLES B. ISAACS, formerly on sales staff of WCAO Baltimore, joins sales staff of WOV New York.

J. MacKENZIE WARD, salesman at MBS Chicago, resigns to join CBS western sales staff in Chicago March 27.

WILLARD DAVIS resigns from sales staff of KTLA (TV) Hollywood to go to San Francisco.

C. C. BeMENT, new to radio, joins sales staff of WMDN Midland, Mich. He replaces **HARRY G. WILLIAMS,** resigned.

J. FRANK JOHNS, media and radio director of Melamed-Hobbs Adv., Minneapolis, for past four years, resigns to enter station representative work, covering accounts in Minneapolis-St. Paul area for non-competitive Midwest stations. He entered radio in 1934 with Free & Peters, Chicago, and later moved to Howard H. Wilson Co., same city. In 1943 he joined sales staff of WCCO Minneapolis. He has been appointed Twin Cities representative for KFGO Fargo, N. D., and WMIL Milwaukee.



Mr. Johns

ROBERT HOWARD, NBC Western manager national spot radio and television sales, named to membership in Radio Pioneers.

LINEUP of newly elected officers and directors of the Illinois Broadcasters Assn. [BROADCASTING, Feb. 27] includes (l to r): Leslie C. Johnson, WHBF Rock Island, vice president; J. Ray Livesay, WLBH Mattoon, secretary-treasurer; Harold Safford, WLS Chicago, president; and Directors Arthur Harre, WJJD Chicago; Charles Caley, WMBD Peoria; Merrill Lindsay, WSOY Decatur, and Charles Cook, WJPF Herrin. Election was held at the association's annual meeting at the Leland Hotel in Springfield, Ill.



NAB DUES

Goldman, Shaffer Defend Rise

TWO NAB members have come to the association's defense in response to criticism of the board's recent increase in dues paid for the four lower income brackets.

Simon R. Goldman, WJTN Jamestown, N. Y., chairman of NAB's Radio Committee, suggested M. Robert Rogers, vice president and general manager of WQQW Washington, who protested the increase [BROADCASTING, March 6], was in effect saying, "Dollar for dollar, I lost. I didn't have a fire, so, therefore, I'll cancel my insurance."

Mr. Goldman said newspapers, lawyers, doctors and other groups long ago "learned the value of being together in a strong trade association." He said Broadcast Advertising Bureau, which Mr. Rogers criticized, has furnished WQQW "with tools that sell radio, providing he and his salesmen make use of them. We do in Jamestown and as a result find that those services are outstanding and excellent; the best that have ever been supplied for use by small broadcasters on the local level. . . ."

He continued:

Secondly, BAB is selling radio throughout the country, which means that every broadcaster, big or small, will benefit. The spearhead attack in regard to Army advertising is a good example. Perhaps WQQW will even get some of that business, due to BAB's leadership. Mr. Rogers admits that the employe-employer department of NAB has saved him and other broadcasters thousands of dollars. But he doesn't appreciate the work being done on the other fronts in behalf of the industry by NAB. . . . Sometimes the benefits are much bigger and broader, and include not only the individual but his fellow broadcaster as well.

Shaffer Letter

Sales techniques developed by BAB "have helped us at WJER [Dover, Ohio] get off to a flying start," General Frank E. Shaffer last week wrote Mr. Rogers.

Mr. Shaffer added:

WJER is mighty small compared to WQQW but we have had wonderful cooperation from BAB. On one problem I picked up the phone and got an immediate answer from Mitch [Maurice B. Mitchell, director]. On many occasions I have had my queries answered by letter more promptly than one might imagine considering their comparatively small staff.

The increase in dues is going to hit us with a new operation (on the air Feb. 21) but we believe that we will receive many dollars for each one spent, even though our dues were to go for no other purpose than to keep BAB alive.

Thwing & Altman

IN AN item appearing in BROADCASTING, March 13, agency for William H. Wise, sponsor of *Get More Out of Life* on CBS, was incorrectly identified. Agency for the publisher is Thwing & Altman, New York.





makes a big difference whose voice it is

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

WHITE HOUSE NEWS
Henle Would Reform System

THERE'S a way out of the problem of the "deteriorating" White House news conference, Ray Hanle, of Sunoco's *3-Star Extra*, NBC news feature, told the 20th Century Club at Buffalo, N. Y., on March 2. Mr. Henle suggested newsmen write out subjects for Presidential discussion hours in advance of each news conference, thus permitting the President ample time to look into a given subject.

The radio newsman warned that the conference may become a thing of the past if exclusive interviews are granted by the President to "trained seals" and "personal favorites." He said the news conference is the bridge over which flows information between the President and the general public. If this system were destroyed, he said, the channel not only would be cut off but exclusive interviews could lead eventually to a reporting only of the news favorable to the President.

Deterioration, Mr. Henle said, has set in because of the wide range of questions—a good many of them insignificant—which are fired pell-mell for the President to answer. Current operation of the White House news meeting elicits information from the President in a "disordered, haphazard manner," he said. The written question, requiring news conference preparation, Mr. Henle concluded, would avoid any trend toward the exclusive interview.

U. OF ARIZONA games in National Invitational basketball tournament at Madison Square Garden aired by KTUC Tucson and Arizona Network, via direct lines from Garden to Tucson.

Canadian Awards

SECOND ANNUAL Canadian Radio Awards under the sponsorship of the Canadian Assn. for Adult Education, Toronto, are to be announced in May. Three times as many entries have been received as last year, a total of 160, including many French-language programs. The largest group of entries are in the "community service" and "social and public issues" categories, with talks, music, drama and children's programs following. Radio committee is headed by Wis McQuillin, radio director of Cockfield, Brown & Co., Toronto advertising agency, and includes T. J. Allard, Canadian Assn. of Broadcasters, Ottawa; Neil M. Morrison, CBC, Toronto; Frank Peddie, representing radio artists, Toronto; and J. R. Kidd, secretary of the sponsoring body.

Faith Is In The Heart and On The Air!

Across the nation . . . in small hamlets or midst city skyscrapers . . . faithful folk eagerly await religious music . . . the rich and comforting music of beloved old hymns, great sacred chorals and anthems, fine gospel quartets and organ interludes. The SESAC Transcribed Library supplies that ever-growing need with THE LARGEST COLLECTION AND VARIETY OF RELIGIOUS MUSICAL SELECTIONS OF ANY LIBRARY IN THE WORLD!

SESAC non-denominational programs welcome all faiths.

☆ ☆ ☆

Trinity Choir of St. Paul's Chapel, New York
Gospel Songs by the famed
Stamps—Baxter Men
Stamps—Baxter Song Fellows
Stamps—Baxter Quartet
Stamps—Baxter Mixed Quartet
Anna Kaskas, Catholic Hymns & Sacred Songs
Choir Girl Trio, Songs of Devotion
Carillon and Organ, Sacred Melodies

Angelus Choir
Gospel Messenger
Organ Meditations
Crusaders Quartet
Crane Calder Choir
Hymnal Harmonizers
Bill Osborne,
Songs of Faith



☆ ☆ ☆

The "Little White Chapel"—a SESAC Script acclaimed by listeners—one of many continuity shows included in the celebrated SESAC Script Service with music from the SESAC Transcribed Library.

Plus

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

SESAC, INC.. 475 Fifth Avenue . . New York 17, N. Y.

News

CHARLES POWELL joins WCSI (FM) Columbus, Ind., as news editor and special events reporter. He formerly was with WAOV Vincennes, Ind.

BOB NEAL, for past four years with WGAR Cleveland, as play-by-play announcer of Cleveland Browns football team and sports director, moves to WERE same city, as sports director. Before joining WGAR, he was with WSIM Lansing, Mich.

MacDONALD HOMES appointed director of farm services of CFRN Edmonton. He joined CFRN in 1946 after five years overseas with Canadian Army, is member of Agricultural Institute of Canada, secretary-treasurer of Edmonton and District Agricultural Society, and before war was advertising agency account executive at Toronto.

MRS. FRANCES JARMAN, women's news editor of WDNC Durham, N. C., is winner of women's commentator contest recently conducted by *Wendy Warren and the News* on CBS to select best local news story submitted by woman radio reporter.

PUBLICITY COPY
Oklahoma U. Publishes Guide

PATTERNS OF PUBLICITY COPY. By Stewart Harral. Norman, Okla.: U. of Oklahoma Press. 139 pp. $2.75.

TOP-FLIGHT publicists, the stories they prepare for newspaper publication and the devices they use in preparing their stories, are discussed in this volume, as a guide to writers in this field.

Book is aimed at publicists, students and teachers as a manual for the creation of copy—from the idea, through research, editing and the final draft. The book includes comments on publicity copy writing by George Crandall, CBS director of press information; Sidney H. Eiges, vice president in charge of the NBC press department, and Jim O'Bryon, MBS director of press relations.

RRN Baseball Off

PLANS for feeding New York Yankee baseball broadcasts to the 11-station Rural Radio (FM) Network have been abandoned, Michael Hanna, general manager of RRN and WHCU-AM-FM Ithaca, N. Y. said last week. The plan was shelved at the suggestion of the Yankee management, which questioned the lasting practicability of radio relay feeds by WHCU to other RRN stations. Weather conditions and other factors bearing on reception were involved in the decision, Mr. Hanna said.

LITTLE theatre production of "The Philadelphia Story" in Portsmouth Ohio, featured Bob Whitaker, newsman and announcer, John Michaels, announcer, and Ann Evans, promotion director, all of WPAY-AM-FM that city.

YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*—



BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

If you're shooting for real penetration in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids, are the stations to use.

BMB and mail-pull figures prove that this CBS combination has an exceptionally large *rural* circulation.

And within their home cities of Kalamazoo and Grand Rapids, WKZO-WJEF get top Hooperatings year after year.

For Total Rated Periods (Dec. '49-Jan. '50) WKZO actually got a 59.8% Share of Audience and WJEF, 26.5%!

In addition to giving advertisers about 59.7% *more listeners* than the next-best two-station combination in these two cities, WKZO-WJEF cost 20% *less!*

Let us or Avery-Knodel give you all the truly amazing facts. You'll really be impressed!

J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AAAA, ANA

(Continued from page 26)

will be reviewed that morning in a session to be introduced by Fairfax M. Cone, Foote, Cone & Belding, AAAA vice chairman.

Appearing on the ethics agenda are George Reeves, J. Walter Thompson Co., who will view the Wheeler-Lea act governing advertising content, and Julian L. Watkins, H. B. Humphrey Co., agency copy.

Saturday sessions will include a preview of the new $40,000 sound and full-color animated motion picture on advertising's role in the American free enterprise system. A first draft of the film also will be shown at the ANA meet. Mr. Cone will preside.

Other sessions will cover developments of the advertising research foundation; the new BMB study (No 2.) with Albert Dempewolff, Celanese Corp., and BMB director as speaker; the 1950 census, discussed by Dr. Vergil Reed, J. Walter Thompson Co.; and advertising public relations. Mr. Brockway will review work of the Advertising Council Inc. He is chairman of the council's executive committee. In conclusion Mr. Peabody will trace the attitude toward advertising as reflected in 1941 and the progress it has achieved.

Thursday Sessions

Closed circuit sessions Thursday will begin with an executive session and election of officers and directors, and a proposal to incorporate AAAA as well as an AAAA member group insurance plan. Other discussions will center on agency management problems. Officer and director nominations will be submitted by the AAAA advisory council headed by Thomas D'A. Brophy, Kenyon & Eckhardt, New York.

AAAA board of directors' organizational meeting will be held Thursday at 5 p.m. when the board will elect an operations committee to meet monthly in intervals between board meetings. 1950 association budget also will be up for approval.

Members of the board of governors of the six AAAA regional councils and 13 local chapters will meet Wednesday prior to opening of the convention.

A hospitality committee, headed by Mrs. Clarence Goshorn, will handle arrangements to entertain the 150 ladies expected to attend. Miss Elaine Carrington, radio script writer, will address a ladies' luncheon affair Friday. A ladies' golf tournament for members and guests, with gross, net and foursome prizes, will be held that afternoon.

Opening session of the ANA Wednesday March 29 will go into the theme "What I Expect From Advertising Today." Participants include James J. Nance, Hotpoint Inc., on the top management viewpoint; Ben Wells, Seven-Up Co., on the sales viewpoint, and Philip Liebmann, Liebmann Breweries, on the advertising manager's viewpoint.

A "midget musical" will be entitled "The ANA Hot Springtime Review," featuring the Suzari Marionettes and words by Warwick & Legler.

Sandberg Presides

Wednesday afternoon meeting will be titled "How to Get More Mileage Out of Your Advertising." John V. Sandberg, Pepsodent Division, Lever Bros., will preside. Taking part will be Ward Maurer, Wildroot Co.; Frank T. Hypps, A. Asch Inc.; George Duram, Lever Bros.; Robert Gunning, Robert Gunning Assoc.; Eldridge Peterson, *Printer's Ink;* Robert Gray, Esso Standard Oil Co.

An ANA advertising film, "The Man Who Built a Better Mousetrap," will open the Thursday program. E. G. Gerbic, Johnson & Johnson, will keynote a discussion of the advertising manager's role. Speakers will be William J. Pilat, Russell Allen Co.; John E. O'Brien, Ruthrauff & Ryan; B. K. MacLaury, Bigelow-Sanford Carpet Co.; Wallace T. Drew, Bristol-Myers Co.; William E. Sawyer, Johnson & Johnson.

Problems of industrial advertisers will be taken up Thursday morning with L. Rohe Walter, Flintkote Co., as keynoter. Taking part will be F. F. Gregory, A. O. Smith Corp.; M. Russell Kambach, J. M. Sharp, Aluminum Co. of America; Russell Applegate, Gilbert Miller, DuPont.

A. W. Lehman, managing director of the Advertising Research Foundation, will speak on business paper studies conducted by the foundation. William H. Collins, Dravo Corp., will review results of an ANA survey of industrial advertising.

Thursday afternoon's agenda includes a discussion of ABC by Thomas H. Young, U. S. Rubber Co. Marion Harper Jr., president of McCann-Erickson, will speak on the topic "What Price Television," with a panel discussion following.

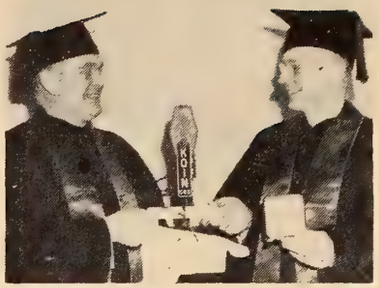
Radio and Television Panel will be moderated by A. N. Halverstadt, Procter & Gamble Co. Taking part will be Mr. Harper; Niles Trammell, NBC board chairman; Frank Stanton, CBS president; Leonard Bush, Compton Adv.; A. C. Nielsen, head of A. C. Nielsen Co. Two others will be named later. Panel topics range from TV impact on radio listening to the FCC "freeze" and the prospects for color.

Friday Agenda

Friday morning's program includes a talk on status of advertising by W. B. Potter, Eastman Kodak Co., ANA board chairman. Guy Berghoff, Pittsburgh Plate Glass Co., and David Tibbott, New England Mutual Life Insurance Co., will speak on the public relations campaign to promote understanding of industry and advertising. Fred Willkie, Joseph E. Seagram & Sons, will discuss community relations.

A. O. Buckingham, directing an ANA study of advertising budgets, will discuss his findings. Stuart Peabody, Borden Co., will explain work of the Commerce Dept. Advertising Advisory Committee. Cyrus Ching, U. S. Federal Mediation Director, will review labor.

At the Friday luncheon Philip Graham, publisher of the *Washington Post* (WTOP), will wind up the three-day meeting with an interpretation of national and world events and their impact on business and advertising. The delegates will leave Friday afternoon for the joint session with AAAA.



THAT honorary degree makes Bob Henderson (r), KOIN Portland, Ore., morning man, "doctor of diapers." The D.D. degree was bestowed on Mr. Henderson by John D. Gross, owner of Parkrose Work and Play Pre-School, Portland, in appreciation of the m. c.'s announcements on *The KOIN Klock* which informed snowed-in kiddies as far away as 150 miles that their local schools were to be shut down during a Pacific Northwest blizzard.

NAB Convention

(Continued from page 26)

ton, Ill., is expected to discuss how all four of these services can be maintained profitably.

Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, is scheduled to preside at Chicago. The committee has asked him to discuss FM networking since KOCY-FM feeds a combined AM and FM hookup.

The morning's program is expected to show FM stations how to make money, with supporting case histories to be cited. Speakers will be selected to present both sides of the AM-FM duplication argument. If time permits, a question-answer session will be held.

Among topics to be taken up at the FM session will be a proposal to hold a National FM Week during the summer. This event would not be directly sponsored by NAB but would be designed to bring together all groups and persons interested in development of FM broadcasting for an intensive promotional effort.

KCMO Farm Tour

KCMO Kansas City's 25 "touring farmers," now on a farm inspection swing through Europe [BROADCASTING, Feb. 6], received official welcome to Paris by Mayor George DeGaulle, brother of Gen. Charles DeGaulle, station has reported. After the meeting, KCMO said, each member of the party studied first hand French farming and agriculture conditions and spent a night at the home of a French farmer. KCMO's Director of Agriculture C. W. Jackson is accompanying the tour.

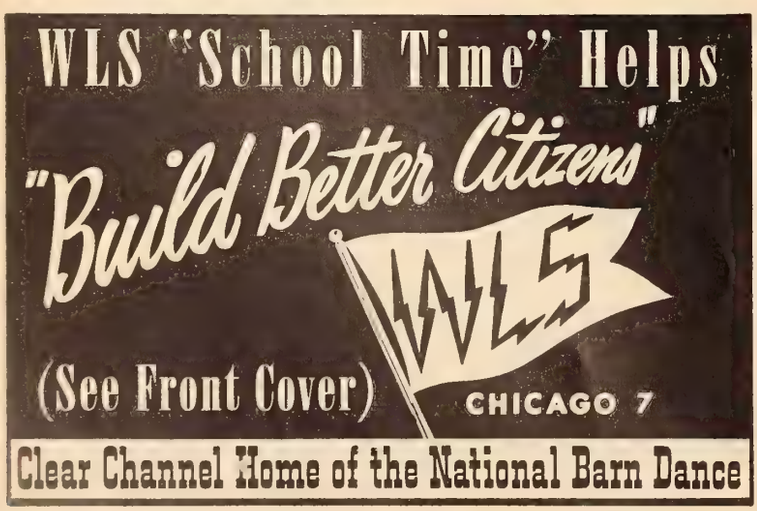
RADIO'S DUTY

Catholic Meet Hits Shows

CHARGE that radio and television programs "are failing to meet their responsibility to the Christian home" was voiced Wednesday in Detroit at the 18th annual convention of the National Catholic Conference on Family Life. Business, radio and television leaders were urged to present more programs with "principles of family life."

Noting that the sponsor "has much to say as to what is put on the air," Richard E. Hobbs, radio chairman of the Detroit Archdiocesan Council of Catholic Men, told the 500 delegates "radio and television fill the need for entertainment, recreation and relaxation for the family, but too often they miss the source of the principle of family life." He added that an increase in strictly religious programs is not necessarily needed, but rather a much greater integration of religious principles into every program.

SERIES of 13 broadcasts, *For the Living*, dramatizing known facts about cancer, currently being carried by WFAX Falls Church, Va.



TWO OUT OF THREE

The 1949 Alfred I. duPont Radio Awards

ONE—to Morgan Beatty, NBC's ace newsman, heard daily at 7:15 p. m. (EST) on **News of the World,** sponsored by Miles Laboratories, Inc. the 1949 Alfred I. duPont Radio Commentator Award for:

Accurate coverage of the day's biggest news stories.

Expert analysis of world and national affairs.

Reliable interpretation of significant events.

Aggressive reporting of the news **as it happens.**

Consistently excellent gathering and reporting of news by radio.

Just as Morgan Beatty has distinguished himself in 1949... So NBC newsmen and correspondents have always been the recognized leaders in gathering and reporting the news with traditional accuracy and timeliness.

TWO—to our longtime affiliate, WWJ, Detroit, one of the two 1949 Alfred I. duPont Radio Station Awards for:

"**Outstanding** and meritorious service in encouraging, fostering, promoting and developing American ideas of freedom . . . Loyal and devoted service to the nation and to the community served."

This honor is particularly timely in 1950 as pioneer station WWJ rounds out a quarter century of operation. From its first broadcast, WWJ has been a notable example of American radio at its best.

NBC...America's No. 1 Network

The National Broadcasting Company

A service of Radio Corporation of America

FCC Reorganization

(Continued from page 27)

cies. One group includes the substantive aspects of regulation—that is, the determination of policies, the formulation and issuance of rules, and the adjudication of cases. All these functions are left in the board or commission as a whole.

The other group of functions comprises the day-to-day direction and internal administration of the complex staff organizations which the commissions require. These responsibilities are transferred to the chairmen of the agencies, to be discharged in accordance with policies which the commissions may establish. The chairman is to be designated in each agency by the President from among the Commission members.

Agencies affected by the additional allocation of powers to the chairman include, aside from FCC, the Interstate Commerce Commission, Federal Trade Commission, Federal Power Commission, Securities and Exchange Commission, National Labor Relations Board, and Civil Aeronautics Board.

Other Studies

Meanwhile in its separate staff reorganization into functional units the Commission last week prepared for consummation of plans for a new Common Carrier Bureau effective April 3, to be followed by studies looking to ultimate creation of a Broadcast Bureau and a Safety and Special Services Bureau.

It had not been decided whether the next study would deal with the broadcast of the safety-special services functions. A fourth bureau—Field Engineering and Monitoring—also will be set up, but the division presently handling this work is already established substantially along functional lines and a minimum of reorganization will be necessary.

Linked with the reorganization move, appointments to the new high-level Office of Chief Engineer, Office of General Counsel, and Office of Chief Accountant were announced March 10 [BROADCASTING, March 13].

Curtis B. Plummer, chief of the present Engineering Bureau's TV Division, was named chief engineer succeeding John A. Willoughby, who has been acting chief since January 1948, while the incumbents in the other offices—General Counsel Benedict P. Cottone and Chief Accountant William J. Norfleet—were appointed to the same positions in the realigned organization.

At the same time it was announced Mr. Willoughby will be assistant chief engineer; Harold J. Cohen, assistant general counsel in charge of common carrier division, will head the new Common Carrier Bureau; William K. Holl, acting executive officer, will get permanent status in that post, and Examiner J. Fred Johnson Jr. will be the Commission's Chief Hearing Examiner.

Plotkin Likely Candidate

Harry M. Plotkin, assistant general counsel in charge of broadcasting, who has figured in most major FCC activity in the broadcast field over the past several years, is regarded as the most likely candidate for the important post of chief of the new Broadcast Bureau.

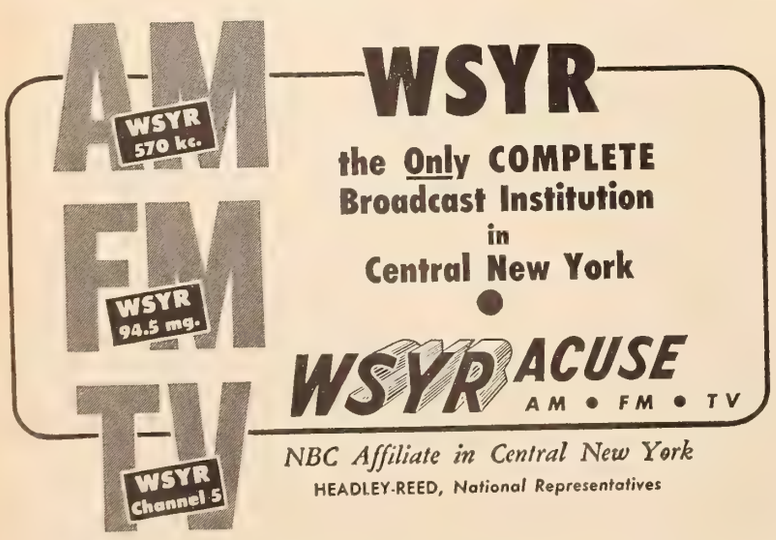
In the establishment of the Common Carrier Bureau, appointment of an assistant to Mr. Cohen and of division heads is expected some time this week or early next. The entire bureau is tentatively slated to establish quarters in Temporary Bldg. 'T", at 14th St. and Constitution Ave., NW, Washington.

BOND DRIVE

Planning Meeting Slated

THE TREASURY Dept's. savings bond campaign and plans for its continued expansion are slated for discussion by Treasury officials and leading broadcasters and telecasters in conferences to be held in Washington this week.

Department officials said about 30 sound broadcasters had been asked to attend a meeting on Tuesday and that approximately the same number of telecasters had been invited to a similar meeting on Wednesday. An industry committee may be formed to help develop campaign policies.





EMPLOYE luncheon followed by a show featuring old-time entertainment, was part of the celebration occasioned by WLW Cincinnati's 28th anniversary, March 2. James D. Shouse (l), board chairman of the Crosley Broadcasting Corp., cuts the cake for Rheiny Gau (center), entertainer who made the first broadcast under the WLW call letters, and Robert Dunville, president of Crosley Broadcasting.

Nielsen

(Continued from page 27)

single film the minute-by-minute listening to four different receivers (either radio or TV or both). No special wiring is required as each receiver uses the electric light lines to transmit its signals to a single master recorder, which may be located in the basement or any other part of the house.

Many of the new mailable Audimeters have already been installed in radio homes throughout the country, and the New York Nielsen TV Index has relied largely on this new type since inauguration of the service in August 1949, thereby cutting report delivery time by 60%.

As his service grows, Mr. Nielsen hopes to reveal to the industry more clearly the folly of *percentage* ratings. To comply with established custom, he shows percentages, but also the total number of radio families they represent.

"The only true circulation of a program is the number of families reached," he believes. "Radio is reaching and selling families, not abstract percentages. Unless a percentage rating can be projected to a number of families, it is nothing more than an arbitrary index of questionable value."

NRI Figures

He puts forth strong arguments for NRI's day-by-day and week-by-week coverage, citing the fact that a certain program on WATV (TV) Newark is 57% higher during the second and fourth weeks than during the first and third weeks of each month. And during the latest four weeks *Chevrolet Theatre* received New York TV Nielsen-ratings which fluctuated in a range of more than 2 to 1, viz: 13%; 27%; 20%; 27%.

Another sponsor recently boasted of a weekly average of 18% of the television audience for his five-day schedule. Day-by-day reports showed that he had 20% Monday, 33% Tuesday, 15% Wednesday, 4% Thursday and 17% Friday. The big Tuesday increase was because the program preceded a "hot" show on the same network, and audiences tuned in early. Thursday's low rating was because there was a good show opposite him on another network.

Mr. Nielsen released to BROADCASTING a current study showing that for January total radio usage per home per day averaged about 10% less than in January 1949 (based on an area representing 63% of the U. S.). The outstanding decline occurred during evening hours in metropolitan areas, where the TV impact is greatest. A 23% loss in metropolitan evening radio usage (in the 63% area) reflects a continuation of the sharp downward trend in evidence during the closing months of last year, he noted.

A study of national radio-television usage trends among all radio homes shows that in January, 2-5 p.m. (New York time), 26.8% of the homes were using radio as compared with 24.9% in December —1.8% were using TV as against 1.2%. TV's share of total radio-TV audience was 6% in January and 5% in December. From 5 to 8 p.m. radio usage in January was 32.5 vs. 30.2 in December—TV usage 4.8 vs. 4.2. TV's share of the total was 13% in January as compared to 12% in December. Radio usage from 8 to 11 p.m. was 36.4 in January, 34.2 in December —6.9% of homes used TV in January vs. 6.1% in December. TV's share of the total time was 16% vs. 15.

During January, Mr. Nielsen said, combined hours of radio and television usage per total radio home per day totaled 5 hours, 11 minutes as compared with 4 hours, 54 minutes in December; 4.38 in November, and 4.26 in October. Television, October to January inclusive, took 16, 18, 23 and 27 minutes of the day. Radio moved from 4 hours, 10 minutes in October to 4.20 in November, 4.31 in December and 4.44 in January.

BMB's Successor

(Continued from page 23)

ments that might be done by BAM were a subject for future discussion.

Present at last Wednesday's meeting at BMB headquarters, New York, were: For NAB: Justin Miller, president; Henry P. Johnston, WSGN Birmingham; Charles Caley, WMBD Peoria; G. Richard Shafto, WIS Columbia, S. C.; Calvin J. Smith, KFAC Los Angeles; Mr. King, Mr. Mason, Mr. Petty and Mr. McCollough.

For ANA: Paul B. West, president; M. L. McElroy, ANA; Lowry Crites, General Mills Inc., and Henry Schachte, The Borden Co.

For AAAA: Frederic R. Gamble, president; Kenneth Godfrey, AAAA; Carlos Franco, Kudner Agency Inc., Leonard Bush, Compton Advertising Inc., and Linnea Nelson, J. Walter Thompson Co.

GAMES of Birmingham Alabama Barons baseball club will be aired this season exclusively by WSGN Birmingham, Mon.-Thur. and Saturday. Friday and Sunday games will be broadcast by WAPI Birmingham

WPIX *First* Television Station in America to win The du Pont Award

WPIX has received the Alfred I. du Pont Award for "outstanding public service . . . through the television presentation of current news and events."

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

"TelePIX Newsreel" 6:30 P.M. and station closing daily, except Saturdays.

"News on the Hour" 7 P. M. and station closing daily.

THE NEW YORK NEWS TELEVISION STATION



License Fee Bill

(Continued from page 25)

stations is the most costly function performed by the Commission."

Following group of FCC activities were shown by the agency for which charges might be made:

"(1) Radio application filings, (2) applications for authorizations under Title II of the Communications Act and Cable Landing License Act, (3) continuing regulatory or 'servicing' activities, (4) inspections, (5) equipment tests and approvals and (6) miscellaneous filings — which would cover such items as petitions, motions, appearances and similar papers filed chiefly in connection with the conduct of hearings."

On radio regulatory functions, the FCC suggested that "charges might be assessed on a yearly basis or might be required in connection with applications for licenses and renewals of licenses." In regard to equipment tests and approvals, the Senator said his committee was interested particularly in the "advantage to a manufacturer."

FCC Plans Survey

The FCC told the committee that it plans to survey the matter of charging fees "in other instances of issuance of licenses and in the rendition of other services" but that the current reorganization of the Commission has held up progress.

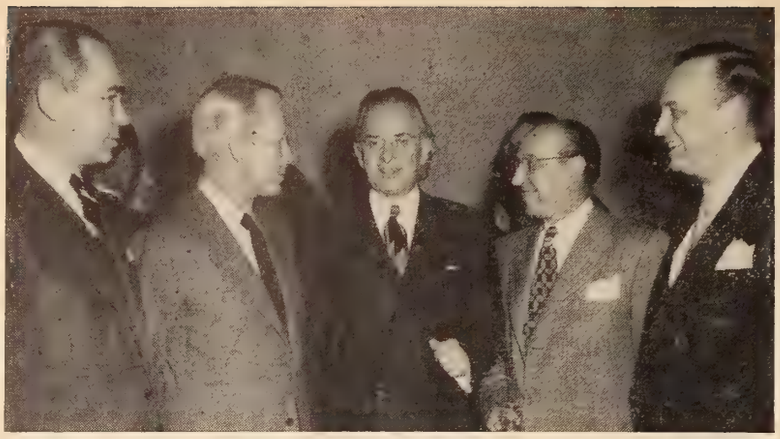
In its report to the committee, the FCC said a proposal had been advanced in Congress in 1932 in the form of an amendment of the Radio Act of 1927. That would have set a definite schedule of charges to be made by the then Federal Radio Commission. The bill never cleared the Senate committee which studied it, the FCC said.

Meanwhile, a spokesman for Rep. King emphasized that the congressman's requested study by the Treasury Dept. would hinge on Congressional aproval. Then would come the subsequent reporting of recommendations by the Treasury Secretary, hearings by the committee and a final draft of legislation. At that rate, the spokesman said, concrete proposals "are a long way off."

Evidence that some radio-informed members of Congress were not over-excited or over-concerned about the license tax proposals was seen last week. Sen. Ed. C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, said: "That tax thing has been kicking around a long time."

While the California newspaper publisher who suggested the license-tax plan was not identified it is known that John A. Kennedy, editor and publisher of the *San Diego* (Calif.) *Journal*, had proposed a charge for the issuance of FCC licenses and for other government services [BROADCASTING, Jan. 9]. Mr. Kennedy wrote in his newspaper that there was no reason why the FCC could not charge for the license services it renders "to more than 2,000 broadcasters on the air."

Mr. Kennedy, who is part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network, had emphasized that broadcasters are in business "not only as a public service but obviously because radio appeals to them as a pleasant way of earning their bread and butter." These sentiments have been echoed on Capitol Hill by proponents of station license fees.



CBS OFFICIALS and agency executives at recent gathering in Chicago congratulate Wendell Campbell (r) on his appointment as western sales manager of CBS [BROADCASTING, Feb. 20]. L to r: J. L. Van Volkenburg, CBS vice president of network sales; Frank Stanton, CBS president; Judge John A. Sbarbro, Superior Court; H. Leslie Atlass, vice president, CBS Central Division, and Mr. Campbell.

WCFM (FM) ELECTS

D. C. Outlet Lists Officers

LOUIS H. BEAN, of the office of the Secretary, Dept. of Agriculture; Tilford Dudley, assistant director of the CIO Political Action Committee, and J. C. Turner, vice president of the Central Labor Union, AFL, have been elected to the board of directors of the Cooperative Broadcasting Assn., owner and operator of WCFM (FM) Washington, it was announced last week.

Re-elected to the board were: Wallace J. Campbell, C. Edward Behre, Mrs. Leon Henderson, Simon H. Newman, Paul R. Ashbrook, Leon Berkowitz, Gardner Jackson, Robert Morrow and Robert N. Nathan. New officers of the association elected by the board are Mr. Campbell, president; Mr. Behre, vice president; Mr. Newman, treasurer, and Mr. Dudley, secretary. Cooperatively owned, WCFM is now in its second year on the air.

CANADA RADIO

New Review Includes CBC

CANADIAN broadcasting, and especially the Canadian Broadcasting Corp., will be reviewed by the present Canadian Parliament at Ottawa, with announcement that a 25-man radio committee is being established.

Revenue Minister J. J. McCann announced in the House of Commons at Ottawa that the committee will report "observations and opinions" on the annual reports of the CBC, will review aims of CBC, and the impart of its regulations, as well as its future developments, revenues and expenditures. Private broadcasting interests, who are governed by CBC regulations, are expected to be heard. The Parliamentary Radio Committee will consist of 17 Liberals, 5 Progressive-Conservatives, 2 CCF (socialists) and 1 Social Credit party member.

HOUSE HEARINGS

May Resume in Mid-April

THERE is strong feeling on Capitol Hill that the House Interstate and Foreign Commerce radio subcommittee will come to life about mid-April, it was learned last week.

Rep. Robert Crosser (D-Ohio), the committee chairman, told BROADCASTING he is anxious to see pending communications problems cleared away by the group as soon as possible. The subcommittee has indefinitely tabled hearings on proposed radio legislation [BROADCASTING, March 6].

At the same time, it was indicated Rep. A. L. Bulwinkle (D-N. C.), ranking Democrat on the House committee next to Rep. Crosser, plans to return to Washington to take an active part in committee proceedings following the Easter recess of the House slated for April 6-18. Rep. Bulwinkle originally headed the subcommittee before his illness about a year ago.

Chairman Crosser said that if Rep. George Sadowski (D-Mich.), who has been acting chairman, is unable to continue leadership of the subcommittee following the recess, Rep. Dwight L. Rogers (D-Fla.) in all probability would replace him. However, should Rep. Bulwinkle wish to direct the group's activities, it is presumed that Mr. Rogers would step aside.

Proceedings Delayed

The delay in committee proceedings, accentuated by Rep. Sadowski's prolonged illness, has put into effect a slow down in radio legislation that was expected to result from President Truman's appointment of a new Communications Policy Board. The Michigan Congressman now is not expected to take up his office duties for at least another two weeks. Mr. Crosser emphasized his desire to have Mr. Sadowski pilot the subcommittee through the remainder of the session, but the latter's illness has placed a damper on that hope.

The Congressional group's schedule that lies dormant includes consideration of the pending Sadowski Bill (HR 6949) to set up an overall frequency allocations board; the Senate-passed McFarland Bill (S 1973) to reorganize FCC procedures, and the new Sheppard Bill (HR 7310) to require licensing of networks. Also waiting upon Rep. Sadowski's green light is his prepared bill realigning FCC procedure supposedly modeled after FCC's answer to the pending McFarland Bill [CLOSED CIRCUIT, March 13; BROADCASTING, March 6].

Alfonso Johnson

ALFONSO JOHNSON, 60, executive secretary of the Southwestern Assn. of Advertising Agencies and a former president of the Dallas Advertising League, died March 7 following a heart attack.



ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

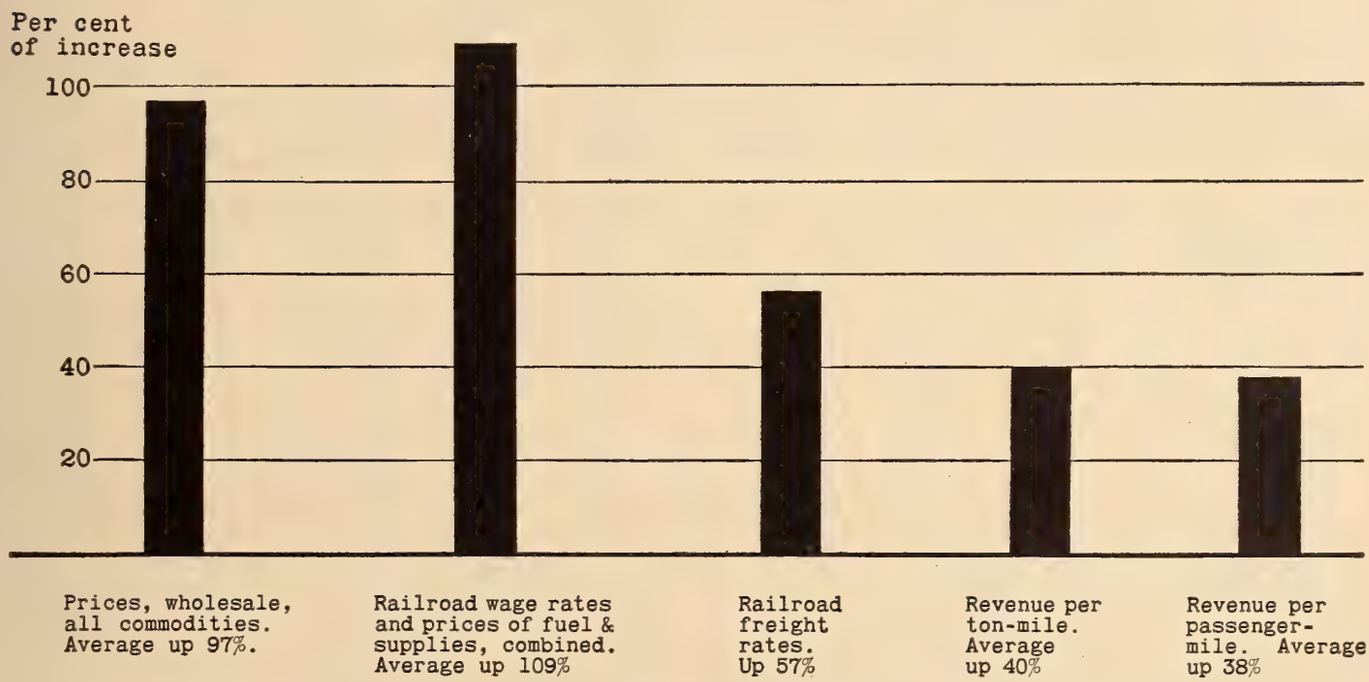
WILLIAM T. FARICY
PRESIDENT

March 8, 1950

To the PRESS and RADIO:

Subject: COMPARING PRICES

Railroads get more now for moving freight and passengers than they did before the war, of course, but when compared with prices of other things railroad charges are relatively lower -- not higher. Here's the picture, comparing current prices, rates and revenues with those of 1939:



Railroad rates would have had to be higher today but for the way in which railroads have held down costs through more effective utilization of manpower, materials and machinery in producing transportation.

These gains in efficiency have resulted in cumulative savings running into the billions of dollars, which have been passed on to the public. Such savings are due partly to increases in traffic volume, and partly to improved methods made possible by heavy investment in better railroad plant and equipment. What has been done in those directions points the way -- the only way -- to still better service in the future, produced at the lowest possible cost and sold at the lowest possible rates.

Sincerely yours,

William T. Faricy



COMPLETING arrangements which would give him ownership of KRSC Seattle is Sheldon F. Sackett (seated), West Coast broadcaster and newspaper publisher. With him are Ray V. Hamilton (l), partner in Blackburn Co., media brokers, who handled negotiations, and John P. Hearne, San Francisco attorney for Mr. Sackett. Transfer of control from P. K. Leberman and associates, at a price of $112,000, is subject to FCC approval [BROADCASTING, Dec. 26, 1949]. Mr. Sackett is president of KROW Oakland, Calif.; KOOS Coos Bay, Ore., and KVAN Vancouver, Wash.

LIBEL ISSUE

Philadelphia Court Upholds Port Huron Decision

A RADIO broadcaster is not liable for libel in the broadcast of an uncensored political speech, a Philadelphia federal judge ruled last week. The case involved KYW Philadelphia (Westinghouse Radio Stations Inc.) fight against a libel suit brought against it and four other stations by Attorney David H. H. Felix, of Philadelphia [BROADCASTING, Feb. 20, 6].

Judge Kirkpatrick's ruling, dismissing the complaint lodged against KYW, in effect upheld the FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Mr. Felix had charged in his complaint filed with the Federal District Court in Philadelphia last November that all five stations on Oct. 24, 1949, and/or on Oct. 25, 1949, aired a political speech which allegedly was a "false and malicious publication by broadcast." The other stations were WCAU, WFIL, WPEN and WIBG.

Viewpoint Upheld

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The judge upheld this viewpoint. He said:

"If in view of this Section (315), this defendant could not have censored Mr. Meade's speech in any way . . . without violating the law, then it follows that it was without fault in the matter of the broadcast."

In regard to the Port Huron decision, Judge Kirkpatrick said it gives "fair notice that any violation of the Act in the matter of censorship of political addresses means, in all probability, loss of the station's license and the consequent extinguishment of its business." Therefore, the judge said, the broadcaster could not censor the speeches without violating the law.

He continued:

"The plaintiff contends that the provision of the Act which withholds the power to censor political addresses applies only to speeches made by the candidates for office. If this is so then the defendant would have been free . . . to blue-pencil it (the speech) or to refuse it altogether and would have been fairly chargeable with fault had it permitted defamatory matter to go out from its station."

In upholding the meaning of Section 315 of the Communications Act, Judge Kirkpatrick said: "If a candidate for office who authorizes another to make an address in the furtherance of his campaign for office does not thereby 'use' the station within the meaning of the law, the purpose of Section 315 fails. That Section manifestly was enacted in order to safeguard one of the most important features of the democratic process, namely, the opportunity of the people who are going to vote for candidates to hear a full and free discussion of both sides of the issues which affect their choice."

Mr. Felix had asked $50,000 in damages from each of the stations involved.

Okla. U. Meet

(Continued from page 29)

gives us life, and which will give hope and comfort to those friends abroad whose strength in opposing tyranny will be equal to our determination to uphold liberty, and this in a spirit which, at the same time, gives warning to the slavers who are eagerly watching for any sign of our lack of vigilance, for any of our false steps."

Opening sessions on Sunday included, in addition to the school broadcasting demonstrations, addresses by Dr. Whan, who discussed "10-Watt FM Transmitters for Schools," and Mr. Mabrey, who spoke on "University Telecasting on Commercial Stations."

Pointing to the important role the university can play in television, Mr. Mabrey expressed the opinion that the university can improve the relations between stations and audiences by having an adviser familiar with the stations' problems. He added that the university can aid in setting the caliber of the shows, particularly in regional plans, and help the public get acquainted with some of the possibilities of television work so they will expect more when the national hookups come through.

Speaking of the threats of FM broadcasting passing out of the picture and of television wiping out AM and FM, Dr. Whan advised his audience of students and visitors to "look at the possibilities of the immediate present and what is there." The FCC, he stated, has changed and liberalized the rules and provided for the licensing of educational institutions for 10 w, although the main objection to schools using FM now seems to be that it costs too much. The only thing the FCC wants to know, according to Dr. Whan, is how much programming the station does, so if they are not using their time, the station can be given to some other institution.

Theatres Push TV

Turning to television during the Tuesday afternoon session, Mr. Bacus said that in competing with the movies, video in his area has been pushed from the start by Interstate Theatres of Texas.

In his address on "Sales, Service and Showmanship," Mr. McAlister noted that "broadcasting is a business; the shining light in radio is business." He went on to say that the one thread that links success with radio "is your ability to be human."

At Monday's news clinic, Mr. Drake suggested: "You can bring your listeners the voices of the people in the news, thanks to tape and wire and beeper. How about a recorded interview with an eye-witness of some event? How about a tape with the city engineer telling your listeners how soon they can start using that new stretch of paving? We've made a fetish of on-the-spot reporting."

Giving a solution to the economic problem that plagues small station managers in gathering local news, James L. Todd, news director of KSIW Woodward, Okla., said: "Make every employe you have a news reporter 24 hours a day."

In his address on "What a Station Expects of Prospective Employes," Paul Brawner, program director of WKY Oklahoma City, cited health first, for "radio is a demanding occupation." He placed education next and remarked that education and character go hand-in-hand. He stressed that students should learn all about the English language in order for it to be a better tool and for use in ad lib programs.

'Don't Remain Static'

Monty Mann, of Ray K. Glenn Advertising Agency, Dallas, Tex., cautioned his listeners: "Don't ever permit yourself to remain static in advertising, but don't overlook the fact that it depends on you."

Other speakers on employment at the Oklahoma conference included T. M. Raburn, president and general manager, KGYN Guymon, Okla., and Maybelle Conger, Central High School, Oklahoma City.

In addition to Mr. McAlister, speakers on sales and market problems included: Webster Benham, commercial manager, KOMA Oklahoma City; Pat Murphy, KSMI Seminole, Okla.; James R. Curtis, KFRO Longview, Tex.; Lowe Runkle, Oklahoma City advertising man; Ernest Watson, manager of KBIX Muskogee, Okla; and Clem Sperry, advertising director, Oklahoma Tire & Supply Co., Tulsa.

The television seminar also was addressed, in addition to Mr. Bacus, by Dave Pasternak, promotion manager of KSD-TV St. Louis; F. M. Randolph, KOTV Tulsa; Hoyt Andres, WKY-TV Oklahoma City.

Tuesday Session

The dinner on Tuesday, bringing the conference to a close was addressed by Mr. Tower and Norman R. Glenn, editor and president, *Sponsor* magazine. Conference sessions were chairmaned by William Morgan, owner and general manager, KNOR Norman; Mr. Benham; Martin B. Campbell, general manager, WFAA Dallas, and Lawrence H. Snyder, dean of the Oklahoma U. graduate school. The news clinic was organized by Willard L. Thompson, School of Journalism, Oklahoma U.

KSL-AM-TV Salt Lake City was presented three gold awards and three honorable mentions for outstanding programs at annual 1950 awards banquet of Salt Lake City Advertising Club.

Telecasting Insert
Pull Out for Filing

MARCH 20, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

"tell me, Philip:

Anything new on tv, in New York, during 1950?"

"New? Why, old fellow, there's something sensational! Haven't you heard?"

"Why, no—do flutter it out . . ."

"WOR-tv—and *only* WOR-tv
on channel 9, in New York,
will carry the
BROOKLYN DODGERS' GAMES
IN 1950!"

"Hah—a thing called baseball, no?"

"Baseball? That's an understatement, old man. It's AMERICA! It's one of the greatest things that'll happen in the Spring, except—well, maybe a second choice called love."

"Well, Philip, you can combine, can't you?"

"Certainly can, old boy—both go together—but if I were a sponsor, or his advertising agent, I'd pick some stuff *now* around the games, or on the station that's carrying one of the biggest things in tv for 1950—
the DODGERS' BASEBALL GAMES on

WOR-tv

channel 9, in New York"



ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . **with some good markets still open.**

RATINGS: December-January Hooper for Los Angeles—32.4 average weekly Telerating, with 60.6% share-of-TV-audience. January Tele-Que rating: 35.3. "Emmy" Award, "Best Children's Show, 1949," Academy of TV Arts and Sciences. "Top Children's Show, 1949" **Tele-Views** Popularity Poll. Citation: "Best Kid's Show, 1949," by Southern California Association for Better Radio and Television.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany's Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, "Train of Tomorrow," for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the *10 weeks* from September 12 to December 2, 1949, *pulled 84,000 replies*—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

KTLA
Paramount Television Productions, Inc.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MARCH 20, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

ASCAP LICENSING CHANGES

TV, Radio Benefits Seen

INDUSTRY attorneys last week were pondering the effects of ASCAP-government anti-trust consent agreements which direct changes in ASCAP licensing methods covering television stations, as well as sweeping organization reforms within the society itself.

Two judgments completed last Wednesday in U. S. District Court of New York and announced by the Justice Dept., would require ASCAP to offer telecasters and motion picture producers, upon request, a single license for all performances of a motion picture or an entire network telecast. Fees would be paid by producers instead of theatres.

While attorneys have not fully analyzed the provisions of the agreements, which in effect serve to abandon the government's anti-trust prosecution, many felt the action would prove beneficial to radio and television and afford greater freedom of music on films.

In any event, TV stations now may clear "at the source" with ASCAP for use of motion pictures and music on network programs. Heretofore they found it necessary to negotiate with individuals.

Announcement 'Ambiguous'

Some legal experts thought the government announcement "ambiguous in many respects" and that a good deal of objective analysis would be necessary before the effect of the action could be properly evaluated.

The government announcement, by Atty. Gen. J. Howard McGrath, came almost simultaneously with resumption of negotiations between ASCAP and a TV broadcasters committee on the per program licenses covering use of ASCAP music on television. ASCAP officials had been working out details of the consent decree since last December when the group last met.

Generally, it was felt that the new decree carries forward the spirit of provisions of the 1941 order, and takes recognition of the principle that the telecaster shall not be influenced by ASCAP as to choice between blanket and per program licenses.

Additionally, attorneys feel the agreement serves to clarify the definition of broadcasting as a separate distinctive art by specifically adding provisions covering TV stations.

Imposes Restraints

The judgments enjoin and restrain ASCAP from "requiring or influencing" a broadcaster or telecaster to negotiate for a blanket license before bargaining for a per program license.

Fee issued by ASCAP to an unlicensed telecaster or broadcaster for a per program license should take into consideration the "economic requirements and situation" of stations which air "relatively greater percentage" of sustaining programs and few commercial announcements.

The objective, the judgment pointed out, should be a "genuine economic choice" by stations between the per program and blanket licenses.

The fee, for both commercial and sustaining programs, at the option of ASCAP, requires payment of a specified amount for each program using ASCAP composition or be based:

(1) In the case of commercial programs—upon the payment of a percentage of the sum paid by the sponsor of such program for the use of the broadcasting or telecasting facilities of such radio or television broadcaster, or;

(2) In the case of sustaining programs—upon the payment of a percentage of the card rate which would be applicable for the use of its broadcasting facilities in connection with such program if it had been commercial.

The second judgment supersedes the 1941 consent decree which followed radio's revolt against the society's exorbitant demands and resulted in reorganization of the society. The new action also would revise ASCAP's internal organization; prescribe how ASCAP will deal with commercial users of its music; require ASCAP to make changes as to eligibility for membership, conduct of its elections and distribution of its revenue; prohibit ASCAP from suing motion picture exhibitors; and cease practices tending to monopolize licensing of foreign music in this country.

The "International Cartel" phase, covered in the first judgment, could conceivably have some long-range effect on broadcasters and telecasters who might contemplate use of British, French and other foreign musical works. ASCAP is ordered to "terminate all arrangements" which have given it exclusive control in the United States.

Herbert Bergson, assistant attorney general, in an accompanying

(Continued on Telecasting 14)

COLOR HEARING ENDING

Seen This Week

FCC'S COLOR TV hearing swung sharply into the home stretch last week as Acting Chairman Paul Walker spurred witnesses and counsel to keep testimony and "clarifying" examination to the point and color proponents vied to get in "last licks." Developments at the Wednesday-Thursday-Friday sessions included:

● Expectation that the direct case may be completed by the end of next week and report that the cross-examination estimate had been pared to about 30 hours.

● Announcement by CBS that it has developed a dot sampling, horizontal interlace technique for its system which "doubles" overall resolution and increases horizontal definition to "full 525 lines." It does not solve the compatibility problem. RCA promptly called this an admission of CBS system's "weakness" and evidence of "superiority" of RCA's compatible, all-electronic system (See story TELECASTING 13).

● Revelation by Philco it has single tri-color tube of its own in the laboratory on which "pictures" have been viewed, although no other details were given. The firm claimed it's still too early to set color standards and said more development should be allowed.

● Further Commission questioning of witnesses on the desirability of establishing multiple color standards covering all major systems brought general opposition to such a plan.

The hearing appeared to be moving into the last lap as only a half-dozen further witnesses still were to appear for direct testimony by last Thursday night. Celomat Corp., New York plastics fabricator admitted to the proceeding just a fortnight ago [TELECASTING, March 13], was expected to testify Friday about the $9.95 color converter it has developed for the CBS system.

AT&T To Appear

American Telephone and Telegraph Co. and Western Union Telegraph Co. are to appear to present a summary of existing and forthcoming television relay facilities. Dr. G. H. Brown, research engineer of RCA Labs. Div., is to present additional technical data relating to noise levels and other similar problems while CTI indicated it may have brief additional evidence. Both CBS and NBC are scheduled to give details on color programming problems.

The hearing is slated to run this week also on Wednesday, Thursday and Friday. It was hoped cross-examination would begin next week.

Meanwhile, the Commission denied the petition of Packard-Bell Co. to appear at the hearing and testify on its concern over the potential "monopoly" situation in the color manufacturing field [TELECASTING, March 13]. FCC indicated that Packard-Bell, Los Angeles set manufacturer, has no "substantial scientific data" to contribute.

CBS led off the hearing last week with further testimony by Dr. Peter C. Goldmark, its engineering and research department director. The inventor of the CBS system stated inclusion of the horizontal interlace principle in his field sequential system is a refinement which can be added after proper field testing and would not affect standards CBS already has sug-

(Continued on Telecasting 11)

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Adds Television

to Its Air Success

By DAVE GLICKMAN

WITH 15 years of radio and more than 101 straight weeks of television advertising to its credit, Eastern-Columbia, Los Angeles department store, has parlayed its trade name via audio and video into one of the best known in American retailing.

Utilizing a catchy singing commercial with hard selling copy, plus shrewd time buying and promotion, this 58-year-old firm has built that trademark into one of the nation's outstanding success stories.

Tick, Tock, Tick, Tock,
Time To Shop
At Your Downtown Department Store
Eastern-Columbia, Broadway at 9th,
Eastern-Columbia, Broadway at 9th.

A simple little jingle, but it has caught the public fancy in the past five years of consecutive multiple daily use as an audio signature. And this radio merchandising formula has been potently adapted to video since Eastern-Columbia started using that medium more than 101 weeks ago. Many a network star, such as Jack Benny, Frank Sinatra, Eddie Cantor and Dennis Day, also helped to enhance the value of the firm name by gagging the jingle on their weekly program.

Separate Stores

From its founding in 1892 until the late 1930s, Eastern and Columbia were two separate home furnishing and apparel stores, connected only through similar ownership.

In 1931 the first move toward their eventual merging came with completion of the present 14 story building on corner of Broadway at 9th St., in downtown Los Angeles, now a landmark because of the big clock and tick-tock chimes in its majestic tower. Housed under the same tower, the stores still did business as Eastern and The Columbia.

Consistent users of newspapers, Eastern and Columbia had on occasion used spot radio to advertise locally. There was no regular schedule and no way then to check results.

Then, in 1935, Edward C. Stodel, head of Stodel Advertising Co., servicing the account, convinced J. M. Sieroty, now president and general manager, and James P. Scyster, advertising director, that radio should be employed as a regular direct selling medium.

That was 15 years ago when the firm utilized a weekly quarter-hour Hollywood news and star interview program on KFI. The original $118 weekly radio appropriation has since grown to more than $1,000 per week.

Stodel's Aims

After joining of the two firms into a full-fledged department store under name of Eastern-Columbia, in early 1939, it became one of Stodel's prime tasks to make radio accomplish three vital assignments: (1) Identify Eastern-Columbia as a complete major department store; (2) make its "off-the-center-of-town" location, corner Broadway at 9th, a byword among shoppers; (3) sell downtown Los Angeles shopping to a highly decentralized community.

Stodel's perfection of the Eastern-Columbia jingle, currently sung by the Sportsmen from Jack Benny's CBS show, not only accomplished that mission, but has today made it a nationally known institution, referred to often by advertising men and retailers for its phenomenal success.

But through the years, while the 10-second Eastern-Columbia jingle became the symbol of the perfect radio signature, that firm completed the formula with 10-seconds (approximately 25 words) of hard-selling, live product copy. This compact package is presented on a permanent schedule, at select premium time, on the four major network Los Angeles stations—KNX KFI KECA KHJ.

Following three years of preliminary study and experimentation, Eastern-Columbia got its first taste of television in February 1948 when Stodel convinced executives of the firm they should utilize facilities of KTLA (TV), then the only Los Angeles TV station operating commercially.

Formula Set Up

Stodel advised Eastern-Columbia to make its initial step into the new medium along the following lines: (1) Adapt to TV as closely as possible its successful radio formula (in other words, create an audio film version of the original tick-tock jingle to precede all commercials); (2) start with one or two choice spots in order to experiment with display methods, production technique and customer reaction.

* * *



BACKSTAGE at KECA-TV are (l to r) Robert Laws, ABC Western division sales manager; James P. Scyster, advertising director, and Julian Sieroty, president, respectively of Eastern-Columbia, Los Angeles department store; Edward C. Stodel, head of Stodel Advertising Co., agency.

At first Mr. Sieroty voted to delay the venture on grounds that the then 9,500 set ownership was too small in comparison to a major Los Angeles newspaper's 450,000 circulation. However, a few weeks later when a major TV set manufacturer offered Eastern-Columbia the opportunity of co-op sponsorship of two wrestling and boxing telecasts on KTLA, Mr. Sieroty gave approval. Thus started the store's more than 101 weeks of consecutive commercial telecasting.

Jingles on Film

Calling in a well-known maker of motion picture trailers, Stodel created a 10-second version for television of the Eastern-Columbia jingle signature used on radio. With aid of a special Zoomar lens, the big Eastern-Columbia building is panned from the well-known clock tower to street level entrance, in perfect synchronization to the singing jingle. As the last "Eastern-Columbia, Broadway at 9th," is sung, the camera reaches the front doors of the building and then dissolves into the particular store department to be featured, ready for selling.

With the initial telecast, immediate and favorable high unit sales results were achieved. Five television sets were sold.

Pleasantly surprised by the response, Mr. Sieroty and Advertising Director Scyster immediately approved scheduling of two permanent participation announcements weekly in *Shopping At Home* on KTLA.

Preparations Made

Intense study and preparation were made to determine the best methods of display, proper backgrounds and settings, camera angles and modeling. Significant to the amount of effort expended by the Stodel staff to make these first announcements a commercial success is the fact that three other major department stores using the same program at that time apparently were not encouraged enough to stay on. They discontinued using television advertising for



COMFORT and beauty, the former quilted, teamed up in this one-minute commercial that drew a voluminous response by mail and telephone after a telecast for Eastern-Columbia.

* * *



APPAREL of cooperating manufacturers was modeled by "The Rythmaires" vocal group on the twice-weekly 15-minute *Campus to Campus*, musical revue of Eastern-Columbia on KECA-TV.

* * *

nearly a year, Stodel said.

On the first four participations, Eastern-Columbia, in cooperation with leading appliance manufacturers, demonstrated heavy merchandise. It was also the initial television venture for some of these manufacturers who have since become regular users of the medium.

On theory that TV shoppers could be sold on "sight," Eastern-Columbia also pioneered in establishing the "shop-by-phone" service on all its commercials.

On the first telecast, a $99 Thor Gladiron was presented. Two were sold immediately by phone, plus three the following day in the store. Cost to advertise was $50. Volume return, $500. And within the 10% cost which the sponsor requires, Stodel points out.

A $329 Leonard refrigerator was featured next, resulting in two immediate phone call orders and one store sale. Volume, $1,000.

After four weeks of similar success, Mr. Sieroty fired a tough test at Stodel. Could TV sell low cost merchandise in volume comparable to newspaper advertising, he asked?

Test Items

Three items were presented for the test. They were a 42-piece set of silverplate for $11.95 in a $3.95 chest, and a $5.95 white goose-down bed pillow. It took less than three minutes to display and present the selling points. Results were eye opening. Some 45 immediate phone orders came in for the silverplate set, with 17 additional orders for chests and 35 for pillows. Total sales were in excess of $1,000. They were all firm orders, a pay-out on cost per advertising before the store opened for business the next day. And what's more, Mr. Sieroty will tell you, the store sales turned out to be, as it has been on most items even since, about one to one to phone orders.

The original schedule on KTLA was expanded first to three, then to five weekly participation telecasts during first six months. Time budget was upped from $50 to $300. Under Stodel's direction, Eastern-Columbia's advertising department, display and art staff and merchandising heads were indoctrinated with the basic requirements of presenting their products successfully over TV. All reportedly responded enthusiastically as word of many exceptional results of the new media spread throughout the store.

Special Phone Service

To handle the orders a special seven-day weekly, 24-hour-a-day telephone service was set up, first with a leased number arrangement. (Later Eastern - Columbia's own phone number was used.) All television phone orders were systematically received by trained operators who classified and routed them through the order department for extra prompt servicing.

Although not the "carriage trade," an encouraging factor in those early stages was that the first retail customers responding to television reportedly were better than average credit risks. And many were more nearly pre-sold after seeing the merchandise advertised on TV than from any other media, Mr. Stodel declares.

Store sales personnel were quick to observe the marked reaction of customers to televised sales messages, it was found in a check made throughout the organization.

Reported one saleslady, following a telecast announcement featuring Quaker Lace Table Cloths: "The customer came in and said, 'I want to BUY (not see) the table cloth I saw on television last night.'

"I suggested that she see it first on a table setting but she replied: 'Not necessary. I saw it on television. I know what it looks like. Just wrap it up.' "

Some 43 other customers responded to this TV advertised, standard priced $8.50 article in one day, according to Mr. Sieroty, "and 21 were by telephone."

After one TV spot sold 18 glass top, wrought iron dinette sets, priced at $49.50 each, an Eastern-Columbia salesman declared: "It took me a half hour pointing out features of the dinette set to a drop-in customer before I could complete the sale. Yet they televised the set in a minute and six people immediately phoned in orders; 12 more made purchases the following day."

Conclusion of the sales staff is that television, more than any other media, SOLD rather than merely advertised. An extremely small percentage of return merchandise confirms this point, department heads state.

When KFI-TV started operating in the fall of 1948, Eastern-Columbia more than doubled its television advertising budget to $750, with as many as a dozen telecasts weekly.

Spot Concentration

With development of a highly potent one-minute, live commercial formula, all but two *Shopping at Home* participations on KTLA were dropped. These three-minute shows had served their purpose in working out methods of display, modeling and direct selling, according to Mr. Stodel. Employing the same policy as is used in radio, Eastern-Columbia started concentrating on fast, hard-hitting spots between high circulation featured shows.

Stodel was one of the first to produce a motion picture type continuity format for live, one-minute commercials, often making possible from 6 to 8 different camera angles or shots in 45 to 50 seconds of visual action, utilizing two cameras.

All spots open with the now familiar Eastern-Columbia televised jingle signature, dissolving quickly into an establishing view with a beautiful model demonstrating the merchandise. The model is employed to keep viewer's eye at all times directed at features described by the off-scene announcer, Stodel explained.

Formula calls for shots establishing setting usage and full impression of item. It always calls for at least one intense close-up for emphatic impression of the product on viewer, Mr. Stodel explained. Windup is a dissolve to the phone service slide and then to a slide version of the Eastern-Columbia signature.

Value Is Proven

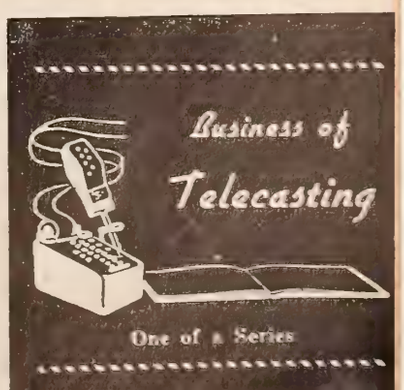
Not every television promotion was a sensation, Mr. Stodel admits. But he believes it proved its value as a potent, direct selling media of major importance to a big retailer.

Experiments also were made, presenting one-minute spot promotions on the same day a newspaper ad on the item was run. To assure maximum interest the ad carried a line, "See it pictured on Television Station KTTV tonight at 8:30." In turn, the television presentation opened with a full shot of the newspaper ad before a dissolve to the actual display.

An $8 Edwin Knowles dinnerware set sold this way and clicked off 100 orders, over half by phone, for an $800-plus volume, said Advertising Director Scyster.

As 1949 rolled along, one factor became evident to Mr. Scyster and

(Continued on Telecasting 12)





THIS group gathered in ABC's Hollywood TV Center where Telefilm Inc., Hollywood, will do TV commercials for Pontiac are (l to r): Ernest Felix, asst. treas., ABC Hollywood; Frank Samuels, v.p., ABC Western Div.; Don McNamara, Telefilm; Earl L. Taggart and Douglas R. Young, Taggart & Young, agency.

AT SPECIAL screening of CBS-TV's *Alan Young Show*, sponsored by Esso Standard Oil Co., starting this month, are (l to r): V. G. Carrier, asst. mgr., Esso advertising and sales promotion; Curt Peterson, partner, Marschalk & Pratt, agency; R. M. Gray, Esso mgr. of adv. and sales prom.



ATTIRED in the queen's robes at debut of TV version of *Queen for a Day* on KTSL (TV) Hollywood is Jack Bailey, m.c. of both TV and MBS AM show. The queen's "retainers" are (l to r): Forrest Owen, radio dir., Wade Adv.; Jim Morgan, Raymond R. Morgan Co.; Bill Gordon, Don Lee-MBS.



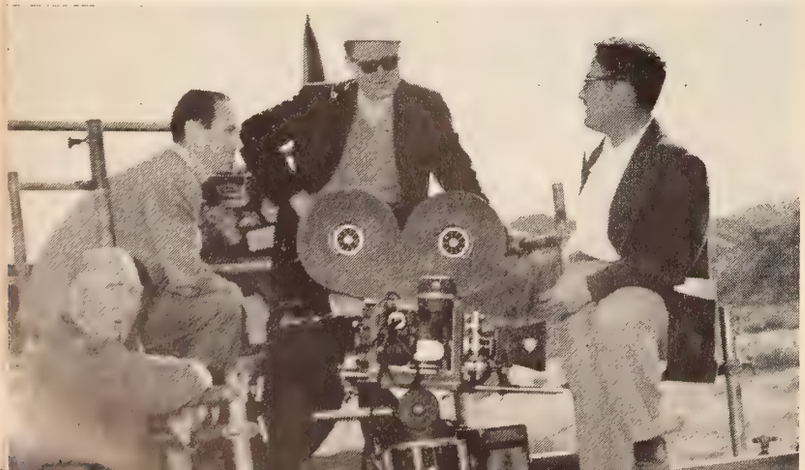
FAYE EMERSON, star of Arnold bread's *The Faye Emerson Show* which is seen Monday on WCBS-TV New York, 11-11:15 p. m., chats during rehearsal with Dudley Calhoun (l), exec. v.p.-adv. and sales mgr. for Arnold, and Les Rounds, B&B acct. supervisor.



PRISCILLA, trained pig on national tour for General Mills Inc., makes TV debut on WOAI-TV San Antonio's *The Tree House*, children's show. With Priscilla are (l to r): Russell E. Pancoast, local distributor for General Mills, and Jack Keasler, who is assistant general manager of WOAI-AM-TV.



THIS "on-location" group discusses shot in series of filmed TV commercials for K&E produced *Ford Theatre* and *Toast of the Town*. L to r: Jack O'Hare, K&E technical staff; Bob Wolfe, v. p., K&E, Hollywood; Will Robinson, K&E coml. supervisor; Lou Marlowe, technical staff.



JOHNSON

Says No Kinescope Censorship Implied in Bergman Blast

A PROVISION in his movie-licensing bill which could deal a crippling blow to television kinescope recording will be deleted, Sen. Ed C. Johnson (D-Colo.) told TELECASTING last Thursday.

He said all references to television in the bill, part of his moral crusade against the motion picture industry, were inadvertent and would be withdrawn.

Simultaneously he wrote FCC Chairman Wayne Coy in protest against reported plans of Ingrid Bergman and Roberto Rossellini, major targets of his attack, to prepare a series of half-hour dramatic films for TV release in the U. S. this summer.

"While I hope that neither the Commission nor the Congress will be compelled to fix programming standards for the industry," he wrote, "nevertheless I feel that I should call your attention to the brazen threat which is implied" in these reports.

Sen. Johnson's letter, commending Comr. Coy's speech delivered at the U. of Oklahoma (see story, page 29), continued:

"It would be most unfortunate if American television licensees were to be unwise enough to deal with such immoral characters, since television naturally enters the home physically and entertains the family circle in a most intimate relationship. I am really grateful to television for the relatively splendid job that has been done thus far."

In Sen. Johnson's bill (S 3237) introduced in the Senate last Wednesday reference was made to include the transmission of film on, or by means of, standard television equipment. As originally drawn, the bill would have required distributors of both film for TV and for movie release to pay a fee of $10,000 for Commerce Dept. authorization. The requirement, however, Sen. Johnson said, will only apply to "the showing of a motion picture to the public, upon payment of an admission fee, in a place regularly devoted to, or intended for, the showing of motion pictures."

He told TELECASTING that he had no intention of including television in his license bill because the moral character of television programming comes under FCC's responsibility in the matter of public interest.

Meanwhile, over in the House, Rep. Homer D. Angell (R-Ore.) echoed the general sentiments of Sen. Johnson and Comr. Coy. He declared that "unnatural interest" and "lasting impressions" were instilled in adolescent minds by the "multitude of salacious and sexy stories and crime problems" that are "depicted on the screen and over the television circuits . . . radio . . . daily newspapers . . . magazines and comic books."

Reaction to Sen. Johnson's assault on the film world came swift with the Motion Picture Assn. of America finding the measure "a police state bill" and warning "newspapers, press associations, magazines, books, radios, television and all mediums of expression would be the inevitable next victims."

GOOD BEHAVIOR

WCAU-TV Rewards Children

A PLAN of insuring good behavior in children — reportedly drawing overwhelming response from teachers, parents and children—has been launched by WCAU-TV Philadelphia.

Using a western film exploitation scheme with a parent-teacher tie-in, the plan, as described by Charles Vanda, director of television for WCAU-TV, consists of two main ingredients. These, he says, are a daily first run western, *The Ghost Rider*, and a "performance card" for parents to check if the child does one good deed a day, if he did homework before televiewing and if he watched *The Ghost Rider*. More than 9,000 "report cards" were received a little more than a week after the program's premiere. Response was so great, Mr. Vanda adds, that WCAU-TV is repeating the afternoon program each evening at 11 for adults.

The youngster with the best card for the week gets a television set for his own room, a complete Gene Autry outfit and a day at the King Ranch Eastern annex in Chester County, Pa. Monthly winners also get a personally-engraved watch from Mr. Autry.

AMA to Discuss TV

EFFECT of TV on other media is the topic of a panel discussion to be held March 28 at the radio-TV luncheon meeting of the American Marketing Assn. at the Hotel Shelton, New York. Participants will be announced shortly.

AMERICAN TV

Showings March 27-April 7

TWO-WEEK series of demonstrations of the American television system and equipment will be staged March 27-April 7 by Radio Mfrs. Assn. for the benefit of a group of European radio dignitaries invited by the State Dept. to visit the United States.

The European delegates will represent 12 nations belonging to Study Group II of the International Radio Consultative Committee (CCIR), of which the U. S. is a member. Later they will inspect television in France, The Netherlands and Great Britain prior to attempting to reach an agreement on international TV broadcast standards.

Television Station

W T T G

WASHINGTON, D. C.

owned and operated by

ALLEN B. DUMONT LABORATORIES, INC.

announces the appointment of

HARRINGTON, RIGHTER & PARSONS

INCORPORATED

as national representative

effective March 9, 1950



WAAM, Baltimore	**WFMY-TV, Greensboro**	**WTMJ-TV, Milwaukee**
WBEN-TV, Buffalo	**WDAF-TV, Kansas City**	**WTTG, Washington**

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Television Station Representatives

Telestatus



Advertest Surveys Televiewing

(Report 103)

WHEN television enters the home, radio can count on taking a sustained back seat. Although the avid interest in television may be expected to wane as the length of set ownership increases, televiewing will continue to predominate radio listening during telecasting hours.

These conclusions may be drawn from the latest Television Audience of Today report issued by Advertest Research, New Brunswick, N. J. By half hour periods the survey covers radio listening and televiewing in 546 television homes in the New York-New Jersey television area. Monday through Friday and Saturday-Sunday television habits are reported for 210 homes owning television six months or less and 336 homes owning television for seven months or more.

Although televiewing starts slightly earlier on Monday through Friday in homes which have owned a set over seven mouths—0.3% are shown in the 10:30-11 a.m. period—the percentage of homes which devote time regularly to watching video is smaller. In the under six-month group, televiewing starts in the 11-11:30 a.m. period with 3.3%.

Largest Group 10-10:30

Largest percentage of television families reportedly use the set in the 10-10:30 p.m. time segment Monday through Friday for both length of ownership classifications. In the under six-month group, however, 94.3% are reported for TV (Table I) while in the over seven-month group the figure is 75% (Table II). While neither group reports any radio listening at that time, the under six-month ownership classification shows only 0.5% using both radio and TV simultaneously and 5.2% using neither. In the homes which have had video over seven months both radio and TV are in use in 8.3% of the homes while 16.7% report neither in use.

The 10:30-11 a.m. period shows the largest percentage of radio listening in both length of ownership classifications. In those homes which have had video for over seven months radio set use averages higher than in the newer TV homes. It is worthy of note however, that radio listening is higher in the 12-1 p.m. and 5:30-8 p.m. periods in the six-month ownership homes than in the over seven-month homes. This increased radio audience appears to come from sets turned on rather than those viewing television since the video percentage figure increases from the preceding half-hour period Monday through Friday.

Combining all television homes, the percentage of those listening to the radio leads those watching television until 3:30 p.m., Monday through Friday, Advertest reports. The 10-10:30 p.m. period, which shows the largest percentage of homes watching TV, has 82.4% regularly engaged Monday through Friday. In this time segment radio shows nothing, 5.3% of the homes have radio and television going and 12.3% have neither.

On Saturday and Sunday the percentage of television homes which are viewing video predominates those which are listening to the radio during telecasting hours. In those homes which have had television for six months or less radio listening is higher percentagewise after 5 p.m. than in those homes which had it for over seven. In the over seven-month classification, however, the percentage of homes doing both in this period is much higher (Tables III and IV).

In all television homes contacted popular music programs were the most popular radio fare still listened to. News, news commentaries, classical music and comedy followed in that order.

When respondents were asked whether they, or members of the family, listen to sporting events which are presented on radio but not television, 24.5% said they always listen. "Occasionally listen" was the reply of 38.8% while 33% said they never listen.

Weekly Television Summary

March 20, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	5,611	Distributors
Atlanta	WAGA-TV, WSB-TV	31,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191	TV Cir. Comm.
Binghamton	WNBF-TV	10,320	Deal. & Dist.
Birmingham	WAFM-TV, WBRC-TV	12,070	Distributors
Bloomington	WTTV	5,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	75,693	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900	Distributors
Cleveland	WEWS, WNBK, WXEL	176,474	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	49,600	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	8,325	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	42,900	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430	Distributors
Erie	WICU	32,532	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	23,200	Set Registration
Greensboro	WFMY-TV	9,557	Distributors
Houston	KLEE-TV	17,500	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	30,000	Dist. & Deal.
Jacksonville	WMBR-TV	8,200	Wholesalers
Johnstown	WJAC-TV	16,560	Distributors
Kalamazoo-Battle Creek	.....	8,046	Dealers
Kansas City	WDAF-TV	28,901	Elec. Assn.
Lancaster*	WGAL-TV	35,563	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	448,737	Elec. League
Louisville	WAVE-TV	25,901	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	20,000	Dealers
Milwaukee	WTMJ-TV	89,419	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
Nashville	.....	25	Station
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	19,897	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,060,000	Stations
Newark	WATV	Incl. in N. Y. Estimate	
Norfolk	.....	4,192	Distributors
Oklahoma City	WKY-TV	21,541	Distributors
Omaha	WOW-TV, KMTV	18,567	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000	Elec. Assn.
Phoenix	KPHO-TV	4,500	Distributors
Pittsburgh	WDTV	80,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	23,581	Distributors
Rochester	WHAM-TV	31,056	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	11,000	Dealers
San Antonio	KEYL, WOAI-TV	11,373	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	62,500	Distributors
Seattle	KING-TV	24,450	Distributors
St. Louis	KSD-TV	101,254	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	37,000	Dealers Assn.
Tulsa	KOTV	16,400	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360	TV Circ. Comm.
Wilmington	WDEL-TV	30,322	Dealers

Total Markets on Air 59 Stations on Air 101 Sets in Use 4,740,639

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

TABLE I

MONDAY THROUGH FRIDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SIX MONTHS OR LESS

Time	Radio	TV	Both	None
10-10:30	29.0	—	—	71.0
10:30-11	30.0	—	—	70.0
11-11:30	20.5	3.3	—	76.2
11:30-12	20.0	3.8	—	76.2
12-12:30	16.7	4.3	—	79.0
12:30-1	14.7	4.3	—	81.0
1-1:30	6.7	4.7	—	88.6
1:30-2	10.0	4.8	—	85.2
2-2:30	11.0	5.7	—	83.3
2:30-3	10.4	6.7	—	82.9
3-3:30	7.6	10.0	—	82.4
3:30-4	3.8	11.9	3.8	80.5
4-4:30	3.3	33.4	3.3	60.0
4:30-5	2.9	30.0	4.2	62.9
5-5:30	2.9	56.7	6.2	34.2
5:30-6	7.6	55.8	5.2	31.4
6-6:30	11.0	53.3	6.7	29.0
6:30-7	10.0	60.0	2.9	27.1
7-7:30	3.8	70.0	—	26.2
7:30-8	2.4	76.7	—	20.9
8-8:30	—	87.6	2.4	10.0
8:30-9	—	83.3	3.3	13.4
9-9:30	—	84.3	8.6	7.1
9:30-10	—	90.0	3.8	6.2
10-10:30	—	94.3	.5	5.2
10:30-11	3.3	82.9	1.0	12.8
11-11:30	11.0	40.0	6.7	42.3
11:30-12	7.1	10.0	1.9	81.0
After 12 p.m.	1.9	—	—	98.1

TABLE II

MONDAY THROUGH FRIDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SEVEN MONTHS OR MORE

Time	Radio	TV	Both	None
10-10:30	32.7	—	—	67.3
10:30-11	33.3	.3	—	66.4
11-11:30	31.2	1.5	—	67.3
11:30-12	27.1	2.1	—	70.8
12-12:30	11.0	2.1	—	86.9
12:30-1	10.4	3.3	4.2	82.1
1-1:30	8.3	6.0	3.6	82.1
1:30-2	8.3	4.2	2.1	85.4
2-2:30	12.5	2.7	.9	83.9
2:30-3	14.6	2.1	.6	82.7
3-3:30	16.7	6.2	.3	76.8
3:30-4	12.5	10.4	.9	76.2
4-4:30	11.0	18.7	1.5	68.8
4:30-5	10.4	22.6	2.4	64.6
5-5:30	6.0	39.6	6.5	47.9
5:30-6	4.2	43.8	8.2	43.8
6-6:30	4.2	45.8	10.4	39.6
6:30-7	3.9	48.2	8.6	39.3
7-7:30	2.4	58.3	12.2	27.1
7:30-8	2.1	64.6	10.4	22.9
8-8:30	1.5	70.8	13.1	14.6
8:30-9	.6	72.6	12.5	14.3
9-9:30	—	72.9	12.2	14.9
9:30-10	—	74.1	9.8	16.1
10-10:30	—	75.0	8.3	16.7
10:30-11	1.2	68.8	9.2	20.8
11-11:30	10.4	25.3	11.9	52.4
11:30-12	6.5	6.0	5.7	81.8
After 12 p.m.	1.5	—	—	98.5

TABLE III

SATURDAY AND SUNDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SIX MONTHS OR LESS

Time	Radio	TV	Both	None
9:30-10	3.3	—	—	96.7
10-10:30	3.3	12.9	—	83.8
10:30-11	4.3	16.7	—	79.0
11-11:30	6.2	13.8	—	80.0
11:30-12	6.7	10.0	—	83.3
12-12:30	9.5	—	—	90.5
12:30-1	10.0	—	—	90.0
1-1:30	5.2	—	—	94.8
1:30-2	1.4	—	—	98.6
2-2:30	1.0	26.7	—	72.3
2:30-3	1.4	29.0	—	69.6
3-3:30	6.2	40.0	—	53.8
3:30-4	6.7	42.3	—	51.0
4-4:30	4.3	60.0	—	35.7
4:30-5	2.9	57.1	.5	39.5
5-5:30	5.2	70.5	1.4	22.9
5:30-6	7.1	69.6	5.2	18.1
6-6:30	5.2	68.1	6.7	20.0
6:30-7	3.3	68.1	4.7	23.9
7-7:30	6.7	70.0	7.6	15.7
7:30-8	4.7	71.5	3.8	20.0
8-8:30	4.3	86.2	2.8	6.7
8:30-9	3.3	86.7	2.4	7.6
9-9:30	1.9	87.1	1.4	9.6
9:30-10	1.4	88.1	.5	10.0
10-10:30	1.0	89.5	.5	9.0
10:30-11	2.4	83.8	.5	13.3
11-11:30	2.9	47.1	.5	49.5

(Continued on Telecasting 10)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



IT'S A KNOCKOUT!

Another TV Success Story

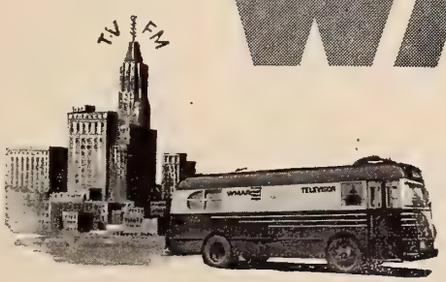
Baltimore, Md.—WMAR-TV added another "TV Success Story" this week with the sale of more than $7,500 worth of merchandise through a single half-hour program which cost the sponsor $240.00. The client manufactures and sells a vertical type food mixer and blender. A half-hour film devoted mainly to selection of health foods and the use of fruits and raw vegetables was produced, using the mixer, which retails for $29.95, in the demonstration. No advance publicity or promotion was given the program.

A special telephone number and address were flashed on the screen for less than one minute at the conclusion of the film-lecture, and viewers were urged to place their orders.

Within the next 48 hours, a total of 262 orders had been received by both mail and telephone, totalling $8,044. The client, Natural Foods Institute of Olmsted Falls, Ohio, has ordered a series of subsequent programs of the same type on WMAR-TV.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV



CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 8)

TABLE III Contd.:

Time	Radio	TV	Both	None
11:30-12	3.3	27.6	—	69.1
After 12 p.m.	4.3	—	—	95.7

TABLE IV

SATURDAY AND SUNDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SEVEN MONTHS OR MORE

Time	Radio	TV	Both	None
9:30-10	16.7	—	—	83.3
10-10:30	27.0	6.3	.9	65.8
10:30-11	25.0	8.3	.9	65.8
11-11:30	24.1	4.8	1.5	69.6
11:30-12	22.9.	4.2	1.8	71.1
12-12:30	16.1	—	—	83.9
12:30-1	14.6	—	—	85.4
1-1:30	18.2	—	—	81.8
1:30-2	18.8	—	—	81.2
2-2:30	14.4	9.8	7.4	68.4
2:30-3	12.5	10.4	8.3	68.8
3-3:30	8.0	28.6	11.9	51.5
3:30-4	6.3	29.2	12.5	52.0
4-4:30	4.5	35.4	12.5	47.6
4:30-5	3.9	37.5	13.4	45.2
5-5:30	3.0	45.2	18.2	33.6
5:30-6	2.7	45.8	18.8	32.7
6-6:30	3.3	43.8	20.2	32.7
6:30-7	2.1	48.2	20.8	28.9
7-7:30	1.5	54.2	21.7	22.6
7:30-8	.9	53.3	22.9	22.9
8-8:30	.9	67.0	22.3	9.8
8:30-9	.3	68.8	22.0	8.9
9-9:30	.3	64.6	21.1	14.0
9:30-10	.3	63.1	20.5	16.1
10-10:30	.6	62.5	14.6	22.3
10:30-11	.6	60.4	14.0	25.0
11-11:30	1.2	31.2	13.4	54.2
11:30-12	1.5	20.2	8.3	70.0
After 12 p.m.	2.1	—	—	97.9

* * *

TV's Effect on Students' Grades Surveyed

THE OFT debated question of the effect of television on children's studies can chalk up a point for each side this week. From Fort Worth, Tex., comes a report that television viewing apparently isn't hurting the studies of local teenagers. The opposing view is recorded by officials of Abraham Clark high school, Roselle, N. J., who report that grade of students who watch TV regularly have dropped off "over 15%" since the students took up the viewing habit.

After surveying 144 junior high and high school students, Ira Cain, *Fort Worth Star-Telegram* television editor, found that 60% of the schoolboys and girls with video sets raised their grades over the year before; had 40% lower grades.

And those whose marks improved showed a gain that was 5% above the percentage lost by the students whose grades fell off. Mr. Cain found that 20% of the students had television sets, and less than 15% listed any restriction by parents on viewing time.

The Roselle study was made by Burnett Z. Cooper, English teacher, and Robert Bosset, physical education instructor, at the high school. For the study 50 pupils of approximately the same I.Q. reportedly were selected—half with TV sets in the home, the others without. The report said that "the pupils without television sets in their homes averaged 19% better in grades than the group that had television sets. A careful analysis was made of those who watched television for more than 25 hours a week. In 78% of the cases their marks were poorer than before they had television. The effect of television on those who spent 10 hours a week or less was much less. Only 14% had lower grades."

The survey also pointed out that video apparently had a greater effect on the younger children; boys spent more time watching than girls, and the average amount of time spent viewing varied from 31 hours a week for those in the seventh grade to 19 hours a week for those in the 12th grade.

* * *

2,398 Advertisers in Feb., Rorabaugh Reports

A TOTAL of 2,398 advertisers used television as a medium during February, according to a preliminary compilation made by N. C. Rorabaugh Co. from reports from the four national TV networks and 93 of the 98 commercial TV stations operating the first week in February. Breakdown shows 70 advertisers sponsoring 90 network programs compared with 72 sponsors of 93 network shows in January; 438 spot advertisers, compared with 399 in January, and 1,890 local accounts, compared with 1,687 in January. February total of 2,398 is up from a total of 2,158 for January, when 91 of the 98 stations reported.

* * *

Three Stations Announce New Rate Cards

NEW rate cards were announced last week by three stations—KECA-TV Hollywood, WDTV (TV) Pittsburgh and WHAM-TV Rochester.

Effective April 1, KECA-TV rates will be increased approximately 30%. Increase, first since the station went on the air last Sept. 16, represents "realistic approach to growth of the medium and to mounting production costs of TV broadcasting," according to Robert Laws, ABC Western Division sales manager.

Class A night-time, hour rate goes from $500 for live or film shows to $600 for film shows; $700 for live studio shows. Spot rates increase from $100 for either live or film to $125 for film; $150 for live.

Further Changes

Other changes becoming effective with new rate card include half-hour extension of Class A time to 7-11 p.m. (PST), Monday through Saturday, in place of present 7-10:30 schedule; 12 noon to 11 p.m. Sunday remains Class A time. All other time will be sold at Class B rates, including Saturday afternoon, formerly Class A.

Rehearsal charges will be $25 per half-hour per camera in excess of time purchased by advertiser. Advertisers using station prior to April 1 will be given 26 weeks' rate protection.

The new WHAM-TV rates became effective March 1 and set a Class A (6-11 p.m., weekdays; 12 noon-11 p.m., Saturday and Sunday) one-time hour at $250 for transmitter time. This includes ordinary film facilities and normal film preparation and recorded musical background for film commercials but does not apply to programs using live talent and personnel, the card states. Class B transmitter time is now $187.50 for a one-time hour.

Live studio time at WHAM-TV, exclusive of rehearsal facilities, is $290 for a Class A, one-time hour. Class B one-time hour is set at $227.50. Rehearsal time is $25 per half-hour or fraction thereof.

A one-time announcement in Class A time is $37.50 and in Class B, $28.13, for film or slide with live voice and recorded musical background. For live announcements, including camera facilities and rehearsal, the rates are $50 for Class A and $37.50 for Class B on a one-time basis.

Present clients will receive the usual 26-week protection on old rates, the announcement states.

The exact amount of the rate increases for WDTV have not been announced as yet.

Film Report

HAL ROACH STUDIOS INC., Culver City, Calif., has made half-hour audition film of NBC *Fibber McGee & Molly* program for network. Same firm producing four one-minute TV film commercial for **Union Oil Co.** Agency: **Foote, Cone & Belding**, Hollywood; also completed are six one-minute TV spots for **Procter & Gamble**, three for Ivory Soap, and three for Drene. Agency: **Compton Adv.**, Hollywood.

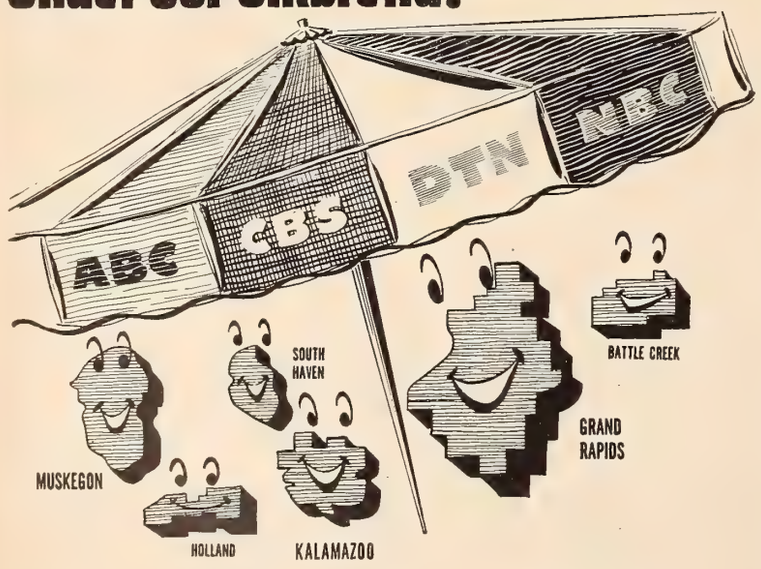
United Artists' newest production release, *Women In The News*, has made its debut on TV stations in 16 leading cities. Program is 15-minute woman's newsreel produced especially for TV by **All-American News**, Chicago. It is sponsored in five major markets by **Fresherator**, new patented food preserving container, handled through **Guild Bascom & Bonfigli**, San Francisco.

Churchill - Wexler Productions, Los Angeles, has completed one-minute combination live-action animated spot for **Pennzoil**, Los Angeles, through **Mayers Co.**, same city. Series of quarter-hour dramas entitled *Jonathon Story* being produced for **Case-Swayne Inc.**, Santa Ana, Calif. (fruit and vegetable packer), by **Will Lankergood Productions**, Los Angeles. Series being telecast five times weekly on KFI-TV Los Angeles. Agency, **Byrne-Grill**, San Francisco.

Reorganization of **American Releasing Corp.**, Los Angeles (TV film releasing agency), announced. **Norman Dempsy**, formerly assistant to **Glenn Bever**, replaces him as president of firm. Mr. Bever resigned post to devote full-time to American Products Corp. Releasing firm moves to new offices at 5545 Sunset Blvd., Hollywood; phone Hudson 2-7421. Firm in addition to releasing film, will produce commercial spots for TV.

Kling Studios Inc., Chicago, has opened new client-service office in Detroit at 1928 Guardian Bldg. **Stanley H. Jack**, formerly with Ewell & Thurber Assoc., appointed resident manager for Detroit offices.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.



THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Color Hearing

(Continued from Telecasting 3)

gested. Neither transmitting nor receiving equipment would be made obsolete, he added.

The CBS refinement was "inspired" by earlier Philco testimony on horizontal interlacing as a means to improve monochrome pictures, the witness indicated under questioning by Comr. Robert F. Jones.

Dr. Goldmark explained "intensive work" has been done on this project in the CBS laboratory during the past four months. Under questioning he indicated the first completely "satisfactory" test results were achieved Monday night, with the CBS system operating on a closed circuit basis with a 4 mc video band. He asserted "double the overall resolution which we had previously obtained" was achieved.

Dr. Goldmark said a number of synchronizing methods are under consideration, "none of which represents complicated circuitry in view of the fact that, in contrast to RCA's required sampling, the horizontal interlace sampling does not demand nearly as close tolerances, especially since it has nothing to do with color rendition."

Asked for details on the synchronizing methods, Dr. Goldmark said some were like RCA's method and others were not. He said he "preferred not to elaborate on them" at this time, but did not consider synchronizing a "major problem."

Inviting the Commission and interested parties to visit CBS and witness the development, Dr. Goldmark said that "although it is purely a laboratory arrangement, I am confident that it establishes that the CBS pictures which you have seen by no means represent the maximum potential of the system."

Goldmark Testimony

Prior to revealing the new refinement, Dr. Goldmark presented extensive testimony comparing resolution characteristics and optimum viewing distances of the three chief color systems. He concluded that "whether we take theoretically optimum viewing distances or people's actual viewing distances, one thing seems clear—the CBS resolution falls safely within all possible requirements."

He contended the CBS system permits the closest viewing distance of all three systems, while on the basis of actual viewing habits, as shown by a Rutgers U. survey, "the CBS system and RCA systems and possibly the CTI system, too, set ceilings on resolutions which are far higher than what the Rutgers survey shows the vast majority of people actually require." He added that no matter where people sit, "they will always be able to tell good colors from bad."

Dr. Goldmark said the CBS system with 405 lines and incorporating the earlier-developed "crispening" circuit, calculated on the same basis as 525-line monochrome with viewing ratio of 4 to 1, "permits a viewing distance to picture height ratio of 5.3 to 1." RCA's dot sequential system, he said, has to be viewed according to an 8 to 1 ratio to take effect of the "interfering dot structure." At this distance he charged the RCA picture would resemble only 263 lines. The CTI distance was cited as 12 to 1 with effective picture of 170 lines.

When Comr. Jones indicated concern over the patent situation in TV if any single system were adopted, Dr. Goldmark stated among other things that patent licensees are becoming more demanding of service from their licensors and hence the patent monopoly problem is becoming less important.

Dr. Goldmark said CBS would license anyone to manufacture under its system if adopted and asserted the fees would be "nominal."

Sees 'Confusion'

Asked by Comr. Jones if adoption of more than one system would cure the competition headache, Dr. Goldmark said he saw only "confusion" in a double standard. CBS is not afraid to so compete, Dr. Goldmark said, provided the Radio Mfrs. Assn. "promises to make CBS sets." He added, "I have a hunch they're not excited about the idea."

To questioning by Comr. Frieda B. Hennock, Dr. Goldmark said he believed RCA's system would not be ready for standards even with its newly announced tri-color tube.

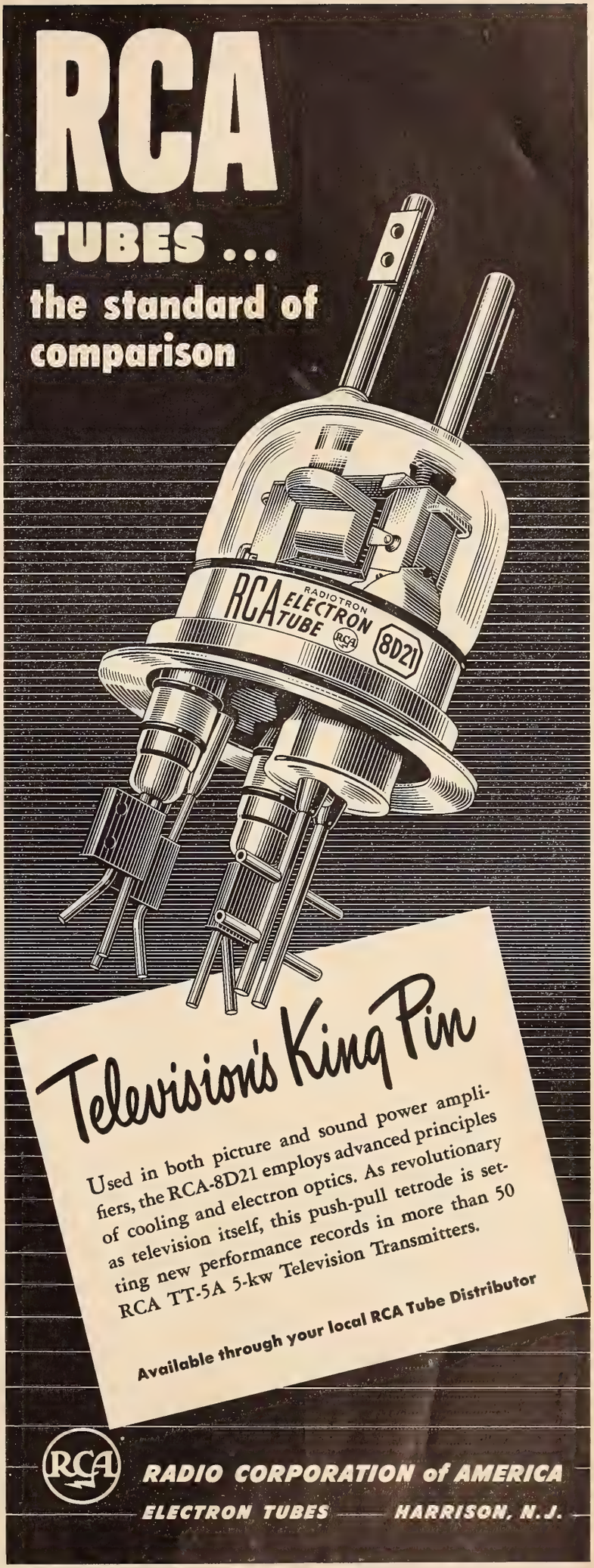
On Wednesday afternoon Prof. John W. Riley Jr., chairman of the Rutgers U. Sociology Dept., presented his survey of home viewing habits, made in New Brunswick, N. J., in February. Among main tendencies revealed, he said, were these:

(1) Most viewers normally sit at least 8 ft. from the TV screen and two-thirds at distances greater than 8 ft.; (2) About 50% sit within 20° of the perpendicular to the screen, or almost straight-on, while the other 50% is equally divided between 21-30° and over 30° from perpendicular; (3) size of room does not appear to control seating distance although people tend to spread out more in larger rooms; (4) children under 10 tend to sit in front, people over 40 toward the back; (5) most viewers choose seats on basis of custom and comfort although about one-third are conscious of distance as determining factor in choice.

On Thursday, Oscar Katz, CBS director of research, presented detailed surveys of public reaction to the CBS color showings during January and February in Washington at the Walker Bldg.

On the first study, covering the Jan. 12 to Feb. 1 showings and based on 9,423 returned questionnaires, Mr. Katz said 96.9% rated CBS color as "much more" (83.8%) or "somewhat more" (13.1%) enjoyable than monochrome while 21.8% rated the overall quality of monochrome re-

(Continued on Telecasting 13)



famous firsts in TV

In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

Eastern-Columbia

(Continued from Telecasting 5)

Stodel Adv. Co. As TV set ownership soared, so did costs, not only of time, but of facilities, models, rehearsal, delivery, etc. This called for a re-examination of TV merchandising on the part of Eastern-Columbia.

The plan decided upon by Messrs. Scyster and Stodel, with Mr. Sieroty's approval, was to feature items in cooperation with major manufacturers that could be filmed and used over a period of time. Live spots were to be used only for important one-time sales promotions.

Utilizing some of Hollywood's best known cameramen, film editors and writers as well as actors, Stodel Adv. Co. planned and then produced all spots on items that could be repeated at least six or more times.

Most manufacturers, recognizing the success of Eastern-Columbia's sales technique, quickly cooperated on long range campaigns. Because of Stodel's original policy of motion picture action scripts, it proved practical to test out copy and camera shots on a live broadcast before filming from the very same script.

Products Stressed

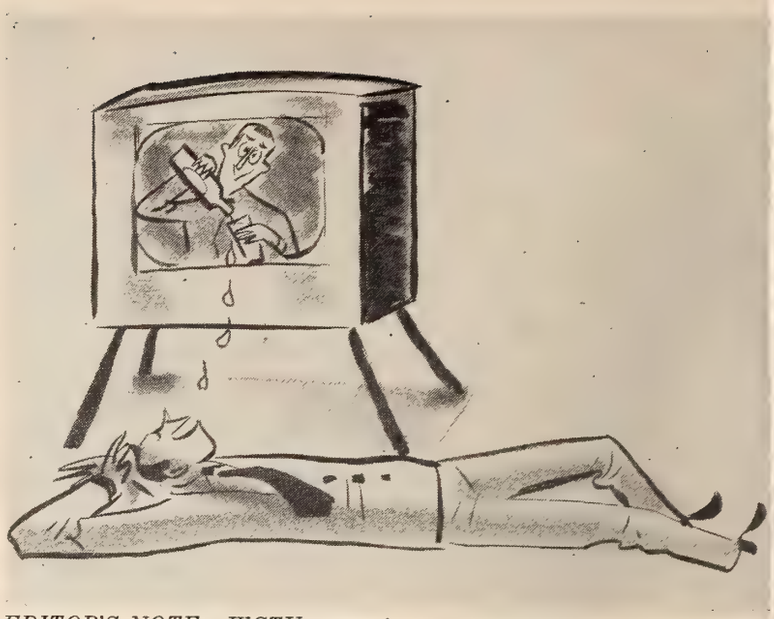
Film spots, with Eastern-Columbia's direct selling approach have included such big suppliers as Leonard refrigerators, Wedgewood gas ranges, Emerson television and radio, Karistan rugs, Hoffman television, Proctor toasters, Cameo curtains, Health-Way bar bells, as well as many others, including upholstery and seat cover manufacturers.

These films are being presented in such major Eastern-Columbia spot adjacencies as *Hopalong Cassidy* on KTLA; *Arthur Godfrey, Ed Wynn Show, Suspense* and *Man Against Crime* on KTTV, as well as high rated feature Sunday film on KFI-TV.

All Eastern-Columbia film commercials are made silent, using synchronized electrical transcribed announcements for live copy. This, according to Mr. Stodel, has been found much more practical than sound on film spots where regular copy changes are desirable and often necessary.

Eastern-Columbia has made one major venture in TV shows to date. It was an original musical revue *Campus to Campus* on KECA-TV last fall. The quarter-hour program preceded telecast of every major college football game from Los Angeles Coliseum. With a top Hollywood cast, the revue used as many as five changes of scenes and process background settings.

Commercials were cleverly integrated into the 15-minute shows with apparel merchandise modeled by featured members of cast. Several leading manufacturers cooperated. Cost per show was $500.



EDITOR'S NOTE: WCTU concept. . . .

By Ken Cowan-Tom Hutchins, Henry J. Kaufman & Assoc.

Direct sales results reportedly were excellent. Cooperating firms whose merchandise was modeled confirm this.

Although Eastern-Columbia still maintains a sizeable radio spot schedule, it is probably the first department store which is a big user of air-time to surpass its AM budget on TV. Last November, for example, the video appropriation was well over the $1,000 mark, according to Mr. Scyster.

Present plans of Eastern-Columbia call for a continuance of the one-minute live and film spot formula of direct selling approach. The Tick-Tock jingle film signature with variations, including novel animated cartoons of the firm's building, will continue to be used.

Commending the job television advertising is doing for Eastern-Columbia, and the part played in that success by Stodel Adv. Co., Mr. Scyster in a letter to Mr. Stodel, said in part:

It is noteworthy that you have made television advertising pay out for us as far back as the first of 1948 when there were approximately 10,000 set owners in the entire California area, and you are still doing it today as it passes the 350,000 set ownership mark.

KBTV(TV) PLANS

To Be Integrated With WFAA

OPERATIONS of KBTV (TV) Dallas, acquired by the *Dallas News* from Potter Television Co. [CLOSED CIRCUIT, March 13], will be integrated with that of WFAA Dallas, *News* affiliate, according to Martin B. Campbell, WFAA general manager.

The change in call letters to WFAA-TV will be deferred for a time, Mr. Campbell said. "For the immediate future," he stated, "we will be integrating the two operations, radio and television, and making permanent changes and improvements in the technical equipment and augmenting the present staff of KBTV with personnel from WFAA."

Mitchell Named

Bert Mitchell, WFAA production manager, has been appointed to direct the integration of WFAA's AM and FM service with TV. Headquarters and studios of WFAA are in the Santa Fe Bldg. Annex, while KBTV is housed in its own new building at 3000 Harry Hines Blvd., just north of the downtown district.

James M. Moroney, vice president of the *News* and supervisor of its radio properties, is cooperating with Mr. Campbell in handling the merger of the two stations. Mr. Moroney negotiated the purchase.

Mr. Mitchell, who attended the Chicago Television Council March 6-8, planned his return itinerary to Dallas by way of Cincinnati to visit WCPO-TV, WLWT (TV) and WKRC-TV and Atlanta's WSB-TV and WAGA-TV, to observe operations there.

Last month, Ray Collins, assistant manager of WFAA, made observation tours of WDSU-TV New Orleans and WMCT (TV) Memphis. To get some slants on women's TV programs, Julie Benell, WFAA woman's editor, begins a five-day stay today (March 20) at WTMJ-TV Milwaukee.

In the summer of 1948, Mr. Campbell and Mr. Collins took NBC's TV training course in New York, which Mr. Mitchell and Louis Breault, WFAA continuity director, took the following February.

Color Hearings

(Continued from Telecasting 11)

ceived from a CBS color signal, viewed in monochrome on the CBS color set, "as 'much better' than the overall quality of standard black and white television."

He said 32.1% rated the monochrome of the CBS color signal as "somewhat better" than standard monochrome while 40% said it was about the same and 3.7% said CBS monochrome was poorer. These last comparisons resulted in lengthy attacks upon the validity of the studies by opposing parties and FCC's assistant general counsel, Harry Plotkin, assisted by H. H. Goldin, acting chief of the Commission's Economics and Statistics Div. Mr. Goldin subsequently was asked to take the stand to defend his criticism.

For some time the other parties have attacked the comparison of color with monochrome during the CBS medical and public demonstrations by producing black and white via the CBS system and not via the regular monochrome standard. Such comparison unfairly "biases" viewers, it was contended. Other "bias" factors cited were host-guest relationships, and question phrasing or language.

Against Double Standard

On Thursday afternoon, David B. Smith, vice president in charge of engineering for Philco Corp., took a vigorous stand against any double standard test period and even adoption of any single system at the present time. To questioning by Comr. George E. Sterling, he indicated he "would abandon CBS" as a system competitor.

Replying to interrogation by Comrs. Jones and Hennock, Mr. Smith claimed there is no such thing as a "limited commercial" test possible under the double or all-standards trial since the public automatically would put its foot in the door as soon as it bought the sets involved. He said Philco would be unwilling to sell sets under such circumstances and indicated it would not produce them for such testing.

Picking any single system now for standards, Mr. Smith said, is merely taking the word of the proponent that it will do what he claims it will. Mr. Smith stated he considers 6 mc compatible system in the VHF and UHF possible now but that specific standards must await further development. He warned against a possible second freeze ensuing in UHF allocation if sufficient care is not taken now to do the job right.

Comr. Jones pressed the Philco witness concerning his firm's similar position during the 1940 proceeding looking toward adoption of monochrome standards and pointed out that during those hearings it was claimed $10 would be the cost to make a set workable on two line and field standards. The Commissioner charged the record of this monochrome hearing seemed to kill the "voodoo put out on incompatibility of lines and fields" during the present color proceeding.

In his prepared statement, Mr. Smith said during the fall hearing Philco indicated it was "considerably interested in the possibilites of multiplex systems and dot pattern presentation" and that this work "has continued." He said that on Feb. 14 experimental transmission of monochrome and color signals was begun from Philco's WPTZ Philadelphia.

Mr. Smith indicated the laboratory work included study of the characteristics of all three proposed systems and it was during this discussion he mentioned development of a single tri-color tube.

Mr. Smith estimated that to adapt an existing monochrome set in the home to receive CBS color in monochrome would run $75 to $100. This would be according to Philco production methods and include service costs. To convert to color would be another $100 to $125, he said.

Meanwhile, CBS last week petitioned the Commission to strike earlier testimony by Radio Mfrs. Assn. witnesses relating to cost estimates for conversion and adaption of existing and future sets to receive the CBS system. CBS charged that FCC had asked for further revised estimates based on new data to be supplied, that CBS had supplied voluminous information to RMA, and RMA now has indicated it has no further evidence. CBS contended the earlier testimony is hence rendered "obsolete".

DuMONT PLANS

Revamps Production, Programs

REORGANIZATION of DuMont TV Network's production and programming department has been announced by James L. Caddigan, DuMont director. All production facilities will be integrated and programs will be supervised by a central group of executives rather than a local studio official, according to Mr. Caddigan.

Four major sections have been organized handling program development and procurement, production, studio supervision and training. Alvin Hollander, formerly supervisor of Studio A, has been named manager of production facilities, new post; Don Russell was named chief announcer, and Miss Duncan MacDonald was chosen to head the new training section.

WHITE-SANFORD

Named To CBS-TV Post

HENRY S. WHITE, president of World Video Inc., will join CBS as associate director of television programs, Charles Underhill, CBS-TV program director, announced last Thursday. Mr. White's appointment is effective next Monday (March 27).

Simultaneously appointment of Herbert Sanford, a member of the CBS-TV program department, as assistant to the director of programs, was announced.

RCA HITS CBS PLAN *Says It Admits 'Weakness'*

THE CBS announcement Wednesday that it plans to adopt certain "sampling" principles, which according to RCA are inherent in the RCA all-electronic color system, was interpreted by an RCA official last week as an admission of the "weakness" of the CBS mechanical disc method.

CBS revealed its plan to adopt "sampling" and "horizontal interlace" methods of achieving high picture resolution in its color system (see Telecasting 3).

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., hailed the CBS announcement as a "significant move" to adopt "important elements" of the RCA system and added:

"Despite this latest move, however, the CBS system will still lack compatibility with the present black-and-white television system. The flaws of color breakup and flicker will still remain in the altered system."

Adrian Murphy, CBS vice president and general executive, challenged RCA statement. He said:

"The RCA statement is sheer effrontery, a gross distortion of the facts and a misrepresentation of the CBS color television system. The CBS color television system has proved that it works as a highly satisfactory broadcast medium. There is no indication that the RCA system is practical for broadcasting. On the basis of existing evidence the RCA system is 'unadoptable.' "

Dr. Jolliffe cited testimony of Dr. Peter Goldmark, CBS engineering director, before FCC last week and noted that "CBS has finally recognized the merits of the RCA color television system, by adopting several of its outstanding features."

"Of course, if CBS continues to modify its system by adoption of other important elements of the RCA system, including use of the RCA tri-color tube, there will be little technical difference left between the two systems," he said. "There would remain, however, the important element of compatibility to safeguard the public investment in television receivers."

Sanford At KBTV (TV)

J. CURTIS SANFORD is vice president and general manager of KBTV (TV) Dallas, Tex. In the Directory of Film Buyers at U. S. Television Stations [TELECASTING, March 6] Mr. Sanford was erroneously identified with KEYL (TV) San Antonio. The film buyer for KEYL should be Mortimer Dank, program manager.

FIRST AGAIN

February TV Pulse reports 7 out of 10 top once-a-week TV shows in Cincinnati are seen on

WCPO-TV

CHANNEL 7

WCPO-TV . . . 7
TV STA . B . . 2
TV STA . C . . 1

. . . and in multi-weekly TV shows WCPO-TV takes 6 out of the top 10 shows

WCPO-TV . 6
TV STA . B . . 4
TV STA . C . 0

. . . TV surveys always show WCPO-TV has the MOST viewers MOST of the time!

WCPO-TV CINCINNATI, OHIO

Call a BRANHAM Man for availabilities

ASCAP Licensing

(Continued from Telecasting 3)

statement said that ASCAP music will be licensed to broadcasters and telecasters and other users on "reasonable non-discriminatory and commercial practicable terms." Additionally the two judgments will "further the creation and dissemination of popular and standard music," he observed.

Performance Rights

ASCAP was "ordered and directed" to issue licenses for performance rights of its compositions:

(a) To a radio broadcasting network, telecasting network or wired music service (as illustrated by the organization known as "Muzak"), on terms which authorize the simultaneous and so-called "delayed" performance by broadcasting or telecasting, or simultaneous performance by wired music service, as the case may be, of the ASCAP repertory by any, some or all of the stations in the United States affiliated with such radio network or television network or by all subscriber outlets in the United States affiliated with any wired music service and do not require a separate license for each station or subscriber for such performances;

(b) To a manufacturer, producer or distributor of a transcription or recordation of a composition in ASCAP's repertory which is or shall be recorded for performance on specified commercially sponsored radio programs or television programs, as the case may be, on an electrical transcription or on other specially prepared recordation intended for radio broadcasting or for television broadcasting purposes (or to any advertiser or advertising agency on whose behalf such transcription or recordation shall have been made) of the right to authorize the broadcasting, by radio or by television, as the case may be, of the recorded compositions by means of such transcription or recordation by all radio stations or television stations in the United States enumerated by the licensee, without requiring separate licenses for such enumerated stations for such performance.

Commenting on the consent decree, Fred E. Ahlert, ASCAP president, said it "will insure to any commercial user of music, who questions the society's rates, an impartial court review." He added that ASCAP will continue to make available to radio and TV stations, the public and other commercial users, information on its repertory.



COLOR ISSUE

Coy Lists Alternatives For Settlement

THE ALTERNATIVES among which FCC must choose in settling the color television issue were summed up by FCC Chairman Wayne Coy in a speech at the U. of Oklahoma's Annual Radio Conference last Tuesday at Norman (for other details of his speech, see page 29).

He said he "hoped" but would not "predict" that the answers will be found in time to permit lifting the television licensing freeze "before this year is out."

The alternatives he listed included the possibility of establishing broad color standards that would permit the operation of all the major competing color systems —those of RCA and CBS and possibly that of Color Television Inc.

Mr. Coy also raised the question of whether set manufacturers might not now begin building adapters into their new TV receivers, so as to reduce the obsolescence factor in event FCC ultimately adopts standards based upon the CBS system.

Referring to the advantages which would come with development of a single, three-color tube—on which RCA, CTI and others are working independently, with RCA promising a demonstration of its results within a few weeks—Mr. Coy said:

"I hope with all my heart such a tube develops and that when it is shown it will be perfect. However, in the case of this tube, as in the case of other much-heralded color television marvels, neither the Commission nor the rest of the industry can afford to count such eggs before they are hatched. In the past few months I have seen too many press releases describing perfect color television badly mutilated by bad performances."

CBS Progression

He pointed out that the CBS system "has progressed farther than any of the other two systems" but is currently limited as to picture size and will not permit color transmissions to be received in monochrome on existing sets without an adaptor. The RCA system, he said, is "compatible" and has shown improvements, but presently relies upon three separate color tubes, which makes for "costly and cumbersome procedure" and "involves fundamental problems of registration." He did not feel he should go into detail on the CTI system "until I have seen a demonstration with which [CTI officials] are satisfied."

Chairman Coy said the Commission regards it as "a reasonably safe risk to allocate the UHF band for commercial television," on the basis of data compiled from experimental and military operations in this area. Hearing on the proposed UHF allocations is slated later in the current proceedings.

He summarized the basic color questions facing the Commission as follows:

. . . Certainly a 6-mc color television system that would allow black-and-white reception on present-day receivers from color transmissions would be most desirable. At the present time we do not have such a fully developed system. On the other hand, we do have a workable system with good picture quality but which is handicapped by limitations on tube size and which cannot be received by present black-and-white receivers without change.

Must we choose an undeveloped system because its color transmission can be received in black-and-white on existing receivers?

Or must we choose a workable system whose color transmissions cannot be received on existing receivers in black-and-white?

Or must we permit all of the systems to have more time for experimentation and development?

If more time were to be allowed for experimentation and development of all color television systems, could the freeze be lifted and permit black-and-white television to go ahead? Or should the freeze be kept on until it is possible to write engineering standards for color television?

If there were to be time for further experimental and developmental work, is there any action which, taken now, would protect the public presently buying television receivers in a manner which would reduce the obsolescence factor in the event the Commission decision favored a color system incompatible with present black-and-white standards?

Given the assumptions I have just stated, could it be expected that the television manufacturing industry would immediately build manual or automatic adapters in all television receivers? Would the relatively small cost for such an addition to a set be worth it in terms of giving the widest possible latitude for decision after further experimentation extending perhaps a year or more?

Or must we write multiple standards and let the public decide in the market place which is the better system? Is there any way to assure the future use of all color sets if such a proposal is followed? Is it a proposal in which the public will willingly accept the risks and costs involved?

Or must we reject all of the systems and say that we will proceed immediately with black-and-white television in both bands and let color wait until another generation or two, and in another, and now unexplored, portion of the spectrum?

These are the very difficult questions which the Commission has to face and resolve before it can decide the color television issue. Needless to say, I am not prepared to answer these questions today. . . .

The country is far richer in technological information today as a result of our present hearings. There is no question in my mind but what the Commission's actions with respect to color have moved forward the development of color television by months and years.

As a member of the Commission I take pride in the fact that we have been so diligent in looking after the public interest. I am sure that the result will be a far better, far sounder, and far more enduring system of television than if we rejected the considerations of color television at the present time and left it to chance to be developed at some unknown place in the spectrum and at some unknown date in the future. . . .

WREC Amends TV Bid

WREC Memphis, a pioneer in television experimentation, has amended its pending application for commercial TV to seek Channel 6 (82-88 mc) instead of Channel 7 (174-180 mc). The station is owned by Hoyt B. Wooten, who won a grant in June 1928 for experimentation with "mechanical" television in the 4700-4900 kc band. His Memphis commercial application was filed in May 1948.

COMPOSITE COLOR SYSTEM

'Best Part of All Systems' Urged by Johnson

COMPOSITE color television standard using the better parts of all systems was advocated last week by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee.

Questioned about his color attitude after viewing a demonstration staged by Color Television Inc., San Francisco, Sen. Johnson said he foresees "much progress ahead" in the field. He added that he hoped a composite standard could be worked out with room for continued improvement.

"Anyone who has seen the improvement in RCA and CTI can't help being tremendously impressed. I place great faith in multi-color tubes—not RCA's alone but the others on which many people are working. Much energy has been devoted to that phase—we're going to get something.

"It makes you believe in the American System when a little outfit like CTI can do what these people have done."

CTI showed its system all last week in a Statler Hotel suite in Washington. Color pictures appeared greatly improved and observers commented favorably on the 11x14-inch projected pictures.

Carl I Wheat, CTI's Washington attorney, told TELECASTING CTI will file a formal FCC petition for a chance to show its system in San Francisco where it has laboratory facilities. He said pictures will be much better than those shown in Washington through use of horizontal switching and three colors per line.

CTI was especially proud of a paddle-wheel test and the system's resistance to color breakup.

Black-and-white sets appeared to show faulty definition at close range though the images were acceptable at a distance of 10 feet. Use of horizontal switching will bring a high-fidelity black-and-white signal, it was stated. CTI also said it was only showing two colors per line but would show three in San Francisco.

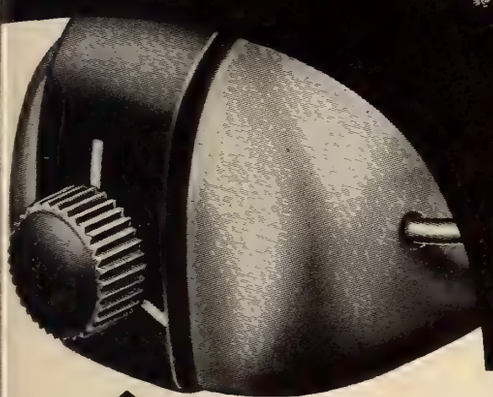
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CANCER MONTH

Radio Will Aid ACS Crusade

MORE than a million dollars in contributed talent and radio time has been lined up for "Cancer Control Month" which opens April 1, the American Cancer Society announced in Washington last week. The national goal for 1950 is $14,565,000.

An array of radio and screen stars will assist the cancer society's crusade to put over the message of need for more funds for its three-pronged attack through research, education and service, it was announced. Transcribed messages by screen stars Edward Arnold, Cary Grant and Roy Rogers have already been produced and other stars are being recruited for April broadcasting, according to the society.

The talent line-up also includes the orchestras of Guy Lombardo and Xavier Cugat, Mollie McGee in a serious role making a short appeal for cancer funds, Contralto Marian Anderson, and Commentator Fulton Lewis jr.

In addition, all of the 61 ACS divisions will develop local live-talent shows to be presented on time pledged during the drive by a majority of the stations throughout the country. During the 1949 campaign, 1,059 stations used ACS transcribed programs, the society said, representing an estimated $1,137,152 in time given by the stations.

KPFA (FM) PLANS

Seeks Listener Support

KPFA (FM) Berkeley, Calif., last week announced formation of a sponsoring committee of San Francisco Bay Area civic leaders to spearhead a drive to support the station by listener subscription rather than commercial advertising.

The station has been broadcasting for almost a year on its non-commercial policy. It has been declared a non-profit, educational corporation by the federal government. Listener donations for its support are tax deductible.

ACTIONS OF THE FCC

MARCH 10 to MARCH 17

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 10 Decisions . . .

ACTIONS ON MOTIONS

By Examiner Fred Johnson

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Denied motion requesting continuance of approximately 30 days of hearing presently scheduled in connection with applications for transfer of control and renewal of licenses.

By Examiner Fanney N. Litvin

KSGM Ste. Genevieve, Mo.—Granted continuance of hearing from March 14 to May 2 in Washington, D. C. in proceeding re application.

By Examiner J. D. Cunningham

Neb. Rural Radio Assn., Lexington, Neb.—Granted continuance of hearing from March 15 to April 19 re application and that of John Townsend, North Platte, Neb.

By Examiner Jack P. Blume

Waycross Bcstg. Co., Waycross, Ga., Teletronics Inc., Waycross, Ga.—Dismissed as moot petitions of Waycross requesting that hearing record be reopened and that further hearing be scheduled on March 31, and petition of Teletronics Inc. opposing these requests and affirmatively requesting further hearing in Washington.

By Examiner Leo Resnick

WAVL Apollo,, Pa.—Granted in part petition requesting that hearing in Docket 9545, presently scheduled for March 13, at Washington be continued for period of 30 days approximately from date of publication of Commission's action on petition, filed Jan. 25, for reconsideration and grant or for particularization in issues for hearing; hearing continued indefinitely.

By Examiner Jack Blume

WWJ Detroit—Granted petition by party respondent requesting further hearing re applications of WKNX Saginaw, Mich., and that of WKMH Inc., Jackson, Mich., now scheduled to be held on March 15 be continued for 60 days; hearing continued to May 15 at Washington, D. C.

March 10 Applications . . .

ACCEPTED FOR FILING

SSA—1030 kc

KWBU Corpus Christi, Tex.—Request for SSA on 1030 kc, 50 kw unl., non-directional from local sunrise at Boston to local sunset at Corpus Christi.

AM—1480 kc

WBBL Richmond, Va.—CP to change from 1450 kc 250 w to 1480 kc 5 kw directional.

AM—730 kc

WKSR Pulaski, Tenn.—Mod. license to change from 730 kc 250 w D to 730 kc 250 w-D 100 w-N.

Modification of CP

KUNO Corpus Christi—Mod. CP AM station to change from 1400 kc 100 w unl. to 1400 kc 250 w unl.

License Renewal

Request for license renewal AM station: WWWR Russellville, Ala.; KRKD Los Angeles; WNDB Daytona Beach, Fla.; WGST Atlanta, Ga.; WGOV Valdosta, Ga.; WAAF Chicago; KFNF Shenandoah, Ia.; WPBC Minneapolis, Minn.; WPAT Paterson, N. J.; WWNH Rochester, N. H.; WEBR Buffalo, N. Y.; WKRT Cortland, N. Y.; WDAY Fargo,, N. D.; WPFB Middletown, O.; WAVL Apollo, Pa.; WJMX Florence, S. C.; KELP El Paso, Tex.; KWBC Fort Worth, Tex.; KGKL San Angelo, Tex.; WXGI Richmond, Va.; KWSC Pullman, Wash.

Modification of CP

WMBR-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date.

APPLICATIONS DISMISSED

Beaver Dam, Wis.—Evans Radio Co. DISMISSED application for new AM station on 1430 kc 1 kw D.

March 13 Decisions . . .

BY A BOARD

CP Replace Expired CP

WHNC-FM Henderson, N. C. — Granted new CP to replace expired CP with expiration date to be shown as 6 mos. from date of grant.
KMFM Monroe, La.—Same.
WFSS Coram, N. Y.—Same.
WHHM-FM Memphis, Tenn.—Same.

Following granted CPs for changes in existing facilities:

KCRK Cedar Rapids, Ia.—Change ERP from 276 kw to 50 kw; ant. from 210 ft. to 320 ft.

WMOX-FM Meridian, Miss.—Change ERP from 20 kw to 3.6 kw; ant. from 120 ft. to 150 ft.

KTUL-FM Tulsa, Okla. — Change power from 2.6 kw to 1.25 kw; ant. from 270 ft. to 90 ft.

WFMD-FM Frederick, Md.—Change from Ch. 268, (101.5 mc) to Ch. 260, (99.9 mc).

WKNE-FM Keene, N. H.—Change from Ch. 300, (107.9 mc) to Ch. 282, (104.3 mc).

WISC-FM Madison, Wis. — Change from Ch. 255, (98.9 mc) to Ch. 251, (98.1 mc).

WVBT S. Bristol, N. Y.—Change from Ch. 270, (101.9 mc) to Ch. 236, (95.1 mc).

KIRO-FM Seattle, Wash.—Granted mod. CP to change power from 7.7 kw to 4.5 kw DA.

KMJ-FM Fresno, Calif. — Change power from 34 kw to 7.3 kw DA, ant. height from 1,310 ft. to 630 ft.

Hearing Designated

KPAB Laredo, Tex.—Designated for hearing in consolidated proceeding with application for revocation of license application for transfer of control of station KPAB from Mark Perkins to Allen K. Tish.

(Continued on page 85)

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YEARBOOK Special

Allied Arts

ARLINGTON KUNSMAN appointed assistant general manager of duPont Co. newly-created film department. He has been with company for over 30 years, and was formerly manager of company's cellophane division.

JERRY ALBERT, director of advertising and public relations for United World Films, named editor of National Television Film Council's official publication, *Televista*, which will begin publication in April. WILLIAM HOLLAND, of Hypernion Films, will act as chairman of membership committee of council replacing Mr. Albert.

RAY L. POLLEY, former advertising production manager at Lockwood-Shackelford Adv., Los Angeles, joins Capitol Records, same city, in similar capacity.

TERRY GILKYSON, singer-composer, completes series of quarter-hour programs entitled *The Solitary Singer*, recorded by Audio-Video Recorders Inc.

JACK MELVIN purchases interests of his partner DAVID SILVERMAN in Melvin-Silverman Inc., Hollywood public relations firm, with company name being changed to Melvin, Newell & Rector. Joining firm are BETTY NEWELL, formerly assistant to Mr. Melvin at Foote, Cone & Belding, Hollywood, as secretary of organization and account executive; and ROY RECTOR, formerly operations supervisor and television director with WKY-TV Oklahoma City and prior to that with FC&B, joining as vice president. New firm has offices in Hollywood Plaza Hotel, 1637 N. Vine Street. Phone is Hillside 7538.

IRENE FORMAN, formerly in charge of theatrical and radio research for *The Answer Man* radio program of Bruce Chapman Productions, joins Alvin Austin Assoc., public relations and advertising organization in New York.

CARDINAL Co., Hollywood packagers of live and transcribed programs, moves to 6600 Sunset Blvd. Telephone: Hempstead 1177.

MAGNECORD Inc., Chicago, announces new PT6-EL, continuous loop panel which firm says now makes it possible to repeat recording without rewinding original spool. Messages from two seconds to 15 minutes long can be played.

Equipment

JACK C. GARDNER & Assoc. appointed Bendix Radio district merchandiser for Maryland and Southern Delaware.

GEORGE P. LOHMAN appointed field sales representative of RCA Victor Home Instrument Dept. in northern part of company's East Central Region, with headquarters in Cleveland. He entered radio 28 years ago with RCA, his most previous position being with Allen B. DuMont Labs Inc., in New York.

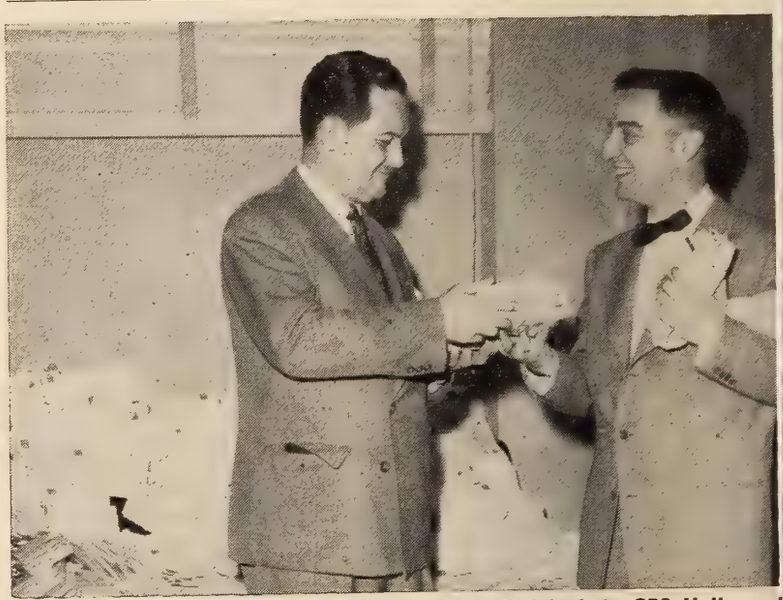
EASTMAN KODAK Co., Rochester, N. Y., announces new Model 25, Eastman 16mm Projector, for 115 volt, 60 cycle, AC operation, with various accessories. Illustrated brochure is available by writing company.

WALTER S. BOPP, former procurement manager of RCA International Div., appointed manager of radio and appliance sales of the division.

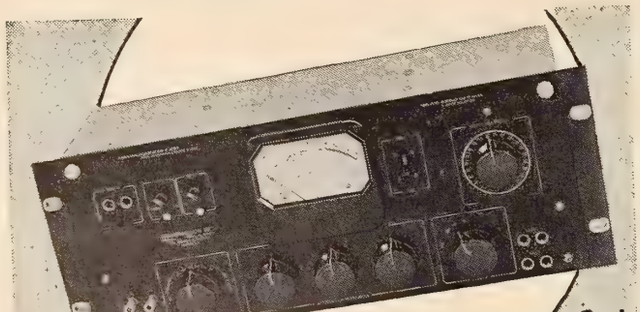
World Renewals

WORLD Broadcasting System has announced the signing of 20 more stations for renewal and extension of the firm's transcribed library service. Stations are:

WKTG Thomasville, Ga.; WFRL Freeport, Ill.; WIMS Michigan City, Ind.; KMLB Monroe, La.; WHRV Ann Arbor, Mich.; WBBZ Vineland, N. J.; KOBE Las Cruces, N. M.; WTOL Toledo, Ohio; KWIL Albany, KWIN Ashland and KORE Eugene, Ore.; WPWA Chester, WARD Johnstown and WPIC Sharon, Pa.; WWON Woonsocket, R. I.; WCRK Morristown, Tenn.; WEPM Martinsburg, W. Va.; WTAL Tallahassee, Fla.; WKUL Cullman, Ala.; WMOC Covington, Ga.



GREAT testimonials to radio are these letters piled high in CBS Hollywood mailroom in response to radio star Garry Moore's (r) request that listeners drop him a line to help convince a prospective sponsor of his CBS show's appeal. Gathering the mail are A. E. Joscelyn, CBS Hollywood operations director, and Mr. Moore. Over 92,000 letters reportedly were received in the first three days following the call.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

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Write today for additional information. Dept. BD-3

WGAF GRANT
Taken To Court of Appeals

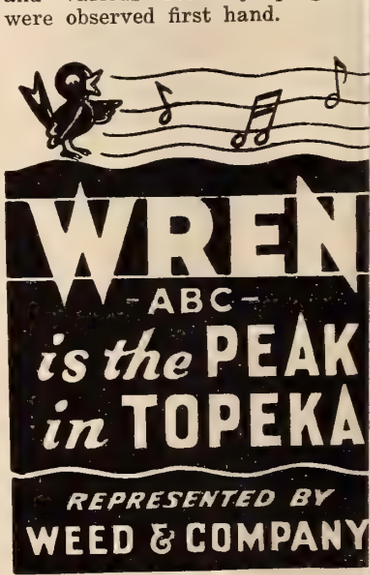
COMPLAINT against FCC's August 1949 grant establishing WGAF Valdosta, Ga., was filed fortnight ago with the U. S. Court of Appeals for the District of Columbia by the losing applicant in the proceeding, Okefenokee Broadcasting Co. Okefenokee in mid-February was denied reconsideration of the grant by the Commission [BROADCASTING, Feb. 20].

The losing applicant charged that the Commission improperly deprived it of comparative consideration in the proceeding and failed to give full opportunity to be heard. FCC in its final decision to award 5 kw fulltime on 910 kc, directional night, to Valdosta Broadcasting Co. for WGAF had concluded Okefenokee lacked the requisite qualifications to become a broadcast licensee and hence did not warrant comparative consideration.

RADIO news and program department of *Johnstown* (Pa.) *Democrat* for Jan. 11 was read in part or in whole by 62% of paper's male readers and 72% of the women. Advertising Research Foundation reported after it had surveyed paper's readers in 136th study in continuing series of newspaper readership analysis.

KCMO Farm Tour Ends

KCMO Kansas City's 25 "touring farmers" have returned home after a 25-day, 15,000-mile air tour of Europe under the guidance of KCMO's Director of Agriculture C. W. Jackson [BROADCASTING Feb. 6]. Ireland was the last of 10 countries visited where farming conditions, agriculture problems and various recovery programs were observed first hand.



KOB TAX CASE

Interstate Question Not Settled

DECISIONS of the New Mexico Supreme Court in two cases involving KOB Albuquerque's protest against the state's 2% occupational tax [BROADCASTING, March 6] appear to provide a financial victory for the station, according to attorneys who have reviewed the opinions in the cases (5236, 5237).

However, it is believed, the opinions do not clear up confusion over the interstate character of the broadcasting business. The tax status of local broadcasts apparently has not been affected.

The court did not issue a flat ruling that broadcasting is interstate commerce and exempt from such a tax. Instead it held the station liable for a small tax covering business adjudged solely intrastate, for which a tax had been paid under protest.

NAB took part in the litigation as a friend of the court.

In one case (5236) Chief Justice Bruce reaffirmed a former decision chastising the lower court for its stand that interstate and intrastate business could not be separated. This in effect held KOB liable for four months' taxes on local broadcasts and was based on a procedural technicality which forbids offering of new evidence that had been available at the first trial.

In the meantime, KOB had brought into contention the tax on another four-month period which New Mexico statute allowed.

The court held in the second case (5237) that none of KOB's receipts were subject to the tax. This developed after the state had depended on a plea of res judicata (already litigated). The court held the case had not been decided before in view of the fact that a different period of time was involved.

The points at issue in the two cases were different, accounting for the difference in decisions, attorneys point out. In the first case the fact that "local broadcasts" brought business to sponsors from outside the state was not in evidence. The court held the station had not proved it was not liable to the tax, a burden placed on taxpayers, and therefore the station was properly subject to the tax.

This procedural technicality did not apear in the second case, where the station brought in evidence as to its interstate character. The lower court had held the station exempt from the tax in its entirety, and the high court affirmed this decision.

Going into the interstate angle, Chief Justice Brice wrote:

We held in the first appeal that all local broadcasting is not necessarily interstate commerce merely because such broadcasts may be heard beyond the borders of a state; and that the burden was on the appellant (appelle here) to establish a right to the return to it of the tax money, or some part of it, which it paid to the state under protest.

This burden appellant did not meet as to local broadcasts. It rested its case wholly upon the assumption that all broadcasting, local or otherwise, over its station was interstate commerce; which we held, and now hold is not necessarily true. There is no finding or evidence indicating that any of the local broadcasts over KOB was interstate commerce.

The decision included a reference to the U. S Supreme Court's dismissal of the Arkansas tax appeal "for want of a substantial Federal question."

More and Better

TWO NEW BABIES in one day is the boast of C. H. Fisher, president of KUGN Eugene, Ore., in announcement heralding the grant of "shiny new construction permit for a bouncing 1000 w on 590 kc unlimited time" to KUGN Inc., on Feb. 24th. The louder and lustier KUGN was followed by a grant to the same owners for the new Voice of Oregon-Washington Broadcasters at Hood River, Ore., on 1340 kc with 250 watts.

Technical

CURTIS C. NEILSON, transmitter operator, promoted to assistant chief engineer at KSL-AM-TV Salt Lake City. He has been with station for 10 years with exception of four years service with armed forces.

JOSEPH H. COPP, former audio and television systems engineer for General Electric, appointed audio facilities engineer for ABC. He succeeds JOHN D. COLVIN, who has joined Commercial Radio-Sound Corp., New York as chief engineer.

ALLEN B. DuMONT LABS., Passaic, N. J., announces new DuMont-Holmes "Superspeed" projector in its line of TV broadcasting equipment. Heart of projector is intermittent sprocket which pulls down in approximately 2000 microseconds and makes it dual purpose tool for TV stations. First use as direct projector image orthicon camera pickup; secondly it may be used as background projector for studio production. Projector is offered in two models, universal and heavy duty, prices are $2,985 and $4,860 respectively. Both will be available in limited quantity for March delivery.

BERLANT Assoc., Los Angles, announces new Concertone Console, Model 702, designed to hold basic Concertone Magnetic Tape Recorder, No. 401. Console features platinum hammertone finish, is 24 inches wide, 16 inches deep and 36 inches high, with recessed base.

WJBC . . . beams FM 400 feet above Bloomington

another *Completely Engineered** TOWER by IDECO

The WJBC radio tower . . . a solid base, 346-foot guyed steel triangular tower, 54-foot RCA FM pylon antenna (designed to support additional 50-foot TV antenna) . . . was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

Triangular-Section Safety **— Extra rigidity . . . reduced wind load . . . freedom from distortion . . . triangular design—important factors that contribute to IDECO'S outstanding safety record.**

Complete Engineering* **— IDECO engineering covers everything from the solid base to the 3-foot beacon light . . . transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly . . . no field cutting or welding is necessary.**

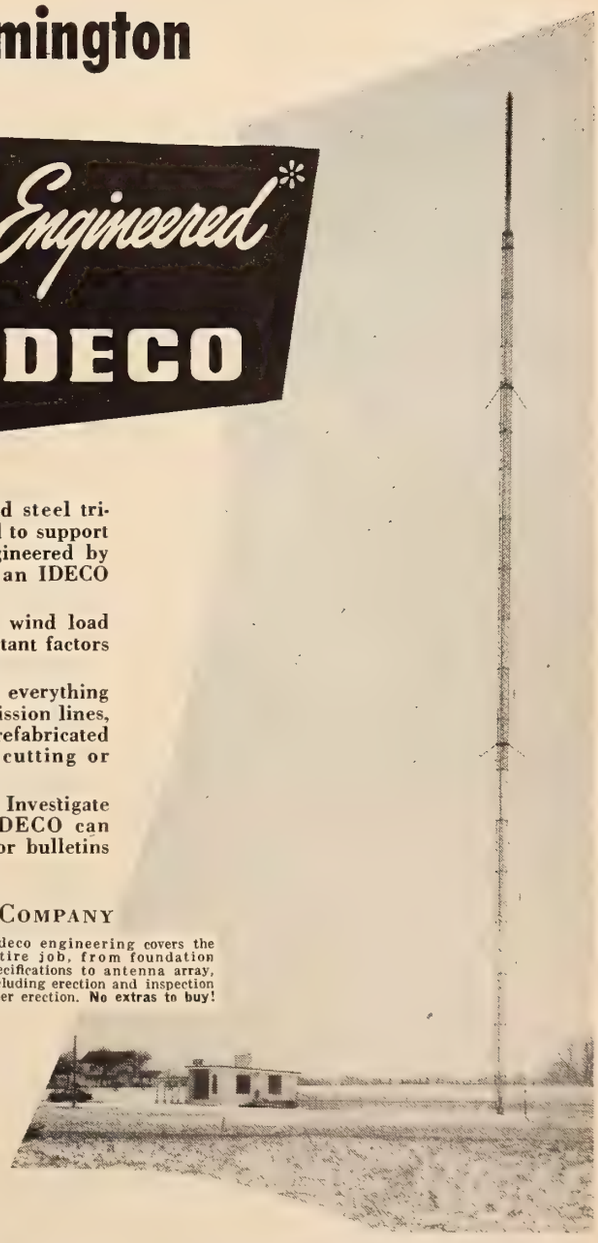
IDECO radio towers are in service from coast to coast. Investigate before you build or buy a tower . . . find out how IDECO can relieve you of all tower responsibilities. Write today for bulletins RT-46 and SSRT-1.

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Media Cooperate Socially in Des Moines

PRESTIGE lifter of both radio and the press in Des Moines is the opening of the new Des Moines Press and Radio Club. Cooperation between the sound and printing professions brought about its establishment.

As a result, the city now boasts a smartly decorated club room. A former supperclub was remodeled and redecorated as quarters for meetings, luncheons, dinners and social activities. A professional finishing job would have cost more than $5,000 but with a membership volunteer unit working "after hours" and on Sunday, the work was completed at a cost of only $500, members report.

The newly-organized group already lists 375 charter members. Charles McCuen, KRNT Des Moines newscaster, is president. Other officers are: Merrill Gregory, managing editor, *Wallace's Farmer*, secretary; Gene Godt, WHO Des Moines newsman, treasurer.

The clubrooms are large and attractive highlighted by a radio-depicting panel painted by Bud Sauers and a Fourth Estate panel by Will Connor. Both men are of the *Register & Tribune* art department.

'VOICE' EXPANDS

State Dept. Seeks Engineers

IN line with expansion of overseas facilities of the Voice of America, the State Dept. last week in Washington announced it is recruiting qualified broadcast engineers.

Engineers of high technical ability and good personal background will be eligible to make a career as staff officers of the U. S. Foreign Service. Minimum technical requirements are five years of general radio experience, at least two years of which must have been as a broadcast transmitter technician or as a technician of high powered communications transmitter installations. Starting salaries are $4,290 and $5,370 per annum depending on the applicant's experience, it was announced.

BOSTON MEET

NERE Sets April 15

TECHNICAL papers, exhibits and a visit to WBZ Boston's Radio and Television Center will highlight the 1950 New England Radio Engineering Meeting at the Somerset Hotel in Boston on April 15.

Bulk of the day will be devoted to discussions and presentations of technical papers dealing with radio and television. Topics include industrial television, a new pulse generator for television, transient phenomena in loud speakers, a multichannel PAM-FM radio telemetering system, design and utilization of a four-phase radio frequency oscillator, a novel coaxial noise diode termination, and an experimental AM transmitter employing crystal-controlled magnetron.

Feature field trip will be the visit to WBZ's facilities following the late afternoon scheduled windup of paper delivery. W. H. Hauser, WBZ chief engineer, is in charge of the radio engineers' luncheon and Harold A. Dorschug, WEEI Boston chief engineer, is chairman of the papers committee. Business session is scheduled for 4:35 p.m. with the meeting's conclusion set for 6:30 p.m.

Columbia Development

COLUMBIA RECORDS Inc. has developed a new record-cutting technique, the thermal engraving process, now being used for long playing microgroove records. The technique produces a cleaner groove with greatly reduced loss of high frequencies, William S. Bachman, director of engineering and development, Columbia Records, has revealed.



Pointing to the radio panel is KRNT's Don Bell, disc jockey.

CANADA RATINGS

U. S. Network Shows Lead

AMERICAN network programs took the lead in the national rating report of Elliott-Haynes Ltd., Toronto, for February. First 10 evening programs, with rating, were: *Charlie McCarthy* 36, *Fibber McGee & Molly* 34.1, *Radio Theatre* 33.8, *Amos 'n' Andy* 33.8, *Our Miss Brooks* 28.2, Bob Hope 27, *Twenty Questions* 25.3, *My Friend Irma* 25.2, *Aldrich Family* 23.8, and *Mystery Theatre* 22.2. There were a total of 40 commercial network evening programs in the February rating report.

Five leading daytime programs were *Big Sister* 16.1, *Ma Perkins* 15.7, *Happy Gang* (Canadian program) 15.6, *Road of Life* 15.6, and *Pepper Young's Family* 15.5. Leading French-language evening programs were: *Un Homme et son Peche* 39.2, *Radio Carabin* 34.9, *Metropole* 31.9, *Ralliement du Rire* 27.6, and *En Chantant dans le Vivoir* 25.2. Leading French daytime programs were: *Jeunesse Doree* 29.5, *Rue Principale* 28.7, *Maman Jeanne* 23, *Quart d'Heure de Detente* 22.9, and *Grande Soeur* 22.6.

KRIC Baseball

FOR the fifth consecutive year, KRIC-AM-FM Beaumont, Tex., will broadcast all games played this year by the Beaumont Rufneks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC originations. Ed Dittert, KRIC's sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

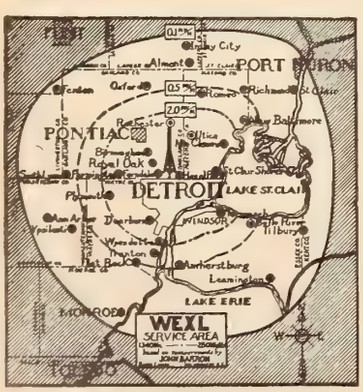
WLAW-AM-FM Lawrence, Mass., signs off at midnight instead of 2 a.m. as was previously done, seven nights weekly.

The 'Late' Mr. Phillips

DON PHILLIPS, disc jockey of the early morning *Farm and Ranch Hour* on KTXL San Angelo, Tex., awoke to find he'd be a little late for work, a fortnight ago. In great haste, he phoned the transmitter to say he'd be in shortly. He dialed what he thought was 7677, the transmitter number, and told his story to the sleepy voice on the other end. Later in the day, Mr. Phillips received a call from A. D. Rust, president of WesTex Broadcasting Co., owner and operator of KTXL. It seems the number Mr. Phillips called in the wee, small hours was 7877, Mr. Rust's number. Thanks to a boss with a sense of humor, Don Phillips is still heard on KTXL.

SOME 20 million Americans, mainly in rural areas and small towns, either do not hear regularly and clearly any radio station at all or, at best, can get only one station, according to *Pathfinder* news magazine.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts

Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Programs

NEVER to be one who would turn his back on newsbreak, Craig Lowe, WSGN Birmingham news and special events director, slammed into action when his scheduled Air Force flight to cover Caribbean maneuvers for station's listeners had change of plans. Upon arrival in Washington coinciding with end of the coal strike, Mr. Lowe contacted local U. S. representative who was able to call William Mitch, president, District 20 UMW, Birmingham, from conference table. Using WMAL Washington facilities, Mr. Lowe gave WSGN listeners first-hand official report of signing of soft-coal contract, with Mr. Mitch urging workers to go back on their jobs.

Teen-Agers Program

DIFFERENT East Bay high school is featured each Saturday on KROW Oakland, Calif.'s *Teens, Tunes and Topics* show conducted by Ray Yeager, disc jockey. Students of selected high school pick five favorite tunes each week. Interviews by Mr. Yeager of student leaders also are presented.

WBZ-TV's 'Caravan'

LOCAL *Caravan of Stars* bowed to WBZ-TV Boston audiences on March 16 with Dick Todd, Canadian singing star, as program's first guest star. Other celebrities scheduled to appear on weekly shows are Frank Fontaine, Mary Ashworth, Beatrice Kay, and others. Program originates from WBZ Radio and Television Center Thursday at 7:30 p.m. *Caravan* is sponsored by Carpenter-Morton, maker of Carmote paints. Tom Sawyer, WBZ-TV staff producer, is director.

Radio Chapel Program

ANSWER to broadcasters' problems in presenting religious programs is offered by Allen T. Simmons, owner and operator of WADC Akron, Ohio. Mr. Simmons reports debut on March 5 of hour-long program that includes local non-sectarian preacher and staff announcer dramatizing stories of Old and New Testament and reading of inspirational poetry. Called *The Chapel by the Side of the Road*, program urges listening public to attend church of choice rather than attempt to present substitute for church attendance. Week following premiere of program, Mr. Simmons reports, brought encouraging mail pull.

'Helen and Budd'

TOPICS of top interest of day are beamed to housewife by WKBW Buffalo's new Mr. & Mrs. show, *Helen & Budd*. Principal characters on program, heard from 4 to 4:30 p.m. Monday through Friday and premiered March 13, are Mr. and Mrs. Budd Hulick. Mr. Hulick is best remembered in original radio show *Stoopnagle & Budd*, *What's My Name?* and other network programs. Mrs. Hulick is veteran of stage and for many years was active in her native Buffalo's women's activities. Show also provides music renditions and interviews with visiting personalities.

Aviation History

TRACING history of aviation from its beginnings to present day, KNBH (TV) Hollywood March 17 started new *Jenny's to Jets* weekly series. Program features showing of some of greatest motion picture films on aviation and its pioneers; in addition to this, noted pilots of past and present appear on program to give their views on future of aviation. Col. Charles E. Hastins Jr., pilot in both World Wars, produces program.

Promote Savings Bonds

AIMED at promoting U. S. Savings Bonds, WWDC-AM-FM Washington has begun non-political and non-controversial program called *Labor Speaks* in cooperation with Treasury Dept. and organized labor. Program, which is heard Tuesday at 10 p.m., features speeches by labor leaders with its theme-note the purchase of savings bonds.

CKOY Airs Science

SCIENCE students' appetites are whetted in *Excursions in Science*, science information program produced by General Electric Research Lab, Schenectady, N. Y., and aired weekly, Thursday 10:45 p.m., by CKOY Ottawa. Fifteen-minute program highlights informal discussions of particular phase of science by leading authorities in field. Material covered by each broadcast is condensed in a "scientific paper" and sent to listeners upon request.

Dignitaries on WBUR Script

HOUR-LONG documentary on WBUR Boston, Boston U.'s station, marked the station's inauguration on March 1. Written into script and playing themselves were President Daniel L. Marsh, of B. U.; Mayor John B. Hynes; Gov. Paul A. Dever and Prof. Samuel B. Gould, station director and head of department of radio, speech and dramatics at Boston U.'s school of public relations.

Baseball Coverage

MAJOR LEAGUE baseball games emanating from the East will be broadcast by KALI Pasadena, Calif. Station acting as Los Angeles outlet for new National Liberty Network, will carry broadcasts of National League games live and recreations of American League contests.

Airs Practical Politics

COMBINING education programming with political analysis, WMRN Marion, Ohio, carried broadcast from Grey Chapel at Ohio Wesleyan U. by Guy Gabrielson, chairman of the Republican National Committee. Address was in conjunction with school's institute of practical politics. Week previously, WMRN aired broadcast by Mrs. India Edwards, executive director of women's division, Democratic National Committee.

Science Quiz

WESTERN Pennsylvania high school students again will compete for college scholarships in 1950 School Science Experts' quiz series to be heard on KDKA Pittsburgh Monday nights for seven weeks beginning March 27. Student scientists from public, private and parochial schools in KDKA area will take part in competition which is held annually as forerunner of Budd Planetarium School Science Fair, exhibition of science demonstrations planned and built by high school students. On seventh broadcast, May 8, six finalists will vie for "championship" title and scholarship awards. Ed Young, KDKA production chief, will be moderator on programs.

Appeals to Women

NEW quarter-hour television series, *Women in the News*, featuring on-the-spot films of happenings regarding the fairer sex, starts on KFI-TV Los Angeles. Program features Adelaide Hawley, radio and fashion reporter who also will conduct weekly interview with important woman personality, in addition to servicing and editing film recordings being filmed by camera crews in 18 key cities of country.

TR's New Accounts

TRANSIT RADIO Inc., New York, has signed four new advertisers this month. They are Bauer & Black (Blue Jay products) started March 6, through Henri, Hurst & McDonald; Bell Telephone of Pennsylvania, through Grey & Rogers, Philadelphia; General Foods (Birds Eye frozen foods) through Young & Rubicam, March 1; Manhattan soap through Duane Jones, starting in mid-April. Most contracts are for 52 weeks.



The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Music by Plotk



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

BRITISH RADIO
Book Studies BBC Monopoly

BRITISH BROADCASTING. A STUDY IN MONOPOLY. By R. H. Coase. Cambridge, Mass.: Harvard U. Press. 206 pp. $2.75.

IN this historical study of the monopolistic organization of broadcasting in Great Britain, R. H. Coase, reader in economics in London U., describes how the monopoly came into being. He then considers what effect it had on the development of and policy towards competitive services such as wire broadcasting and foreign commercial broadcasting intended for listeners in Great Britain.

The volume also contains a summary of the views which have been held on the monopoly of broadcasting in Great Britain as well as an examination of the arguments by which the monopoly has been justified. Book also is timely as the BBC's current charter expires on Dec. 31, 1951.

Amateur Radio Map

AMERICAN Radio Relay League of West Hartford, Conn., has announced its new and revised edition of the Amateur Radio Map of the World. A four-color special projection by Rand McNally, the map has been especially prepared for use by amateur radio stations primarily in their "DX" or long-distance international communications activities. Price of the 30 x 40 inch map is $2.

Pictorial Discs

A PICTORIAL phonograph record, designed partly for use as inexpensive transcriptions of radio programs, has been developed by Vis-I-Disc Corp. according to International Public Relations Corp., which represents the record firm. The new records are made of unbreakable composition plastic, light in weight, and will be produced for 78, 33⅓ and 45 rpm speeds in 7, 10 and 12-inch sizes. Firm uses a process which permits reproduction of art work from Kodachrome in full color over the face of the disc.

Production

JACK EDMUNDS, formerly producer for NBC and CBS and head of program operations for ABC in Washington, appointed program supervisor of KPRC Houston, Tex. From 1931 to 1936 with NBC, he produced the Ed Wynn show, *Rudy Vallee Hour*, Paul Whiteman's show and Chase & Sanborn show. At CBS, where he spent four years, he produced the Andre Kostelanetz show, *Let's Pretend*, Sunday afternoon symphony broadcasts and *Abe Lincoln in Illinois* series.

JOHN S. LUGT joins staff of KSL-TV Salt Lake City as producer. He formerly was with *New York Daily News* and its WPIX (TV) New York and also with Martin Stone Agency.

HUGH HOLDER joins staff of WCOG Greensboro, N. C., as program director. He formerly was with WAYS Charlotte, N. C.

STERLING QUINLAN, publicity director of WBKB (TV) Chicago, named program director succeeding **E. JOHNNY GRAFF,** resigned (see Agencies).

M. MAXINE MULVEY, formerly of KOIL Omaha, Neb., joins writing staff of KLZ Denver.

NEWTON THOMAS Jr., formerly with WRVA Richmond, Va., joins announcing staff of WXGI Richmond. **BILL NEWMAN** appointed chief announcer.

JEFF EVANS joins WLDY Ladysmith, Wis., as chief announcer-engineer. He formerly was chief engineer at KRUL Corvallis, Ore.

GRETCHEN THOMAS appointed women's director of WERE Cleveland. She formerly was with WTAG Worcester, Mass., and WTIC Hartford, Conn. She also was formerly a network actress.

LUELLA ENGEL joins WPFB Middletown, Ohio, to conduct her own show, devoted to homemaking, Mon.-Fri.

GUY KIBBEE, stage and screen actor, joins panel of Mutual-Don Lee *Sports for All* heard Thursday, 8:30-8:55 p.m. (PST).

TOM CARR, motion picture producer and director, signed by Gilford-Schlichter Productions, Hollywood as teleplay director of KECA-TV Hollywood's *The Marshal of Gunsight Pass.* Mr. Carr also will prepare film package series of the television show. **JANE ADRIAN** joins cast of *Marshal* program.

ERNIE KERNS, formerly with WAOV Vincennes, Ind., joins WCSI (FM) Columbus, Ind. He replaces **RONNIE MOORE** who will do television work in Cincinnati.

DICK JOY starts as announcer on NBC *Light Up Time* and KHJ Hollywood *Nancy Dixon* show.

DICK HAYMES and **JO STAFFORD** signed as permanent members of weekly CBS *Carnation Contented Hour* starting March 26. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks first permanent replacement of program's featured singer, **Buddy Clark,** who died several months ago. Program since that time had featured different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Davenport, Iowa. She will appear on both radio and television.

NORMAN WHITE, production director, WJR Detroit, named general chairman of Detroit Goodfellow football championship game. Game is a fund raiser for needy children every Christmas.

LEE MORRIS, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and **MARCIA DRAKE CUNNING,** Hollywood and San Francisco TV actors-producers-directors, are the parents of a boy, Christopher. The Cunnings originated and operated Studio A, independent TV production studio in Hollywood, before moving to San Francisco.

BILL OSTBERG, announcer at WTAG AM-FM Worcester, Mass., is the father of a girl, Barbara Louise.

DON QUINN, writer of NBC *Fibber McGee & Molly* and *Halls of Ivy* shows, will receive Joe Miller award as "top gagwriter in the country" from Gagwriters' Institute. Award will be given during observance of Institute's National Laugh Week, April 1-8.

JACK GARDNER, chief announcer, KLAC Hollywood, is the father of a girl, Valerie, born March 9.

ED EVANS, film program director of WPIX (TV) New York, is the father of a boy, born March 4.

WKRC CAMPAIGN
Daytime Listening Stressed

In an attempt to capture the overall audience lead in Cincinnati, CBS outlet WKRC has announced launching of a programming drive with emphasis on daytime listening.

Claiming top Cincinnati Hooper for evening listening, WKRC has scheduled six local shows additionally on its daytime schedule. Of these, four are sponsored. Neighborhood Grocery Stores and Salad Time vegetables, respectively, sponsor a housewives interview and a song and chatter show, both by Dave Upson. Ed Libby's platter giveaway is sponsored by the *Cincinnati Times-Star* and two early morning news shows are backed by Feenamint.

In addition, WKRC announced acquisition of Procter & Gamble's daily serials, *Guiding Light* and *Big Sister*, contracts for 15-minute weekly shows for Patricia Stevens Modeling School and Nash, and announcements for General Mills, "Skating Vanities," Garrett wines, Inhiston and *Ladies Home Journal.* The campaign is in charge of General Manager Herman Fast and Paul Shumate, program director.



WITH plenty to pick from, Jack Baker, disc jockey at KTOK Oklahoma City, and his secretary Delores Jones, look over one of the 4,000 letters and postal cards received from his listeners during a 90 day period—and all produced without the benefit of giveaways, the station says. Formerly featured for about eight years on the Don McNeil *Breakfast Club*, Mr. Baker now looks after KTOK's program department.

CONSOLIDATED net profit after taxes of $1,225,912 reported by Emerson Radio & Phonograph Corp. for 13-week period ended Feb. 4, 1950. Figure is equal to $1.39 per share on 879,805 shares outstanding.



The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL

BROCK CANDY SHOW
CBS Debut Set for April 1

HILLBILLY show, the *Brock Bar Ranch*, will make its debut April 1 on CBS under sponsorship of the rock Candy Co., Chattanooga, Tenn. Originating in Richmond, Va., the show will be beamed initially on some 40 stations in 13 Southern states and will be heard Saturday, 7-7:30 p.m.

Preview of the program was presented last Saturday (March 18) on WDOD Chattanooga, CBS outlet, with W. E. Brock Jr., president of the sponsoring firm, as m. c. Others present included Sen. W. E. Brock, company founder, and other members of the Brock family. According to the sponsor, it is believed to be the first time a Chattanooga manufacturing plant or commercial enterprise of any type has contracted for a continuous radio advertising program on a national hookup.



DISCUSSING the April 1 CBS debut of the *Brock Bar Ranch*, and the product, are (l to r): William W. Neal, partner in Liller, Neal & Battle, Atlanta advertising agency which has handled the account since its inception; W. E. Brock Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.

1950 'YEAR BOOK' ADDENDA

CHANGES and additions received after the 1950 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

Page 23—RCA Executive Personnel add: Frederic P. Guthrie, assistant vice president in charge of Washington District; Charles Sandbach, assistant vice president.

Page 55—Consulting Engineers add: L. J. N. du Treil & Assoc. 204 Homedale Ave., New Orleans. Tel.: Audubon 0917.

Page 94—KSBW Salinas, Calif., Dr. Harry Morgan is chief owner; Ken Randolph, general manager; Robert Knight Cobb, chief engineer. National rep.: Western Radio.

Page 99—KSPA Santa Paula, Calif., C. S. Martin is commercial manager; Hubert Hernandez, promotion manager; Roy Sadlier, chief engineer.

Page 100—KHUB Watsonville, Calif., Sen. Luther E. Gibson is owner; George W. Grayson, general manager and program director; Richard Schmale, chief engineer.
KVOR Colorado Springs, Col., Morrision Parker is program director. News services are AP and UP.

Page 102—KPHC Walsenburg, Col., Tom G. Banks Jr. is owner and general manager; Clem Morgan, commercial manager. Delete Betty Lessar, program director, and Harold Reed, general and commercial manager.

Page 108—WTOP Washington, D. C., established in 1926.

Page 112—WLAK Lakeland, Fla., established in 1936.

Page 116—WALB Albany, Ga., under network delete MBS and add ABC.
WIRK West Palm Beach, Fla. news service should be AP instead of UP.

Page 122—WGBA Columbus, Ga., A. H. Chapman is president; Ed J. Hennessy, commercial manager; Ridley Bell, program director; William R. Atkinson, chief engineer.

Page-126—WVOP Vidalia, Ga., Loren Dorrough is chief engineer.

Page 148—WHO Des Moines, add Ralph Evans, executive vice president; D. D. Palmer, vice president and treasurer, and William D. Wagner, secretary of WHO and WOC.

Page 169—WFGM Fitchburg, Mass., Ansel E. Gridley is general manager; Donald L. Coleman Jr., chief engineer. Address: 455 Main St. Tel.; 6377.
WLAW Lawrence, Mass., Albert E. Foster is station manager.
WNBH New Bedford, Mass., David J. Shurtleff is sales and promotion director. Delete: Theo M. Healy, commercial manager.

Page 170—WOCB West Yarmouth, Mass., Gerald L. Staten is general, commercial and promotion manager. Delete: David J. Shurtleff.

Page 179—WKNK Muskegon, Mich., Licensee: N & K Bcstg. Co. on 1600 kc with 1 kw. Nick Kuris, owner; Don Mann is general manager. MBS affiliation and use Associated, Lang-Worth and UP.

Page 194—KSTL St. Louis, William E. Ware is president and general manager; R. L. Stufflebam, assistant general and commercial manager.

Page 202—WOTW Nashua, N. H., Angeline Kopka is assistant general manager; Paul Keefe, program director.

Page 214—WMCA-FM New York, delete from listing.

Page 220—WIBX Utica, Ra-Tel is rep in Chicago, Dallas, Atlanta and Oklahoma City.

Page 235—WAND Canton, Ohio, Wylie Lazear is commercial manager.

Page 240—New CP: St. Marys, Pa., Licensee; The Elk County Bcstg. Co. on 1400 kc and with 250 w. Carl H. Simpson, general manager.

Page 246—KSMI Seminole, Okla., Li-KSMI; Bill Hoover, general manager; V. Pat Murphy, station manager.

Page 275—WJZM Clarksville, Tenn., Joseph R. Fife is commercial and sales promotion manager.

Page 290—KELT Electra, Tex., Bill F. Lindsay is general manager; Jack Edwards, program director; Sydney R. Sanders, chief engineer.

Page 294—KXYZ Houston, Tex., delete Reese Reinecker as vice president and general manager and substitute Fred Nahas.

Page 308—WCVA Norfolk, Va., William Manrov is chief engineer. Delete Frank Facenda and Stanley Strickland.

Page 319—WMON Montgomery, W. Va., Sy Merns is program director replacing James Holmes.

Page 320—WRFW Eau Claire, Wis., Robert Froemming is program manager; Oscar Sielaff, chief engineer.

Page 322—WKTY La Crosse, Wis., now an ABC affiliate.

Page 324—WTMJ Milwaukee, Wis., R. G. Winnie is station and commercial manager of WTMJ-AM-FM-TV.

Page 346—Add William Esty Co. Inc., 100 E. 42nd St., New York. Tel.: Murray Hill 5-1900. T. D. Luckenbill, vice president in charge radio; Kendall Foster, vice president in charge TV; Richard Grahl, timebuyer.
Radio Accounts: Colgate-Palmolive-Peet; R. J. Reynolds; Piel's Beer. TV Accounts: R. J. Reynolds; National Carbon Co.; Piel's Beer; Colgate - Palmolive - Peet; M & M Candy.

Page 348—Gardner Adv. Agency, Radio Dept. should read: E. A. W. Schulenburg, vice president in charge of media and research; Champ Humphrey, media director; John C. Naylor, John Hetherington, Grace McMullan, timebuyers.

Page 351—Add Hetzler Adv. Agency Inc., Third Natl. Bldg., Dayton, Ohio. Tel.: Fulton 4803. Kenneth T. Hurst, radio and television director.

Page 353—Kudner Adv. Agency, Radio Dept. should read: Myron P. Kirk, executive head of radio and television; A. W. Reibling, business manager; William Templeton, production manager; Carlos Franco, timebuyer; Edmund Cashman, radio director.

Page 355—McCann-Erickson Adv. Agency, telephone number of Chicago Office should be 9-3701.

Page 388—MBS Counsel under Kirkland, Fleming add: Percy H. Russell Jr.
MBS Central Division, Carroll H. Marts is sales manager of Central Division.

Page 515—Under Communications Carriers list: Press Wireless Inc. 1475 Broadway, New York 18. Tel. Bryant 9-5030. William J. McCambridge, president.

Page 528—Department of Agriculture, correct spelling of Mrs. Elizabeth S. Pitt.

Page 542—Under Frequency Measuring Services add: L. J. N. du Treil & Assoc., 204 Homedale Ave., New Orleans. Tel.: Audubon 0917.

NBC signs with Washington Park and Arlington race tracks, both Chicago, for exclusive broadcast rights to eight top races starting in June and continuing through September.

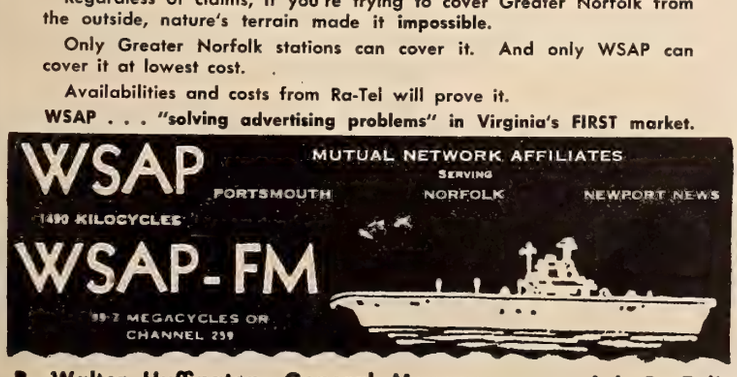
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

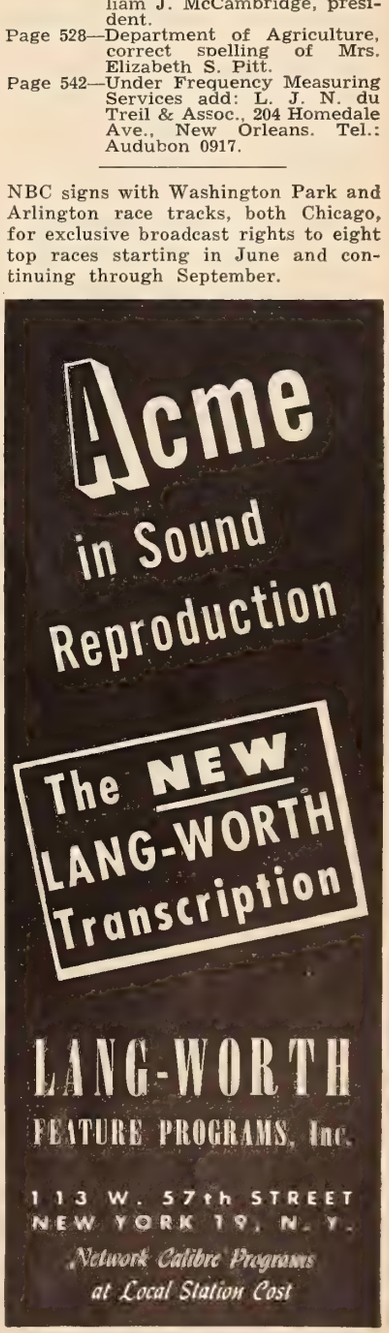
Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!



Promotion



WOSC Fulton, N. Y., reports it is conducting unique experiment in sponsor education Wednesday, March 22. In conjunction with Chamber of Commerce station will hold dinner at which sponsors and prospective sponsors will meet station's staff members. They will be told how radio advertising can benefit them and how to use radio more effectively in order to obtain larger sales response than is possible in other media. Those present also will receive advance information on WOSC's future program plans and hear advance broadcasts of future programming highlights.

Bag Promotion

TO produce series of one-minute interviews now being broadcast 24 times weekly over WLAW Lawrence, Mass., Chief Announcer Richard Hickox traveled 1,000 miles by automobile. Sponsored by Megowan Educator Food Co. of Lowell and Chicago, series is being presented to listeners to stimulate consumer interest in new Educator Saltine container called "Inner Crisp" bag. Grocers in WLAW listening area were interviewed regarding their opinions on value of container. As additional promotion, participating grocers were provided with supply of post cards by Megowan Co. to mail to customers and friends to notify them of times they would be heard over station.

Square Dance Promotion

KWG Stockton, Calif., McClatchy Broadcasting Co. outlet, and sponsor report all-out promotion of recent broadcasts of *The Saturday Night Square Dance*. Station sent letters to leaders of all dance groups in listening area informing them of broadcasts and carried spot announcements and newspaper advertising on show. In turn, Dunlap's Dry Goods Co., sponsor, had store personnel dress in square dance costumes and featured square dance fashions. Square dance music also was played over store's public address system all day long.

'Name the Stars'

OFFERING $3,500 in prizes for the winning answers, WEAU-AM-FM Eau Claire, Wis., has been conducting its "Name the Stars" contest in which persons are asked to identify 44 radio stars whose pictures are run in newspapers, along with 50 words or less on "My favorite WEAU star is. . . ." Station reports that "Name the Stars" offers tremendous "tune-in" hypo to listeners. Car offered as first prize is displayed daily in surrounding towns and second prize, spinet organ, is played on air each evening.

Breweries for Lombardo

BREWERIES, among purchasers of *The Guy Lombardo Show*, produced and transcribed by Frederic W. Ziv Co., are being sent promotion pieces by Ziv Co. Prepared by W. B. Philley, sales promotion manager, mail piece is sent to president of every brewery in country—with carbon copy of letter going to ad agency of each brewery. Letter points out show's consistent top ratings in key markets. As "read on" inducement, name and address of recipient are typed in red ink.

Limerick Contest

BOY or girl sending in best concluding line for any one of three limericks, is being awarded new, completely equipped bicycle by WXKW Albany, N. Y.'s Sherb Herrick on his *850 Club*, heard weekdays. Contest, closing March 31, is in conjunction with World Music Inc.'s publishing of "Bicycle Song."

Turner's Pull

MORE THAN 1,400 requests for handicraft tool sales catalog were received by Ulmer Turner after one-time offer during debut of his new WBKB (TV) Chicago show, *Hobbies for Profit*, station reports. Show is sponsored by Warner Electric Co. Mr. Turner, who demonstrates home handicraft that can be converted into profit items, is news editor of station. He is sponsored for 52 weeks through Paul Grant Agency, Chicago.

Favors From KCBS

PARTY favors carrying promotional material plugging *Party at the Palace*, new Mon.-Fri. audience participation show, sent to trade by KCBS San Francisco. Material contained brief profile on M.C. Bill Weaver, Vocalist Ellen Connor and Ray Hackett and his orchestra, stars of program. Walter Conway, KCBS promotional manager, originated promotion stunt.

Hotel Tie-in

KENYON & ECKHARDT, New York, distributed 2,500 cards to hotel patrons visiting city, as promotional tie-up with *The Ford Theatre* production of "Room Service" on WCAU-TV Philadelphia. Cards calling attention to Ford drama and hotel's room service were placed on tables in hotel rooms. Twelve hundred cards were distributed to conventioneers of Hotel Greeter's Assn. meeting at Benjamin Franklin Hotel. In addition red and white cards with attached lapel pins in shape of keys were sent to radio and TV editors throughout country. Cards read: "Recipient will please use this key as a reminder to enjoy 'Room Service'."

'Daytime Drama' Parade

FASHION line, featuring McKetrick-Williams Co. designs named after 10 best known Procter & Gamble daytime serials, has been announced. Called "Daytime Drama" dresses, each product reflects P&G shows. Among them are "Peggy Young" (*Pepper Young's Family*-NBC) and "Anne Malone" (*Young Dr. Malone*-CBS). Kick-off of promotion will be first of nationwide series of fashion shows at Stork Club luncheon in New York. Projects to be bolstered by program commercials and other forms of advertising.

'Sell With Del'

"YOU Sell With Del" is bold-face legend on new direct mail promotion piece sent to trade by KPIX (TV) San Francisco. Copy tells of proven sales effectiveness of KPIX afternoon disc jockey show featuring former band leader Del Courtney. "When you buy participations on the Del Courtney show," copy advises, "you take your place on the show with the outstanding personalities who regularly visit the Del Courtney Show—Rudy Vallee, Peggy Lee. . . ."

Cue From Tailor

CUE from tailor is taken by Mutual in its promotion of "Mister Plus." Mailing piece is headed "Mister Plus presents the fit that suits" and displays pair of shears. Inside of folder advises advertisers "how to custom-tailor the airwaves" by "tailoring their coverage to match their marketing patterns as snugly as they can." Reason why "this network radio fabric is the most serviceable ever made," folder reads, is because of Mutual's "flexibility."

Multi-color Pencils

PENCIL that writes in multi-colors (user can write in four colors in a single stroke) is being distributed by Rex Dale, m. c. of WCKY Cincinnati's *Makebelieve Ballroom* for service charge of 10¢. In conjunction with pencil distribution, Mr. Dale holds weekly "doodling" contest with the winner sending in the best four-colored "doodle" receiving a $10 prize.

WDSU-TV Sets Pace

TWENTY-PAGE Sunday supplement of the New Orleans *Times Picayune* on March 5 was devoted exclusively to television. WDSU-TV, as only TV station operating in the area, highlighted section both in news stories and in advertisements. According to Robert D. Swezey, station's general manager, paper's circulation of 320,000 readers "cannot help but stimulate television interest." Mr. Swezey predicts number of TV sets in the New Orleans area number about 20,000.

KCOL Rifle Trophy

MARKSMANSHIP award—KCOL Rifle Trophy—was presented to Lafayette, Col., rifle team early this month by Herb Hollister, KCOL Fort Collins, Col., owner. Team was winner of the northern division championships of Colorado Rifle Assn., broadcast over KCOL by Sports Director Jack Hitchcock. Follow-up promotion is display of trophy in all member clubs' towns.

WDTV (TV) Camera Miniature

MINIATURE TV camera—4½ inch ceramic—distributed at first anniversary dinner of WDTV (TV), DuMont TV Network owned and operated outlet in Pittsburgh, is responsible for flood of complimentary letters from the 200 guests at Jan. 24 affair, according to station. Miniature was designed by Harry Munson, WDTV film director.

Personnel

ANDY MURPHY, former publicity writer at ABC and NBC Chicago, joins press staff of WBBM-CBS Chicago.

FRANCIS X. ZUZULO, MBS' assistant director of press, named to board of directors of U. of Missouri Alumni Assn.

MARTHA CURRY, formerly of NBC Hollywood press staff, and Dennis Buckley have announced their marriage.



CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
TAYLOR-BORROFF & CO., INC.
Reach This Rich Market Through Your Southwestern Salesman

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755



THIS trio chatting at cocktail party during the IRE convention and show in New York March 6-9 includes (l to r): Haraden Pratt, chief engineer, Mackay Radio and former president of IRE; FCC Comr. Frieda Hennock, and Raymond Guy, manager, NBC radio and allocations engineering.

Agencies

(Continued from page 10)

offices in Beverly Hills, New York and San Francisco. Prior to joining Associated, Mr. Welborn for four years had his own Los Angeles agency, Marion E. Welborn & Assoc.

TED WHITE, manager of Beaumont & Homan, Seattle, appointed public information chairman for Seattle-King County Chapter of American Red Cross campaign.

S. (Bud) SPENCER, West Coast radio and television director of Foote, Cone & Belding, is the father of a boy, William Jeffrey, born March 11.

KENNETH W. AKERS, president of Griswold-Eshleman Co., Cleveland, appointed to managing committee of Advertising Hall of Fame. Committee named annually to supervise operation of Advertising Hall of Fame.

ROBERT JOHNSON, formerly with Ross Roy Inc. of Hollywood, Calif., and previously with Detroit office of agency, joins Kenyon & Eckhardt Inc., Hollywood, as publicity contact on Lincoln-Mercury Dealers Assn. account.

FEDERAL Adv. Inc., New York, acquires entire floor of 383 Madison Ave. directly opposite its present quarters. On April 1 agency will move and consolidate its entire staff in that space. For past two years accounting and research departments have been located at 1 Park Ave.

KATZ Adv., San Francisco, moves to new quarters in Russ Bldg.

EDWARD S. KELLOGG Co., Los Angeles, opens Portland, Ore., offices in Panama Bldg. at 534 S.W. Third Ave. Phone is Broadway 0710.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

New Business

(Continued from page 12)

finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

BLATZ BREWING Co., Milwaukee, March 30, renews sponsorship of Roller Derby, ABC-TV, Thurs., 10:30 p.m. to conclusion, for additional 26 week period. Program will be carried by 13 ABC-TV stations.

AMERICAN OIL Co., Baltimore, renews *Carnegie Hall* on ABC, Tues., 8-8:30 p.m., for 13 weeks effective March 28. Company has sponsored show three years. Agency: Joseph Katz Co., Baltimore.

JULES MONTENIER Inc., Chicago (Stopette deodorant), will begin sponsorship on April 12 of *What's My Line,* CBS-TV quiz program now heard on Thursday evening, but changing to alternate Wednesdays in 9-9:30 p.m. time-slot. Agency: Earle Ludgin, Chicago.

WANDER Co., Chicago (Ovaltine), renews effective April 27 *Howdy Doody* on NBC-TV, Mon.-Fri., 4:45-5 p.m. segment. Agency: Grant Adv., Chicago.

LIBBY, McNEILL & LIBBY, Chicago (food), April 7 cancels *My True Story* on ABC, Mon.-Fri., 9-9:25 a.m. (CST). Agency: J. Walter Thompson Co., Chicago.

Adpeople • • •

R. C. PECK, who has been with Cities Service Oil Co., New York, since 1946, appointed advertising and promotion manager, succeeding **ROBERT S. BLOUNT,** recently named sales manager of Boston Division of Cities Service.

ARCHIBALD R. GRAUSTEIN Jr., director of market research for Thomas J. Lipton Inc., New York, resigns to rejoin Lever Bros. Co., as director of market research. He originally joined market research department of Lever shortly after graduation from Massachusetts Institute of Technology in 1937.

JACK C. GRIFFIN, account executive with Sherman & Marquette Agency, Chicago, appointed advertising and sales promotion coordinator of Consolidated Grocers Corp.

FLIGHT TO CUBA

KGW Newsmen Cover Trip

MASS flight of private planes to Havana, Cuba, which left Portland, Ore., Feb. 25 under sponsorship of the Portland Chamber of Commerce, is being accompanied by two representatives of KGW, Portland's NBC affiliate. The pair are Bob Thomlinson, director of special events and chief announcer, and Earl E. Peterson, technical supervisor. They are handling, respectively, a tape-recorded commentary on the proceedings and supervision of all radio equipment.

The flight, second such sponsored by the Portland Chamber and covered by KGW, numbers 86 light planes, 244 pilots and passengers, and is accompanied by a USAF C-46 "Commando" from the 403rd Troop Carrier Wing. The big ship will act as tour press and headquarters ship. Mr. Thomlinson and Mr. Peterson served in similar capacities on last year's flight to Portland, Me.

The tour is composed of businessmen, farmers, civic and commercial leaders from the Northwest. Dual purpose is to take a vacation and promote the Portland Rose Festival, Pendleton Roundup, Oregon itself and the Pacific Northwest. The tour has contacted 44 stations, including five in Havana, as well as all networks and their newsmen and the various chambers of commerce along the route.

Meet
Mr. **WILS . . .**



The Only
SALESMAN
in
LANSING, MICH.
who covers the
ENTIRE AREA
Ask Your
RAMBEAU *Man about the New*
WILS
Lansing's Most Powerful Station
1320 kc.—1000 Watts
DAY & NIGHT

WESTERN RADIO-TV MEET

Hints for Effective Educational Programs

"ANY RADIO program that's good enough for children will have interest for adults," Gloria Chandler, of Gloria Chandler Productions, New York, declared at the March 4 afternoon general session of the Third Annual Western Radio-Television Conference, meeting in Seattle.

Miss Chandler offered a series of recommendations for effective children's programming to the 85 assembled educators and public service radio specialists:

1. Start with a good story, one that builds in interest and dramatic intensity as it goes along.
2. Push a button in the child's imagination, capitalizing on his actual experience.
3. Give the young listener a chance to participate—for example, by singing along with the program.
4. Don't be afraid to try new forms, new technique approaches, which should be adapted to the material being used.

Miss Chandler's observations came in the conference's closing panel on "What Gives a Program Interest," fourth of a two-day series of general sessions.

Jennings Speaks

Speaking at the March 3 session, George Jennings, director of the Chicago Radio Council and president of the National Assn. for Education by Radio, told the gathering: "If you can get one teacher in a school building interested in radio as a teaching tool, it won't be long before that interest spreads throughout the building. And it then very soon extends beyond the building—to the parents."

He cautioned, however, that radio programming for in-school listening must be built in close cooperation with teachers and curriculum people, in order to supplement most effectively the regular classroom teaching program.

On television's usefulness in public service programming, Lee Schulman, program director of KING-TV Seattle, noted that the high expense of video operations usually requires that public service ventures be combined with commercial possibilities.

At an earlier session, Don S. Somerville, school specialist in radio at Oregon State College, predicted that in-school use of television would develop five times as rapidly as had radio in schools. He recommended that stations and networks let the teachers know what is available in suitable programs for students.

Speaking on "Letting the Public Know About Programs," Milo Ryan, associate professor of journalism at the U. of Washington and former promotion director of KIRO Seattle, urged the educators and others interested in public service programming to cooperate fully with commercial stations to build audiences, particularly for one-shot shows. Responsibility rests with the person requesting the show to help provide the audience, he asserted.

Tom Herbert, public relations manager of the Seattle Chamber of Commerce, emphasized that those concerned with educational and social agency efforts must cure themselves of the idea that commercial stations are required to put on such programs.

John C. Crabbe, radio director of the College of the Pacific, Stockton, California, was re-elected chairman of the Western Radio-Television Conference, and Mrs. Inez Richardson of Stanford U., Palo Alto, was re-elected treasurer. Elected to the new post of public relations coordinator was James M. Morris, program manager of KOAC Corvallis, Ore. Los Angeles was selected as the site of the fourth annual conference, to be held in 1951. William Sener, director of the radio department at the U. of Southern California and manager of KUSC Los Angeles, was named 1951 Conference chairman.

Harold E. Maples

HAROLD EDMUND MAPLES, 59, general manager and vice chairman of the board of Albert Frank-Guenther Law, New York advertising agency, died March 5 in St. Petersburg, Fla. Mr. Maples had been with the agency since 1928.



Chatting between sessions of the Western Radio-Television Conference are (l to r): Allen Miller, manager, KWSC Pullman, U. of Washington; John C. Crabbe, KCVN Stockton, Calif., College of the Pacific, conference chairman, and Luke Roberts, director of education, KOIN Portland, Ore.

SUPPORTS FCC

Craney Hits Trafficking

NORTHWEST broadcaster E. B. Craney has told FCC "the extent to which trafficking in authorizations granted by the Commission has been permitted or attempted has been a genuine menace to the radio industry in recent years." He supported FCC's proposal to automatically forfeit the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

FCC's proposed rules "would halt an important aspect of this trafficking," Mr. Craney asserted. He added, "I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits." Mr. Craney indicated the salability of CPs "can even be used as a club over existing broadcasters" with the latter being forced to "buy off potential competition."

Mr. Craney stated he believed that so-called hardship cases would be very infrequent and noted that "the possibility of hardships . . . would be a fair risk for the Commission to impose on every applicant." Mr. Craney's station interests include KXL Portland, Ore.; KXLF Butte, KXLJ Helena, KXLL Missoula and KXLQ Bozeman, Mont., and KXLY Spokane, Wash.

BMI Honored

TRIBUTE to service of Broadcast Music Inc. was paid by the Alabama Broadcasters Assn. at its March 10-11 meeting, held at Huntsville. The association noted that BMI is celebrating its 10th anniversary as an industry source of music. President Carl Haverlin and the staff were commended along with board members for their service and their encouragement of fresh material and new talent.

TRAFFICKING?

Ironton 'CP' Is Offered

A QUESTION of potential traf ficking in frequencies was raise as printed penny postcards wer circulated fortnight ago offering station for sale as soon as the con struction permit is issued by FCC.

The cards carried the name o James Coston, 748 Nellie Ave Florence, Ala., and said his Wash ington attorney "advises that m application for CP for Ironto [Ohio] has been processed to poin where a CP will be issued when sit selected.

"The price is $1,750. First com first served."

FCC authorities said their rec ords show an Ironton applicatio for 1230 kc with 100 w filed b Coston-Tompkins Broadcasting Co a partnership of James Goodric Coston and Julian Lanier Tomp kins.

The application has been set fo hearing March 29 with a competin application of David W. Jefferie for the same facilities at Ironto Mr. Jefferies, however, has pet tioned for dismissal of his applica tion.

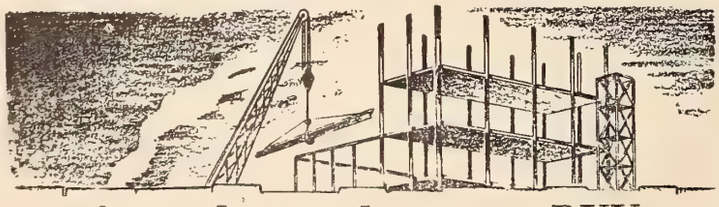
Cancelling Proposal

The Commission, in a mov against trafficking in frequencie has pending a proposal to canc (with certain limited exceptions any CP which is transferred—o the transfer of which is sought i an application filed with FCC—b fore the station begins progra tests [BROADCASTING, Jan. 16].

The Coston card carries th query: "WANT TO OWN A RA DIO STATION IN A CITY O 19,500 WITH NO RADIO STA TION NOW?"

It continues:

Ironton, Ohio, 1940 U. S. census h population of 15,851 (estimated n at 19,500), 94% native born whi 6,800 telephones . . . 26 manufactu ing plants . . . payroll over $10,25 000 . . . 6 building and loan co panies . . . 2 banks . . . 3 hot . . . 3 hospitals . . . school cover stadium seating 3,600 . . . 5 pictu shows . . . 31 churches. All au mobiles have agencies there. E business district. Marting Ho would like to have station in th building. Citizens want a stati Ashland, Ky., 8 miles away, has station and population of 35,000 a Russell, Ky., 3 miles away with 3,(population has no station. Seve small towns close by in trade ar GO AND SEE IRONTON FOR YOU SELF. . . .



for a better-than-ever BUY

IN OHIO'S THIRD MARKET

5,000 w AM 1390 KC 50,000 w FM 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

1950 **March 20** 1950

Call Frazier & Peter re: Financing Our Business

Television & Radio Management Consultant
Bond Bldg., Wash. 5 National 217

NOVIK ANSWERS

FCC Query on Series

M. S. NOVIK, president of WLIB New York, has asserted in a letter to the FCC that the station had not invited opponents of a Fair Employment Practices Commission to air their views after the station broadcast a series of editorials supporting FEPC, because to do so would have been to cause "controversy where no controversy, in fact, exists."

Mr. Novik stated his position in a reply to an FCC inquiry as to what affirmative action the station took to seek out views differing from those presented in its three-day editorial series on FEPC Jan. 15-17.

"The question of whether the obligation of the licensee is satisfied if he merely makes the time available, if requested, or whether he must affirmatively seek out and present a differing point of view, depends basically upon the 'controversial issues' involved," Mr. Novik wrote. "There are situations where WLIB might editorialize and not permit an opposing point of view to be presented even though the opposer could claim that the issue is controversial; *a fortiori*, in a case such as that, WLIB would not affirmatively seek out opposers and present their points of view."

The issues of religious and racial tolerance, said Mr. Novik, may be opposed by an "isolated few," but WLIB feels that neither issue is controversial. "A disservice if not actual danger would result if we even permitted a different point of view to be expressed," he said.

Mr. Novik said that if the station editorialized on "such highly controversial issues as government spending, U. S. vs. U. S. S. R. relations, present legislation affecting O. P.'s or birth control, WLIB would not only 'afford opportunity' to those who opposed our point of view but would affirmatively seek out and present a different point of view either as a special broadcast, or in the form of a debate or round table discussion."

-R EXPANDS

Adds San Francisco Office

-R REPRESENTATIVES Inc., ewly organized station repre-entative firm, has opened a San rancisco office, Frank M. Headley, resident, announced last week.

James M. Alspaugh, former ac-unt executive of John Blair & o., and before that an account ex-utive of KJBS San Francisco, as been named manager of the -R San Francisco office, which is cated at 814 California St. Tele-one is Exbrook 2-3407.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL



Membership Certificate

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

Jack Shelley, WHO, Des Moines, Iowa

having qualified for membership in accordance with the Constitution and By-Laws, is enrolled as an

ACTIVE MEMBER

of the National Association of Radio News Directors, U. S. A.

In testimony whereof, the President and Executive Secretary have affixed their signatures and the Association seal hereto on the date next written below.

January 1, 1950

Soren H. Munkhof, Executive Secretary

Jack Shelley, President

Reproduction of the new NARND membership certificate.

SHELBY CASE

FCC Examiner Revises Ruling

REVISED initial decision was issued by FCC Hearing Examiner J. D. Bond last week to deny application of Shelby Broadcasting Co. for a new AM station at Center, Tex., on 1490 kc with 250 w fulltime.

Examiner Bond found that he was unable to determine the actual legal and ownership status of the applicant, a co-partnership of O. L. Parker and A. C. Childs of Center. The finding declared that on Jan. 9, 1949, certain partnership interests were sought to be transferred to outside parties and the ownership stiuation is now in dispute and confused. Examiner Bond further criticized the applicant for not informing FCC of changes as they occurred. Original initial decision of last September was set aside for further hearing in December.

The initial ruling concluded with the following remarks:

Even if we had before us a legally and financially qualified applicant we would be unwilling to grant the instant application. The necessity for complete candor, unquestioned honesty and unfailing dependability in the relationships of broadcast station licensees to this Commission demand that license applicants exhibit a higher degree of responsiveness and integrity than has been demonstrated by this partnership and its partners. They undertook to secure money from another station permittee in exchange for abandoning the application prior to the first hearing without disclosing that fact. They sought to conceal the individual and partnership interests from a potential creditor of one partner.

They failed to advise the Commission at the further hearing—or voluntarily to do so thereafter—of the intervening changes of control which they brought about. They conspired to cause undisclosed strangers to become secretly the real parties in interest in the application. They tried to transfer the rights to the construction permit presaged by the Initial Decision without advising the Commission.

And finally they entangled all of these transactions with secret conditions so confusing that the present ownership rights of and to the partnership are not discernible. The applicant and its partners have clearly shown such irresponsibility of conduct, attitude and comprehension as to merit no conclusion but that the applicant lacks the legal, financial and other qualifications which must inhere in a broadcast station licensee.

RADIO EDITORIALS

WHLI Cites Civic Influence

SUCCESSFUL and efficient use of radio editorials designed to marshal public opinion and spur action on the community level is claimed by WHLI Hempstead, L. I., following the recent railroad disaster at Rockville Centre, L. I.

WHLI sent its special events crew, together with News Director Jerry Carr and Public Affairs Director Arthur E. Paterson Jr. to the scene of the accident for interviews and other data. Then the station prepared an editorial calling for prompt installation of a safety device, and urging listeners to write to the Public Service Commission. A second editorial was aired 24 hours later asserting that human failure alone was not responsible for the accident, and that the PSC had been negligent.

After the second editorial was repeated, public opinion was "immediate and forceful," WHLI reports, with PSC ordering a hearing the next day and ordering installation of the safety device. In addition, the Nassau County grand jury decided to launch a sweeping probe. WHLI reports it was deluged with mail and telephone calls supporting its stand.

NARND SCROLLS

Certificates Being Mailed

NATIONAL Assn. of Radio News Directors is mailing to paid-up members permanent NARND membership certificates, according to Jack Shelley, of WHO Des Moines, NARND president.

The certificate was drawn up by John Bills of WQAM Miami, Fla., member of the board of directors and chairman of the group's continuing study committee of the wire services. Mr. Bills, who had the certificates engraved and printed, is shipping them out for signature by Mr. Shelley as president and Soren H. Munkhof, WOW-TV Omaha, Neb., as executive secretary.

"The idea of these certificates," Mr. Shelley said, "is to give NARND members something in the way of a permanent indication of their membership, suitable for framing and display on a newsroom wall. . . . We think it is another step toward solidifying the prestige with radio management and the general public which NARND has increasingly enjoyed."

PREMIUM MEET

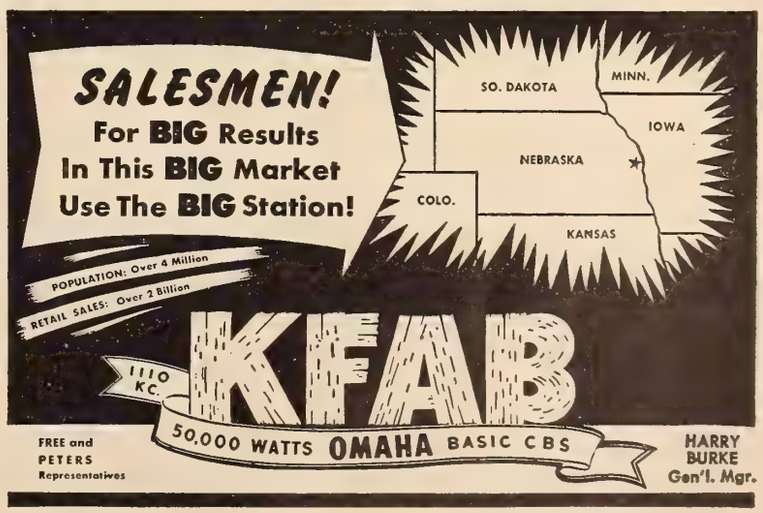
Moran To Speak on Radio-TV

AMONG the top executives to speak before the National Premium Buyer's Exposition in Chicago to be held March 28-31, will be Joseph H. Moran, vice president of Young & Rubicam. Mr. Moran will discuss "Premium Promotion by Radio and Television."

Other speakers will be Carl W. Heilberg, president of Consumer Products Sales Inc., Chicago; James Harvey Jefferies of Brown & Williamson Tobacco Co., and Harold Bean, vice president of the Curtis Circulation Co., Philadelphia. E. C. Stevens Jr., vice president of International Silver Co. and vice president of Premium Advertising Assn. of America Inc., sponsor of the event, will preside.

Farr Joins NAB

SIDNEY FARR, Corpus Christi, Tex., attorney, has joined the NAB legal staff as an attorney and assistant to Don Petty, general counsel. He succeeds Richard Jencks, who resigned recently to accept a post on the CBS legal staff, and joins Vincent Wasilewski, as an NAB attorney.



CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Established FM station with pending AM application for 250 watts fulltime located excellent market suburban to New York City desires experienced manager willing make normal investment and take full responsibility operation. Give details background first letter. Box 541E, BROADCASTING.

Highly attractive opening for manager of station in major Minnesota market whose inclinations and past record show topnotch sales ability. Guarantee plus commission plus override plus opportunity for part ownership. Write Box 557E, BROADCASTING.

Station KOEL, Oelwein, Iowa, 500 watts daytime on 950 kc has an immediate opening for a station manager. Also needs a chief engineer. Write full details to Harry Flower, Oelwein, Iowa.

Salesmen

1000 watt network station in Eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Good opening for experienced salesman for money making 250 watt station and large affiliate weekly newspaper in wealthiest rural market in south. Good salary plus commission on combination deal. Car necessary. Box 493E, BROADCASTING.

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

Announcers

Hillbilly announcer and double in straight announcing, clean, sober, experienced. Midsouth. Box 387E, BROADCASTING.

Wanted—Experienced mailorder pitchman for 50 kw station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Announcer with first class license. $60 per week for right man. Send full details, Box 438E, BROADCASTING.

Can place young man with first ticket, as announcer-engineer. Very little announcing. Progressive North Carolina independent. Will consider inexperienced man. Box 451E, BROADCASTING.

Announcer-newsman-writer wanted by network affiliate California station. Good voice, writing ability essential. Salary about $300 monthly. Send disc, picture, background to Box 476E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong on news and part time sports. Only sober, able, experienced need apply. Box 482E, BROADCASTING.

A real deal McNeil. If you're on the ball, Paul and can run a good morning show both hillbilly and pop don't wait, contact us at once. Send all details including picture, disc and salary. Box 514E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station in West Florida. Send full details Box 515E, BROADCASTING.

Baseball—Class A, national sponsor, good station, permanent staff job if satisfactory. Southern city, metropolitan area 200,000. Send letter, photo, recording (play-by-play if possible) and salary expected. Promptness imperative. Rush reply to Box 540E, BROADCASTING.

Sports director 5 kw midwest Mutual. Must be able to do play-by-play pro basketball, baseball, football. Send audition disc and full particulars. Box 552E, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Immediate opening in southern Minnesota station for sports and DJ announcer. Right man can earn extra money by selling. Submit audition disc and full details. Box 553E, BROADCASTING.

Combination man. Send disc, photo, background to WBSC, Bennettsville, S. C.

Announcers sales experience wanted in every radio station to sell and announce our new auction audience rating program. Keep your station's listening audience checked daily. Ten out of eleven accounts by telephone. Collect customer lists for big merchandise. Natural for both AM and TV. Apply by letter only to Lee Hollingsworth, WKBS, Oyster Bay, L. I., N. Y.

Technical

Chief engineer for 5 kw network station in western Michigan. Give full details and salary requirements. Box 507E, BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Wanted immediately: Two combination engineer-announcers. Starting salary $60.00 week. Must have first phone license. Send audition disc and photograph to station WRJW, Picayune, Mississippi.

Production-Programming, others

Producer-teacher for university, young all types of shows, strong on drama and live music. Must have degree and both commercial and teaching experience. Send transcript, photo in first letter. Box 481E, BROADCASTING.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Topflight station manager considering change for good sound reasons. Currently managing a midwestern network station. Previously, a commercial manager. Experienced in all phases of operations. Prefer Gulf Coast area, will appreciate and consider all inquiries. Box 415E, BROADCASTING.

Successful manager desires change. Aggressive, experienced, civic-minded; 17 years in radio, past 10 as manager; completely competent in programming, promotion, especially sales. Interested in operating station only as a dominant substantial business, not as a sideline or hobby. Can increase prestige and profit; prefer midwest local or regional. Your chance to engage a hard working executive before the business honeymoon ends. Complete details on request. Write Box 430E, BROADCASTING.

Commercial manager, desirous of relocating. Will accept good sales offer. Family man. Sober, young, industrious. Makes sales and holds them. Three years commercial manager, ten years all phases. Contract. Box 496E, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Executive type, dynamic, aggressive, successful, experienced, college, seeks sales opportunity. Box 479E, BROADCASTING.

Denver University radio-business graduate, fully experienced salesman. Announce, write, control operator. Married, hard worker, aggressive with excellent sales record and references. No high pressure methods, have car. Seeking advancement. Box 512E, BROADCASTING.

Versatile college grad with excellent voice and appearance desires sales or announcing opportunity. Radio experience. Prefer radio or TV sales. Single, sober. Box 517E, BROADCASTING.

I can sell, give me a try. Experience in acting, directing and writing. NBC training. Willing to travel. Box 529E, BROADCASTING.

Desire sales position. Proven results my best qualification. New England. Box 546E, BROADCASTING.

Announcers

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Excellent sportscaster. Desires baseball 1950. Single or team. Present 50 kw staff and sports. College. Married. Box 324E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Combination office man, announcer. Handle all work in both departments. Full experience. Sixty dollars. Virginia. Box 345E, BROADCASTING.

Announcer—Good staff man. Two years experience. College background, music major. Speech and dramatics at Columbia University. Presently employed metropolitan New York station which anticipates cutting staff. Excellent dj, authoritative news reporting, straight commercial announcing. Imagination, versatility; warm, sincere style. Best of references. Age 29, married, one child. Disc on request. Box 362E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefer programming and production to engineering. Know programming and can write live copy. Presently employed 250 w Mutual in combo capacity. Commercial announcing, news, DJ shows and some sports. Will travel. Box 402E, BROADCASTING.

Experienced announcer, 5 years all phases. Live shows and news man 25, single, excellent background. Prefer midwest but will consider any reasonable offer anywhere. Disc available. Box 403E, BROADCASTING.

Announcer, 3 years all phases. Also: news and edit, traffic, program and continuity. Present job good but seek better future. $75 minimum with higher potential. Anywhere. Box 417E, BROADCASTING.

Experienced sportscaster. Football, basketball, play - by - play. Special events, news, staff work. Desires chance at baseball play-by-play. Box 453E, BROADCASTING.

Ten years experience as announcer, newsman. Seek change to another northeast station. Will consider a P.D. job. Box 460E, BROADCASTING.

Hey! Good, straight staff announcer available immediately (experienced). Hear me. Box 467E, BROADCASTING.

Announcer, 23, single, veteran, college grad. Prefer some sports. Also write and operate board. Will travel anywhere. Some experience, want more. Disc, photo available immediately. Box 477E, BROADCASTING.

Sportscaster and commercial announcer, three years experience, all phases, age 25, married, college. Personal interview, will travel, consider all answers. Box 478E, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster experienced, play-by-play baseball, basketball, staff. Young, married. Box 480E, BROADCASTING.

Announcer with first class engineering license. Age 23. 20 months experience news, sports, disc jockey, straight announcing and special events. Box 484E, BROADCASTING.

Announcer experienced three years all phases. Prefer small midwest station with selling possibilities but will consider and answer all replies. Reply Box 486E, BROADCASTING.

Two years commercial experience. Fine voice, versatile. Ability to sell! Available. Single. Will travel. Box 492E, BROADCASTING.

Three-way combination. Announcer-engineer-copywriter offers eleven years broadcast experience. Educated, mature staff announcer. Nine years as chief engineer, including installations. Solid copy in quantity. Permanent location essential; adequate salary desirable. Box 494E, BROADCASTING.

Seven years experience 250-50 kw. Announcing, production, programming, some sales. Specialties ad-lib, mail order. Available April 15th or before. Particularly interested Texas, but will go anywhere. Good reason for leaving present position. Box 497E, BROADCASTING.

Play-by-play announcer, 5 years experience, baseball specialty. Available immediately. Box 499E, BROADCASTING.

Announcer-musician, all-round man. Married, music experience, twelve years. Travel, disc, photo. Box 501E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good permanent-type offer. Box 503E, BROADCASTING.

Experienced announcer-writer. Heavy on news, DJ, production. Operate console. Best references. Tape available. Box 505E, BROADCASTING.

Announcer, college degree. Graduate leading radio school Radio City. Exc in commercial copy, newscasting, D sportscasting. Know operation of co trol board. Waiting for initial chanc Disc available upon request. Box 518 BROADCASTING.

Engineer - announcer - writer. Experienced. Specialty: classical and fo music. Car. Box 519E, BROADCAS ING.

Why waste words? Topnotch announce deejay. Experienced, single, since references. All replies promptly a swered. Box 520E, BROADCASTING

Announcing, sports, play - by - pla writing. Good voice, excellent bac ground, references. Year's experienc Box 521E, BROADCASTING.

I can't get a job without experienc and can't get experience without a jo What's a fellow who knows he h talent to do? Can announce, run co trol board and write commercials continuity. Married, will travel. B 523E, BROADCASTING.

Announcer—All phases radio, anythi and everything required of staff m News, commercials, DJ, console, years experience. BS Degree. Box 530 BROADCASTING.

Announcer, college graduate '50, see start. Salary, location secondary. Wr news and continuity. Have ideas cheap live shows. Box 531E, BROA CASTING.

Ambitious young man, adept in phases of announcing and cons operation. Good play-by-play. Repe am very ambitious. Box 532E, BROA CASTING.

Radio school graduate. Good voi Wants a start. Married, age 27. H 534E. BROADCASTING.

Combination man, available early Ap Prefer 250 watt station in west southwest, preferably Arizona. H 538E, BROADCASTING.

Experienced sportscaster, play-by-p baseball, football, basketball, st Copyrighted 15 minute sports featu Young, family man. Disc will tell Box 543E, BROADCASTING.

Announcer presently doing high ra network announcing, seeks all ni disc show. Willing and able to own show. Box 544E, BROADCASTI

Play-by-play sportscaster and co mentator. Excellent knowledge of sports. Four years experience. Des permanent position. College deg Married. Box 549E, BROADCASTI

Situations Wanted (Cont'd)

Thoroughly experienced staff announcer with network experience; reputation, for sobriety and best references, seeks staff position. Box 545E, BROADCASTING.

Play-by-play sports man. 6 years experience in all phases of play-by-play. Specializing in baseball. Last four years employed as sports director. Excellent references. Reply to Gene Frankel, Sports Director, WCFC, Beckley, W. Va., or 3550 Douglas Blvd, Chicago.

Wanted, combination or engineering job. Experienced. First phone, good voice. College graduate. Excellent references. Available immediately. Donald Hall, 207 First Avenue, Beckley, West Virgina.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

Radio-telephone 1st class. Interested in announcing and maintenance. Willing to travel. Joseph A. Risuccia, 226 Dean Street, Brooklyn, New York. Ulster 5-0685.

Combination announcer-engineer; baseball man. First phone. Immediacy paramount. Anywhere. CREI grad. Married, two children. No practical experience, willing to learn. AX 4925, B. N. Wallace, 2110 38th St., S. E., Washington 20, D. C.

Announcer-writer, thoroughly seasoned by 8 radio years, 6½ years with same big city eastern station. Successful scripter for radio and TV; good voice, good background, high all-round ability, 26, single, will consider all fair bids. Write, wire Phil Welsh, 15 Old Morton St., Boston, Mass. Phone BL 8-4396.

Technical

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E. BROADCASTING.

Engineer, licensed, 2 years Georgia Tech, 2 years CREI, experienced in transmitter installation. No announcing. Box 435E. BROADCASTING.

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle in northeast. Available short notice. Box 455E. BROADCASTING.

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation-maintenance-studios-transmitter. Directional system any power. 18 years experience. Excellent references. Box 458E, BROADCASTING.

Chief engineer experienced AM and FM installation, familiar transit radio problems, audio specialist. Box 487E, BROADCASTING.

Experienced engineer seeking return to Nebraska or nearby. Transmitter, remotes, recording, announcing. Presently sports director including play-by-play. Best recommendations including present employer. Box 504E, BROADCASTING.

Chief engineer available. Highest caliber, experienced in management as well as all phases engineering. Bears recommendation of top consultants as well as present employers. Box 506E, BROADCASTING.

Engineer, licensed, single, can announce. Experience in small station. Prepared for TV and FM. Presently employed. Want better conditions. Box 509E, BROADCASTING.

Experienced young chief engineer. experienced in construction, installation, maintenance, recording, remotes, board operation, etc. First phone, class A ham, can handle light combo work. Box 513E, BROADCASTING.

RCA graduate, 1st class radio-telephone and driving licenses. Desire position within 200 miles of New York. Box 524E. BROADCASTING.

Engineer, experienced, console, transmitter, remotes, some announcing. Married, stable, will travel. Box 525E. BROADCASTING.

Engineer, first class license, desires steady position. Single, will do announcing, all locations considered. Box 526E. BROADCASTING.

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience, 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer. 1 year straight announcing 2 years school, 10 months combination work. Now employed. Desire change to west or southwest. Box 542E, BROADCASTING.

Engineer, licensed. Three years experience transmitter, maintenance, remotes. Have car. Any location. Box 547E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E, BROADCASTING.

Announcer-engineer. Four years staff announcing. Thorough knowledge of baseball, basketball, football. Desire baseball play-by-play. Young, single, versatile. College degree. First class license. Presently employed. Disc, details on request. Box 556E, BROADCASTING.

Attention—Due to economic conditions competent staff of four available immediately consisting of two engineers and two announcers, one announcer doing play-by-play of all sports and special events. Other announcer doing DJ news and sales work. Full references available. Four cars. WCFC, Beckley, West Virginia.

Vet, single, 3 years cw and broadcast experience. Remotes and tapes, have car, seeking permanent position, east preferred. Henry Annis, 628 Barbey St., Brooklyn, N. Y.

Chief engineer with 8 years experience, all phases AM and FM including directional desires construction job. CREI graduate. F. W. Bacon, Burt, Iowa.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's Graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State St., Jackson, Miss.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Wire or write Newell Rudolph Gaston, 402 N. Adams, Odessa, Texas.

Position desired. First fone, experienced. AM, FM. 10 years, amateur, 1 year combination. Free to travel. Short notice. Delbert King, P. O. Box 4113, Birmingham 6, Ala. Phone 59-2311.

Holder 1st phone seeks permanent broadcast position. Two years experience, Army 500 w AM, 150 w FM. Will travel. Ernest C. Wood, 288 Fifth Ave., Brooklyn, N. Y., ST. 8-5739.

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Alert, versatile, dependable, enthusiastic program director-announcer. Age 31. 5 years in radio, 3 years continuous mike selling experience. Now employed on 5,000 watts. Midwest preferred. Box 488E. BROADCASTING.

Experienced copywriter, women's commentator desires writing job, preferably with air work and women's activities. Prefer east. Veteran. College graduate. Box 489E, BROADCASTING.

Seven years experience 250-50 kw. Production, programming, announcing, some sales. Specialties ad-lib, production. Good reason for leaving present position. Box 498E, BROADCASTING.

Sports director. Four years experience with 5000 watt midwestern CBS station. Experience includes broadcasting and promotion of baseball, basketball, boxing and football. Major league experience. Desire change. Box 500E, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, excellent background, best references. Interested in progressive station. Box 511E, BROADCASTING.

College graduate, B.S. in Speech with radio major. Seven months experience as night manager of Chicago TV outlet. Traffic, continuity, production and operations. Also experienced tape editor and production assistant with award-winning Chicago tape show. Desires position with progressive TV or radio outlet. Full information, reference and photo upon request. Box 516E, BROADCASTING.

Just what you need. A program director-announcer, with experience and education in all phases of radio and television broadcasting. Letter, disc and photo upon request. Write Box 518E, BROADCASTING.

Stop here, if you want a copy-chief, writer who writes result-producing copy. Years experience radio and agency. Married, sober, no drifter, presently employed. Allow ample time for answer. Box 536E, BROADCASTING.

Program manager—now announcer-director. Experience and ability in all phases of programming, production and administration. Family man anxious to locate permanently in responsible spot. Future possibilities important. Box 537E, BROADCASTING.

TV playwright, script-doctor, copywriter and actor with top network experience desires position on radio or TV staff, 30, married, college graduate. Resume, references. Michael Blair, 43 West 69th St., New York 23, N. Y.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

Production-Programming, others

Director, producer, cameraman—can sell and build programs. Television production school graduate, SRT-TV. College. Start at bottom, go any place. Box 535E, BROADCASTING.

Attention TV stations. Can you use me? Any job! I want to learn television from the ground up! Excellent record on college radio station. Ambitious, conscientious! Willing to start as janitor if necessary! Box 550E, BROADCASTING.

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

Andrew coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E. BROADCASTING.

RCA BTF-250A FM transmitter and GE type BM-1-A frequency and modulation monitor with following UTC transformers: LS-83; LS-99; LS-105; three LS-93; PA-309 plate transformer, DC output, 3000-2500-2000 volts and 1 amp. Also centrifugal blower used to cool four 4x500 A Tubes. All used two years, in practically new condition. Make an offer for any or all of this equipment. Box 485E, BROADCASTING.

2 Presto 6N recorders and 1 90A amplifier in portable carrying cases. Excellent condition. Box 491E, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, $400.00. Box 510E, BROADCASTING.

For Sale (Cont'd)

Federal 101-C field intensity meter 550-1600 kc recently completely reconditioned by factory. Excellent shape. Price $400. Box 539E, BROADCASTING.

Two, Presto 8D recorders with ID cutters and automatic equalizers all excellent condition, priced for quick sale. Box 548E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

One WE 1-C frequency monitor, one WE 1126-C limiter, reasonable. KFVD, Los Angeles.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. $4500 F.O.B. Tulsa. Write KOME, Tulsa, Oklahoma.

Save $10,500. Complete FM transmitting equipment. 106.9 mc, like new. Includes GE BT-2-B 1 kw. transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line, 3 right angle bends, 2 45° angle bends, expansion joint, reducers, support brackets, etc. Available at site. $5,900. Wire or write WENY, Elmira, N. Y.

For sale—Available immediately 200 foot Wincharger 101 guyed tower complete with lighting and tuning unit. Price only $1100.00 as it stands F.O.B. Frankfort. Write, wire or phone W. W. Robinson, WFKY, Frankfort, Kentucky.

For sale: Twelve bay Federal square loop FM antenna on 20 foot pedestal with beacon and interconnecting transmission lines. 200 feet 3⅛" line for transmitter connecting. Cost $16,213. Make offer for all or part. WHIS, Bluefield, W. Va.

For sale: An RCA type 69C distortion and noise meter in first class condition. Price $200 F.O.B., Muncie, Indiana. Radio Station WLBC, Muncie, Indiana.

For sale: RCA 76 B4 consolette and power supply used 100 hours. Best offer over $1000. Also, one BCS 2A studio switcher, $110. WLIZ, Bridgeport, 5-4144.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg. Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Will purchase exclusive market local station, east or midwest. Not interested in present income if market has potential. Information and price confidential. No agents. Box 419E, BROADCASTING.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

WANTED

COMBINATION

ANNOUNCER-ENGINEER

The man we want must be a GOOD announcer and know PRODUCTION. He must also know engineering. Only EXPERIENCED men will be considered for a steady job with good salary and excellent working conditions. We are a Mutual-Don Lee affiliate located in the heart of Southern California's playground; close to mountains, desert and ocean. If you're FULLY EXPERIENCED, send photo, references and tape or disc to E. W. Lee, KFXM, San Bernardino, California.

Situations Wanted

Announcers

I filled this opening. Can fill any opening your organization. Young, eager, versatile, good education, good voice. Combination, trained, experienced. New ideas. Steady man, married, will travel. Box 522E, BROADCASTING.

For Sale

Stations

MIDWEST OPPORTUNITY

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for lease with option to buy or attractive terms. BOX 555E, BROADCASTING.

Equipment, etc.

RF bridge—practically new radio frequency bridge, type 916A for sale at a substantial reduction. Contact

WHEB

Portsmouth, N. H.

Employment Service

EXCHANGE your worries for top audience-building disc jockey. We're D.J. talent agency. Tell us your needs. We find right man for you. Costs you nothing. Kaye-Deutschman, 1440 B'way, N. Y. 18, N. Y., PE 6-2367.

FOR RENT—our skill in finding *right* disc jockey for you. We're D.J. specialists. Tell us your needs. We do everything. You pay D.J.'s salary only. Kaye-Deutschman, Inc., 1440 B'way, N. Y. 18, N. Y.

TRANSIT RADIO

Set for Twin Cities Area

INSTALLATION of music-equipped vehicles in the Minneapolis-St. Paul area has been assured with Broadcasting Services Inc. signing a contract with the Twin City Rapid Transit Co. authorizing the service. Installations will commence late this month and transitcasts will begin around June 1 though no FM outlet has definitely been set. Announcement was made by Charles Green, president of the transit firm.

Arrangements between the transit company and Broadcasting Services, which is affiliated with Transit Radio Inc., Cincinnati, call for installation of receivers in about 500 buses and street cars in the area. Programming format will be similar to that followed in 20 other TR cities, with schedule to run from 6 a.m. to 10 p. m. or midnight, according to Myles Johns, president of Broadcasting Services.

'WARD WEEK'

CBS Stars Aid Promotion

WARD Johnstown, Pa., attracted national attention to the city's 1950 sesqui-centennial celebration fortnight ago with special promotion spots by an array of topnotch CBS stars.

A CBS affiliate, WARD called on the network for cooperation of name stars in planning observance of "WARD Week." Theme of the spots was: "Best wishes to Johnstown, Pa., on its sesqui-centennial celebration and here's wishing 150 years more of good living and good listening to WARD."

Contributing special messages were Red Skelton, Garry Moore, Amos 'n' Andy, Burns & Allen, Bergen & McCarthy, Art Linkletter, Arthur Godfrey, and others. In addition, spots were aired on such programs as *Theatre of Today, Garry Moore Show* and Arthur Godfrey's daytime program. Locally WARD aired special local talent broadcasts, remotes and giveaways, with varied promotion stunts. City's Mayor Walter E. Rose proclaimed "WARD Week" March 5-11 on major newscasts.

COMMUNIST TAG

Bill Seeks Air Identification

MOVE on Capitol Hill to require an organization, listed as "subversive," to identify itself as a "Communist organization" when sponsoring a broadcast or telecast has been increased.

This provision is contained in measure (S 2311) to control subversive activities by setting up a "Subversive Activities Control Board" or watchdog panel to keep tabs on Communist and Communist front organizations. Sponsored by Senators Karl E. Mundt (R-S. D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.), the bill last week had hurdled the Senate Judiciary Committee and was expected to come before the Senate.

An identical bill (HR 7595), introduced by Rep. Richard M. Nixon (R-Calif.) in the House, was referred to the House Un-American Activities Committee. According to Rep. Nixon, the radio-TV section of the bill is designed as a safeguard measure and would apply only "to the organizations already found to be subversive as defined by the legislation."

The bill also would outlaw use of the mails or other means of interstate or foreign commerce unless the following was contained: "Disseminated by ....., a Communist organization." The radio identification would be: "The following program is sponsored by ....., a Communist organization."

The radio-TV provision reads:

It shall be unlawful for any organization which is registered under Section 7, or for any organization with respect to which there is in effect a final order of the Board requiring it to register under Section 7, or for any person acting for or on behalf of any such organization—to broadcast or cause to be broadcast any matter over any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization being stated in place of the blank: "The following program is sponsored by ....., a Communist organization."

WOW SOUTH TOUR

Gets Off on Schedule

WOW OMAHA'S farm study tour of the South began on schedule last week with approval from the U. S. Interstate Commerce Commission following end of the coal strike. Fate of the 16-day project through 18 southern states and Cuba hung in the balance for a week because of the travel ban imposed by the coal walkout, Tour Leader Mal Hansen, WOW's farm director, said.

The 17-car, all-Pullman special is carrying some 210 persons from the farm states to the "New South." The tour began March 15, and its return slated for March 30. First stop was the cattle area of Oklahoma where the WOW farm tour members were guests of Gov. Roy Turner. Each day's activities are being recorded for Mr. Hansen's radio-TV *Farm Service Reporter* program.

Home Front Block

CECIL BROWN, Mutual commentator who recently returned from a newsgathering tour of Europe and Palestine, has reported that he had no encounters with censorship anywhere in his journey, although he made numerous tape recordings that were mailed back to the U. S. The only governmental interference came from U. S. Customs agents in New York. The first batch of tape reels Mr. Brown airmailed from Europe were held three weeks at U. S. Customs while officers debated how much duty to charge.

WCFM (FM) STAND

'Left-Wing' Charge Answere

EDITORIAL in the *Saturday Evening Post* March 4 issue, whic cites WCFM (FM) Washington a being part of the radio arm of th "left-wing-propaganda machine, was answered March 8 in a broad cast over WCFM by George A Bernstein, manager of the statio

"We do not comprehend th *Post's* use of the term 'leftist,' Mr. Bernstein said. "We regar ourselves rather as moderates o the contemporary scene. . . . If, b 'leftist' the editorial means that w maintain a policy of allowing equa time to all points in a controversia issue, that we refuse to deny fre dom of the airways to unpopula opinions, or that we provide a fai share of our time to all religiou groups, then, in truth, we ar 'leftist'—but this certainly place radio stations that would not be s classified in a rather unfortunat light."

Mr. Bernstein continued: "Pe haps if the long established radi stations followed a policy of allow ing all sides equal time—provide for by the FCC, but too often dis regarded—it would not be nece sary for stations like WCFM t devote so much of their time to th broadcasting of arguments no heard elsewhere." He said WCFM microphones will remain availab to all legitimate points of viev "Moreover," Mr. Bernstein cor cluded, "WCFM and the statio associated with it do more than pa lip service to freedom of the ai They practice it."

FTC Charge Denied

PHILCO CORP., Philadelphia, an Sylvania Electric Products Inc Boston, have denied charges b Federal Trade Commission tha they violated price discriminatio provisions of anti-trust laws i purchase and sale, respectively, c radio tubes. FCC's complair charged that Sylvania has grante lower prices to Philco, whic "knowingly" induced and accepte them from Sylvania and other tub manufacturers.

FCC Actions

(Continued from page 71)

Decisions Cont.:

Gulf Beaches Bcstg. Co. Inc., St. Petersburg Beach, Fla.—Designated for hearing in Washington on June 16, application for new station on 1300 kc 1 kw D, and made WSMF Dade City, Fla. party to proceeding.

CP Granted

WGBS Miami, Fla.—Granted CP to change daytime directional antenna pattern, provided applicant agrees to take necessary steps to correct any difficulties arising from cross modulation at Commission monitoring station at Fort Lauderdale, Fla.

KYUM Yuma, Ariz.—Granted mod. CP to make changes in DA array, on condition that permittee accept any interference that may be received from operation of new station in Tecate, Mex. which, in accordance with terms of NARBA, is notified on 560 kc with power of 250 w unl.

Hearing Designated

WCON Atlanta, Ga.—Designated for hearing on June 26 in Washington application for mod. CP to change DA system from six element array to four element array with change in DA pattern.

Extension Denied

KUMO Columbia, Mo.—Denied application for extension of completion date for new station and advised permittee if hearing is desired, request should be made within 20 days, upon receipt of which denial will be set aside and application designated for hearing.

Application Dismissed

WHOL Allentown, Pa.—Dismissed application of WHOL for transfer of control, without prejudice to filing of amendment to application for CP; and extended to April 11 time for filing such petitions as may be appropriate to bring applications in re Docket 7179 et al, up to date. [Comr. Jones dissenting in part].

Extension Granted

WEBR Buffalo, N. Y.—Granted extension of time to submit measurements to meet conditions attached to license to operate unl. time on 970 kc, 5 kw using DA pending action on joint petition of WEBR and others for waiver of conditions attached to their respective CPs or licenses.

March 14 Decisions . . .

BY A BOARD

Request Dismissed

The Conn. Electronics Corp., Bridgeport, Conn.—Dismissed as moot request of Counsel for Conn. Electronics Corp. that oral argument scheduled for March 27 in proceeding re Dockets 239 et al, be advanced to earlier date, and ordered that parties are afforded opportunity to address themselves not only to exceptions filed, petition to strike portion of reply brief of Huntington-Montauk Bcstg. Co. Inc., filed Aug. 23, 1949, by Conn. Electronics Corp. which was also scheduled for oral argument in Commission's Order of Nov. 25, 1949, but also to petition for reconsideration filed by The Conn. Electronics Corp. and issues raised therein.

Motion Denied

WCUM The Tower Realty Co., Cumberland, Md.—Denied motion to strike exceptions of Central Bcstg. Co. Inc., and scheduled oral argument for April 14, commencing at 11 a.m. in re Docket 9359.

Oral Argument

Scheduled oral argument for April 14 at 10 a.m. in proceeding involving applications of Belleville News-Democrat, Belleville, Ill., et al, Docket 7844.

BY THE SECRETARY

KPHO Phoenix, Ariz.—Granted license change frequency, increase power, install new trans, install DA for night use and change in trans. location; 910 kc 5 kw unl. DA-N.

Roderick Bcstg. Corp., El Paso, Tex.—Granted license for new remote pickup KA-5353.

Twin State Bcstrs. Inc., St. Johnsbury, Vt.—Granted license for new remote pickup KA-5355.

KWKW-FM Pasadena, Calif.—Granted mod. license to change name to Southern Calif. Bcstg. Corp.

WSCS Inc., Charleston, S. C.—Granted mod. license to change frequency from 30.82, 33.74, 35.82, 27.98 mcs. to 26.15 mc. and change power from 10 w to 12 w KA-5591.

KGNB New Braunfels, Tex.—Granted request for voluntary assignment of CP from partnership to newly formed corp.—Comal Bcstg. Co.—capital stock of which will be owned by assignor partners in same ratio as their respective partnership interest. No monetary consideration involved.

KYOR Blythe, Calif.—Granted request to cancel CP to install new vertical ant.

Norfolk Bcstg. Corp., Norfolk, Va.—Granted CPs and licenses for new remote pickups KA-6030, KA-6028, KA-6029.

Gastonia Bcstg. Service Inc., Gastonia, N. C.—Granted CP and license for new remote pickup KA-3920.

Biscayne Bcstg. Co. Inc., Miami Beach, Fla.—Granted CP for new remote pickup KA-6027.

Radio Station WIAC Inc., San Juan, P. R.—Granted CP remote pickup KA-6031.

Yellowstone Amusement Co., Livingston, Mont.—Granted CP and license for new remote pickup KOB-224.

Yellowstone Amusement Co. Area Livingston, Mont.—Granted CPs and license for new remote pickup KA-6034, 35.

National Bcstg. Co., Cleveland, Ohio—Granted CP new remote pickup KA-6026.

National Bcstg. Co., Inc., Chicago—Granted CP for new remote pickup KA-6025.

National Bcstg. Co. Inc., New York—Granted CP for new remote pickup KA-6024.

National Bcstg. Co. Inc., Washington, D. C.—Granted CP for new remote pickup KA-6023.

U. of Florida, Gainesville, Fla.—Granted CP and license new remote pickup KA-6022.

Voice of the Rockies Inc., Colorado Springs, Col.—Granted CPs for new remote pickups KA-6032, 33.

Mid-America Bcstg. Corp. Louisville, Ky.—Granted mod. CPs to change frequency from 26.15 mc to 26.25 mc and licenses to cover same KA-5247, 8.

Following granted mod. CPs for extension of completion dates as shown: WWJ-TV Detroit to 9-15-50; WLEE-FM Richmond, Va. to 9-17-50; KGKB-FM Tyler, Tex. to 9-14-50; WCAL-FM Northfield, Minn. to 9-1-50; WERC-FM Erie, Pa. to 10-2-50; WNAC-FM Boston, Mass. to 10-1-50; KTOK-FM Oklahoma City to 10-15-50.

KAAA Red Wing, Minn.—Granted license for new AM station; 1250 kc 1 kw D.

KGBC The Galveston Bcstg. Co., Galveston, Tex. — Granted license change hours of operation, increase power and install DA-N.

KELA Chehalis, Wash.—Granted license to install new trans.

KJFJ Webster City, Ia.—Granted license new AM station; 1570 kc 250 w D and specify studio location.

KENM Portales, N. M.—Granted license for new AM station; 1450 kc 250 w unl.

KWBW-AM-FM Hutchinson, Kan.—Granted involuntary assignment of license and CP from William Wyse, deceased to Bess Marsh Wyse tr/as Nation's Center Bcstg. Co.

WCCO Minneapolis, Minn.—Granted CP to install new trans. subject to condition that action is without prejudice to any action Commission may take with respect to pending applications for renewal of license.

WCCO Minneapolis, Minn.—Granted CP to install old main trans. at present site of main trans. to be used for aux. purposes with power of 50 kw. Condition same as above.

WSAJ Grove City, Pa.—Granted CP to install new trans.

KTKT Tucson, Ariz.—Granted mod. CP to change type trans.

KWKW Pasadena, Calif.—Granted mod. license to change corporate name to Southern Calif. Bcstg. Corp.

WHAS-TV Louisville, Ky.—Application to increase ERP to vis. 55.5 kw, aur. 27.75 kw and make changes in trans. and ant. granted in part with power maintained at present levels.

WHMP Northampton, Mass.—Granted mod. CP for approval of ant. and trans. location, spec. studio location and change type trans.

KALG Alamogordo, N. M.—Granted mod. CP for approval of ant. trans. and studio locations.

WPEP Taunton, Mass.—Granted mod. CP to change type trans.

KBKH Pullman, Wash. — Granted mod. CP for extension of commencement date to 5-4-50.

WERC Erie, Pa.—Same to 6-2-50.

Midland Bcstg. Co., Kansas City, Mo.—Same to 5-1-50 KA2XAQ.

KSUB Cedar City, Utah—Granted mod. CP to change trans. and change description of trans. location.

WNOI Oak Park, Ill.—Granted mod. CP for extension of completion date to 5-29-50 on condition that construction be completed or interim operation provided by that date.

WCAT Rapid City, S. D.—Granted authority to remain silent for period beginning March 4, and ending March 14, during time regular instructional period is suspended.

WOR-FM New York—Granted license to cover CP changes in FM station. Chan. 254; (98.7 mc) 3.4 kw; 950 ft.

KASI Ames, Ia.—Granted CP to install new vertical ant. and mount FM ant. on AM tower.

WSM-TV Nashville, Tenn.—Application to change trans. location, to increase ERP to vis. 23.7 kw; aur. 11.85 kw, change trans. ant. and make equipment changes granted in part; power maintained at present level.

KDYL-TV Salt Lake City, Utah—Granted mod. CP for extension of completion date to 10-1-50.

WHP-FM Harrisburg, Pa.—Granted mod. CP for extension of completion date to 8-26-50.

March 14 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

WJPR Greenville, Miss.—CP AM station to change from 1340 kc 250 w unl. to 1330 kc 1 kw-D 500 w-N DA-N.

Modification of CP

KGVO Missoula, Mont.—Mod. CP AM station increase power, install trans. and new DA for extension of completion date.

License Renewal

Request for license renewal AM station: KOOL Phoenix, Ariz.; KROW Oakland, Calif.; KPOF Denver, Col.; WGL Fort Wayne, Ind.; WSBT South Bend, Ind.; WTCO Campbellsville, Ky.; KVOB Alexandria, La.; WJBO Baton Rouge, La.; WARE Ware, Mass.; KLER Rochester, Minn.; WTTM Trenton, N. J.; WRUN Utica, N. Y.; KGLC Miami, Okla.; WPRP Ponce, P. R.; WJAR Providence, R. I.; KSDN Aberdeen, S. D.; KWAT Watertown, S. D.; WRNL Richmond, Va.; WWYO Pineville, W. Va.; WISN Milwaukee, Wis.; WTCH Shawano, Wis.

Modification of CP

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WDAK-FM Columbus, Ga.; WDSU-FM New Orleans; WIBA-FM Madison, Wis.

WNOI Oak Park, Ill.—Mod. CP new FM station to change studio location, trans. etc.

Modification of License

KFXD-FM Nampa, Ida. — Mod. license FM station to change studio location to Meridian, Ida.

TENDERED FOR FILING

AM—930 kc

WTAD Quincy, Ill.—CP AM station to change from 930 kc 1 kw unl. DA-N to 920 kc 5 kw unl.

APPLICATIONS RETURNED

Memphis, Tenn.—WREC Bcstg. Service RETURNED March 8 application new commercial TV station to request amend from Ch. 7 to Ch. 6 (82-88 mc).

March 15 Decisions . . .

ACTION ON MOTIONS

(By Comr. George E. Sterling)

FCC General Counsel—Granted extension to April 6 to file exceptions to initial decision issued in proceeding on application of KPPC Pasadena, Cal.

Community Bcstg. Co., Baton Rouge, La.—Granted leave to amend application to specify revised DA. Application as amended removed from hearing.

Radio Voice of Springfield, Inc., Springfield, Ohio—Granted extension to file opposition to petition for rehearing filed by The Mount Vernon Bcstg.

(Continued on page 86)

'Harlem Breakfast Club'

MAKE WAY for radio's newest innovation—the *Harlem Breakfast Club*—to originate at the Teresa Hotel, New York, the nation's leading Negro hostelry. Arrangements have been completed by WLIB New York, through M. L. Novik, its directing head, to establish remote studios at the Teresa.

Mr. Frank Silvernail
Batten, Barton, Durstine, and Osborne
New York City

Dear Frank:

I knows yer interested in permotin' thin's, 'cause I 'member hearin' 'bout yer bein' at th' CBS permoshun clinic las' summer. Well, th' boys here at WCHS really does a bang-up job permotin' their shows. I see a lotta stuff a layin' 'round on th' tables, so I jest tho't I'd like ter tell yuh 'bout it. They really goes all out in tellin' th' lisseners and th' trade all 'bout th' products their clients is advertizin'. Now some folks might be surprised at th' cleverness uv th' stuff these boys at WCHS sends out, but effen yuh knows 'em, nothin' they does ud really surprize yuh. Tell yuh what, Frank. Hit's durned near impossible ter describe th' cards an' stuff, so I'll jest gather up a few uv them an' send 'em ter yuh. Be on th' look out, and I'll bet you'll agree thet hit's no wonder when West Virginnians thinks uv radio they thinks uv WCHS!



Yrs.
Algy

WCHS
Charleston, W. Va.

PLANNING?

- to buy a radio station or newspaper?
- to sell your newspaper or radio station?
- to attend the NAB National Convention in Chicago April 12-19?

THEN—wouldn't it be a good plan to get in touch with our offices NOW and set up an appointed time for discussions; all, of course, on a confidential basis. Should you be unable to attend, then contact us anyway and possibly one of our officers will call on you while enroute to or from the meetings.

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MEDIA BROKERS

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Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

TR'S ANSWER

Files Brief Asking FCC To Deny Complaint

TRANSIT radio's triumvirate in the nation's capital has asked the FCC to deny a complaint that would rule transit broadcasting contrary to the public interest.

The 12-page brief was prepared by Pierson & Ball, Washington law firm, on behalf of Transit Radio Inc., Washington Transit Radio Inc. and the Capital Broadcasting Co. (licensee of WWDC-FM Washington which holds a TR franchise). Transit Radio's volley was directed particularly against the complaint filed before the FCC by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf which paralleled complaints filed earlier by Transit Riders Assn. FCC has the matter under study [BROADCASTING, Feb. 20, 13].

Opponents of music-equipped vehicles, the brief argued, have "draped their objections in the cloak of constitutional phrases which have no applicability to the factual situation."

It also was argued that (1) the issue already had been settled by Washington's Public Utilities Commission ruling in favor of transit radio; (2) that no disputable questions of fact require hearing or investigation by FCC, and (3) that the petitions ask FCC action to deal with matters "beyond its (FCC's) jurisdiction."

Messrs. Pollak and Martin had charged in their petition that transit radio is contrary to "the public interest" and urged the Commission to halt service. They also asked the FCC to rule that transit radio violates Commission rules and regulations governing station licenses; announce and initiate policy of license revocation "as far as necessary," take no final action on license, renewal and permittee bids, and furnish attorneys with copies of the contract between Washington Transit Radio Inc. and Capital Broadcasting Co.

The Transit Riders Assn. petition, filed by R. A. Seeling, association vice president, contained a resolution noting the spread to a "score" of cities of radio-equipped vehicles and that the FCC was the only agency "which has direct jurisdiction over the conduct of radio stations."

Scores Petitioners

The transit radio interests scolded the petitioners for seeking revocation of station licenses "for the benefit of their personal and wholly subjective desires which . . . are diametrically opposed to the public interest, convenience and necessity."

Immediate object sought by petitioners, the brief went on, "is the prohibition of reception; the primary motive is an objection to the present commercial system of radio broadcasting; the ultimate result desired is the extension of governmental supervision and control of private interests."

The brief further contended that transit radio opponents "object to transit radio because it is a commercial project. They object to the fact that the transit company and the receiver owners may make a profit. They object to the fact that the radio programs received in transit vehicles contain commercials. In essence, they object to our present system of commercial broadcasting."

Viewing the petitions as one phase of attack against "the industry known as transit radio," the brief said:

> . . . their efforts before other agencies have been unsuccessful but petitioners are well aware of the fact that repeated attacks . . . before various agencies and courts may indirectly serve to accomplish that which they cannot legally achieve. (They) use these petitions as a basis for newspaper publicity and as a protective cloak for direct threats to and intimidation of advertisers which they would otherwise hesitate to make. Petitioners apparently operate upon the thesis that if they cry long and hard enough of constitutional violations some people will believe their cries.

The PUC, the brief cited, ruled on Dec. 29, 1949 "that the installation and uses of radios in street cars and busses of the Capital Transit Co. are not inconsistent with public convenience, comfort and safety."

Process of Law

If the PUC was in error, Transit Radio continued, then the law "provides a method for reviewing their decision."

Attached to the brief was a percentage analysis of the 1949 composite week of WWDC-FM programming that Transit Radio believes clearly "disproves the petitioners' allegations that WWDC-FM has not maintained program balance." It further maintained that "this type of balance by specialization has been publicly approved by the Commission, the industry and the listening public."

The brief continued:

> It is sincerely hoped that at some time in the future these transit sets will represent a small minority of the FM receivers in operation, but until that time arrives, the transit sets in use serve to create circulation which is otherwise difficult to establish and even more difficult to prove. They make possible the program service that is required to build FM receiver use. . . . it would be a strange concept indeed to hold that radio stations cannot sell advertisers upon the basis of an audience whether they are at home, in bars or restaurants, or in transit vehicles.

The public, the brief pointed out, is the final test for a decision as to what programs are in its interest. "If the place of reception is to become the controlling criteria, a new system of regulation will be necessary and that system is neither desirable nor legal under our present laws and economic system," the argument concluded.

FCC Actions

(Continued from page 85)

Decisions Cont.:

Co., Mount Vernon, Ohio, in proceeding upon its application and that o Beer & Koehl, Ashland, Ohio. Time ex tended to March 13.

FCC General Counsel—Granted ex tension to April 10 to file exceptions t initial decision issued in proceedin upon applications of Faulkner Count Bcstg. Co. and Conway Bcstg. Co., both Conway, Ark.

Thomas H. Beach, Birmingham, Ala —Granted leave to amend applicatio to change name of applicant to Pilo Bcstg. Corp., to change applicant fron individual to corporation, and to shov revised financial data.

Texas Star Bcstg. Co., Dallas, Tex.— Granted extension to March 13 to fil opposition to petitions for rehearin filed by KTRH Houston, Tex., anc Democrat Printing Co. Action March 10

(By Comr. E. M. Webster)

KWIK Burbank, Calif.—Hearing i matter of revocation of license of KWIK continued from March 20 to April 5 an 7 at Burbank.

(By Comr. Paul A. Walker)

FCC General Counsel—Granted ex tension to March 20 to file propose findings of fact in matter of revocatio of CP of KCRO Englewood, Col.

(By Examiner Elizabeth Smith)

WLCS Baton Rouge, La.—Grante leave to take depositions in proceed ing re its application and that of KJAN Bcstg. Co.; further ordered petitione be authorized to take depositions o Sgt. Hector Slaughter, United State Army, et al., on March 23 and 24 a Baton Rouge, La.

(By Examiner H. B. Hutchison)

The Central Ohio Bcstg. Co., Galion Ohio—On Commission's motion, hear ing on application of Central Ohi Bcstg. is continued until further notice

March 15 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications filed b following AM stations: KOLO Ren Nev.; WAAT Newark, N. J.; WPE Philadelphia; WQAN Scranton, Pa.

Modification of CP

Following FM stations filed applica tions for mod. CPs extend completio dates: WJBW-FM New Orleans; KFUC FM Clayton, Mo.; WFMB Mayoda N. C.; KSL-FM Salt Lake City.

WNAE-FM Warren, Pa. — Mod. C authorizing changes in FM station t change ERP to 55 w, ant. to minu 143 ft.

KSL-TV Salt Lake City—Mod. C new TV station for extension of com pletion date.

FM Changes

WJMC-FM Rice Lake, Wis.—C change ERP to 7.4 kw.

TENDERED FOR FILING

Modification of CP

KNOE Monroe, La.—Mod. CP chang DA-N

AM—800 kc

KREI Farmington, Mo.—CP chang from 1350 kc to 800 kc (contingent o WKYB completing construction o 570 kc).

AM—1390 kc

WEED Rocky Mount, N. C.—C change from 1450 kc 250 w unl. to 139 kc 1 kw unl. DA-DN.



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A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 16

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,109	2,080	188		300	268
FM Stations	712	492	268	*4	48	24
TV Stations	101	35	75		348	182

* Two on the air.

* * *

Docket Actions . . .

INITIAL DECISION

Shelby Bcstg. Co., Center, Tex.—Initial decision by Hearing Examiner J. D. Bond to deny application of Shelby Bcstg. Co. new station on 1490 kc, 250 w unlimited. Action predicated on findings that partnership consisting of O. L. Parker and A. C. Childs had without sanction by FCC transferred their interests to others in order to conceal their assets from possible creditor claimant. See story this issue. Initial decision March 13.

Non-Docket Actions . . .

AM GRANTS

Hamilton, Ala.—Marion County Bcstg. Co. granted new station on 970 kc, 1 kw day. Estimated construction cost: $18,600. Co-partnership includes: Hugh J. Fite, insurance and bond business; Ernest B. Fite, attorney, and Rankin Fite, attorney and state senator. Granted March 13.

Atlantic, Ia.—George Basil Anderson, granted new station on 1220 kc, 250 w day. Estimated construction cost: $31,400. Mr. Anderson is owner and manager of KJBK Columbus, Neb. Granted March 13.

Mena, Ark.—R. B. Bell, granted new station on 1450 kc, 250 w unlimited. Estimated construction cost: $13,390. Mr. Bell manages own property. Granted March 13.

Athens, Ohio—A. H. Kovlan and J. D. Sinyard, granted new station on 1540 kc, 1 kw day. Estimated construction cost: $4,100. Principals include: Mr. Kovlan, 50% owner of coin-operated music machines, general manager 50%; Mr. Sinyard, executive director. Granted March 13.

Jackson, Ala.—Jackson Bcstg., granted new station on 1450 kc, 250 w unlimited. Estimated construction cost: $19,750. Partnership: W. P. Thielens, 25% and W. M. Jordan and T. H. Gaillard Jr., each 37.5% owner. all have equal interests in WXAL Demopolis, Ala. Granted March 13.

WLIN Merrill, Wis.—Granted switch in facilities from 730 kc, 1 kw unlimited to 550 kc, 1 kw day, 500 w N, directional. Granted March 13.

KLIX Twin Falls, Ida.—Granted switch in facilities from 1340 kc, 250 w unlimited to 1310 kc 1 kw, directional. Granted March 13.

FM GRANT

El Paso, Tex.—Texas Western College of the U. of Tex., granted new noncommercial educational station, Ch. 203 (88.5 mc), ERP 10 watts, antenna 185 ft. Granted March 13.

TRANSFER GRANTS

KELP El Paso. Tex.—Granted transfer of control of Paso Bcstg. Co. Inc., licensee, from Ed V. Mead, Lewis O. Seibert, Robert M. Jackson, and J. T. Carroll, equal owners to Richey Evangelistic Assn. for $40,000. Transferee is non-profit religious organization headed by Raymond T. Richey, pastor and president of Evangelical Temple Corp. of Houston, Tex. Others associated with Mr. Richey are V. P. Richey, Andrew J. Richey and Leonard Richey. KELP is assigned 1 kw day on 920 kc. Granted March 13.

WCBA Corning, N. Y.—Granted assignment of license from John S. Booth, licensee to Wellsboro Corning Bcstg. Advertisers Inc. for consideration of $80,000. New corporation includes: Lawrence A. Woodin, 50% owner of Arcadia Theatre Co., Wellsboro, Pa., 50%; Paul L. Carpenter, owner Carpenter's Funeral Home and Memorial Studio, 50%. WCBA is assigned 1 kw day on 1350 kc. Granted March 13.

Deletions . . .

TWO FM and one AM authorizations reported deleted by FCC last week. Total dropouts since Jan. 1, AM 17; FM 23; TV 1. Deletions and reasons for withdrawal follow:

WVBN (FM) Turin, N. Y.—Rural Radio Network Inc. License March 4. Station has entered into affiliation agreement whereby other stations will carry same programs which would result in overlap of service.

KGW-FM Portland, Ore.—Oregonian Pub. Co. License March 14. No general public acceptance of FM in area.

KELL Waxahachie, Tex.—Ellis County Bcstg. Co. CP March 10. FCC denied extension of completion date Feb. 8 as applicant merely requested extension time in order to complete further plans for assignment of CP.

New Applications . . .

AM APPLICATIONS

DeRidder, La.—Sabine Bcstg. Co., 1010 kc, 1 kw day. Estimated construction cost: $17,640. Principals in Sabine include John B. McCrary, professional musician, manager and 25% interest WCNU Crestview, Fla., and 50% interest in WATM Atmore, Ala.; Cyril W. Reddoch, manager, chief engineer and 50% owner WATM and 50% owner WCNU. Filed March 7.

Burbank, Calif.—Bcstrs. of Burbank, 1490 kc, 250 w unlimited. Estimated construction cost $15,334. Principals include: Albert S. Hall, real estate broker, owner of service station and ½ interest Brown's Brake Service, 20%; Walter W. Mansfield, owner real estate and insurance company, 20%; Floyd J. Jolley, ½ owner Jolley Motors and ½ ownership in Jolley's Aluminum Window Co., 40%; Arthur Crowley, practicing law, 20%. Filed March 8.

Oskaloosa, Ia.—Oskaloosa Bcstg. Co., 740 kc, 250 w day. Estimated construction cost $30,500. Principals include: Everett G. Wenrick, partner in shoe store in Oskaloosa and Segourney, president 20%; E. B. Seeger, 33⅓% interest Seeger Auto Supply Co., vice president plus 6%; Don Hemphill, owner Canary Cottage restaurant, treasurer 10%; P. M. Day, physician and surgeon, 10%; Clarence Powers, mortician and 50% owner Powers funeral home, 50% interest in two farms, 10%; Lyman A. Abbott, owner Abbott's Radio & Television shop, 2%; C. C. Kitchen, optometrist, 5%; Catherine E. Raetz, housewife, 5%; Harold E. Fleck, attorney and 66⅔% interest in firm of Fleck & Jones. 19% of stock is retired to treasury. Filed March 8.

Aberdeen, Miss.—Prairie Bcstg. Co., 1240 kc, 250 w unl. Estimated construction cost: $18,500. Principals: Ben F. Hilbun, administrative assistant to president of Mississippi State College; Grady Imes, 25% interest WSSO Starkville, publisher of Starkville News and presently mayor of Starkville; T. A. Richardson, owner Richardson Chevrolet Co.; Joe Phillips, 25% interest WSSO, equal partners. Filed March 14.

Albany, Minn. — Stearns County Bcstg. Co., 1150 kc, 500 w day. Estimated construction cost: $23,720. Principals include: W. H. Blattner, partner in D. H. Blattner & Sons, contractors, and president, Blattner Co. Inc., implements and hardware, president 16⅔%; Andrew J. Glatzmaier, bookkeeper for D. H. Blattner, vice president 16⅔%; Louis H. Gretsch, manager Gretsch garage, vice president 16⅔%; Urban J. Keppers, owner Urb's bar and retail liquor, secty-treas. 16⅔%. Filed March 15.

Long Beach, Calif.—John H. Poole d/b as Dia Bcstg. Co., 740 kc, 1 kw day. Estimated construction cost: $44,050. Mr. Poole is owner KSMA Santa Maria, Calif., and also has oil and mining investments interests. Filed March 15.

Flagstaff Ariz. — Saunders' Bcstg. Co., 1220 kc, 250 w day. Estimated construction cost $9,410. Charles J. Saunders, individual owner is owner and salesman Flagstaff Nash Co. In 1941-46 he was program director and announcer at WALA Mobile, Ala. Filed March 15.

FM APPLICATION

St. Petersburg, Fla.—Charles A. Lenz, Class B. Ch. 250(97.9 mc), ERP 16.65 kw, ant. 198 ft. above average terrain. Estimated construction cost: $1,000. Mr. Lenz, sole owner, is owner Lantern Lane apartments, treasurer and stockholder in Sherman Hotel, as well as owner of auto phone service and insurance agency and other business interests. He is also applicant for TV station at St. Petersburg. Filed March 6.

TRANSFER REQUESTS

KRSC Seattle, Wash.—Acquisition of control in Radio Sales Corp., licensee, by Sheldon Sackett, through purchase of 500 sh. or total stock from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr., for $112,500. Mr. Sackett is owner of KROW Oakland, Calif., 95% owner KOOS Coos Bay, Ore., and 77¼% owner of KVAN Vancouver, Wash. KRSC operates with 1 kw unlimited on 1150 kc. Filed March 14.

WTTS and WTTV Bloomington, Ind.—Assignment of CP and license from Mary and Sarkes Tarzian, a partnership d/b as Sarkes Tarzian to Mary and Sarkes Tarzian a corporation, Sarkes Tarzian Inc. The Tarzians desire to own and operate radio and television station under a corporate organization. WTTS is assigned 1 kw day, 500 w night on 1370 kc. WTTV is assigned Ch. 10 (192-198 mc). Filed March 15.

WWNS Statesboro, Ga.—Assignment of license from Alfred Dorman, individual, to Statesboro Bcstg. System for $27,500. New partnership includes: Robert H. Thompson Sr., owner of T & S Pub. Co., Cordele, Ga. (advertising), 50%; Virginia Price Bowen, principal stockholder and president Telectronics Inc., Waycross, Ga., 50%. Mr. Dorman withdraws as other business interests prevent him from devoting time to station operation. WWNS is assigned 250 w unlimited on 1490 kc. Filed March 8.

KTOP Topeka, Kan.—Assignment of license from T. Hall Collinson tr/as Collinson Bcstg. Co., to Charles B. Axton for $52,500. Mr. Axton has been on radio for many years as an artist. He starred on Chevrolet Musical Moments, Maxwell House Show Boat, Major Bowes Capitol Family Hour and others. He was production manager WTOP Washington 1933 to 1944. He is presently national sales manager WREN Topeka, Kan. KTOP is assigned 5 kw unlimited on 1250 kc, directional. Filed March 7.

WISR-AM-FM Butler, Pa.—Assignment of license from Butler Bcstg. Co., licensee to Butler Bcstg. Co. Inc. David Rosenblum, individual owner wishes to operate as corporation to better aggregate assets and liabilities of firm in interest of better business management. Sara Rosenblum and Jack W. Rosenblum both employes of station acquire minor interests. No monetary consideration. WISR is assigned 250 w day on 1580 kc. Filed March 9.

KWEM West Memphis, Ark.—Transfer of 500 sh. stock in West Memphis Bcstg. Corp., licensee, from John T. Wells, Beloit Taylor and Phillip Back to J. C. Johnson, John C. Cooper, P. M. Dacus, J. C. McCaa and J. W. Rich. Parties advanced monies to build station and as operation has not been profitable it is believed stock should be transferred. All have stock interest in KXLR N. Little Rock and KHOZ Harrison, Ark. KWEN is assigned 1 kw day on 990 kc. Filed March 14.

WDSR Lake City, Fla.—Assignment of license from Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, co-partnership d/b as Deep South Radioways to partnership of same name and people with exception of Dr. Kumm who withdraws and sells his interest for $7,200. WDSR operates with 250 w unlimited on 1340 kc. Filed March 15.

KYA San Francisco—Transfer of control in Palo Alto Radio Station Inc., licensee, from Dorothy Schiff to J. Elroy McCaw and John D. Keating. Mrs. Schiff sells total holdings of 10,403 sh. of stock for $155,000 plus. Mr. McCaw is 50% owner KPOA Honolulu, 21.5% owner KLZ Denver. 33⅓% in each KALE Richland and KYAK Yakima both Wash. and 50⅓ interest in KELA Centralia, Wash. Mr. Keating is 50% owner of KPOA and both own 50% interest in recent grant for Hawaiian Islands. KYA operates with 5 kw day, 1 kw night on 1260 kc. Filed March 15.

U. S.-Cuban Treaty

(Continued from page 25)

on 10 regional frequencies (the same number provided under the old NARBA); Cuban Class 2 rights on 16 1-B channels; 1kw rights on the 1340 kc local channel, and other privileges which would increase the limitations to seven existing U.S. stations and guarantee that future U.S. grants on 11 channels would protect Cuban operations on those frequencies.

The U.S. 1-A channels involved were 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), with Cuba relinquishing previous rights on 890 kc (WENR-WLS Chicago). The 1-B frequencies on which Cuba would be accorded special privileges were 680, 810, 850, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1170, 1190, 1520, 1550, and 1560 kc.

Regional frequencies on which Cuba would have "high power" rights were 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc.

DECCA Records Inc. last year recorded net earnings, after taxes, of $803,870, or $1.04 a share on 776,650 shares of capital stock outstanding, according to the company's annual report.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL METROPOLITAN 0522

Richards Hearings

(Continued from page 28)

mond," misunderstood by some employes, and lacking in biased views other than those normal to the average person.

"There is no admission of guilt by Mr. Richards, and there never has been," the lawyer said.

Reviewing Mr. Richards' career and character, Mr. Fulton declared: "He has been and is privately critical of the Roosevelt family. He believes that the action of James Roosevelt in urging the Commission to investigate these stations and to hold these hearings was biased and prejudiced and caused by James Roosevelt's dislike of Richards' political views."

He said Mr. Richards "asserts that he has a right to have and to express privately his own opinions with respect to the Roosevelt family and their motives in their attacks upon him, so long as he does not broadcast false or defamatory material concerning them over his radio stations."

William Burns, former radio news writer and now a *Los Angeles Times* reporter, was the first witness. He identified letters which he had sent to FCC Comr. Paul A. Walker in February and March 1948, when he was secretary-treasurer of Radio News Club of Los Angeles.

Roberts Second Witness

FCC's star witness, Mr. Roberts, former director of public affairs for KMPC and now KFWB Hollywood newscaster, was the second witness.

President of the Radio News Club when the news-slanting charges were filed two years ago, he said Richards was anti-Semitic and an arch enemy of the Administration. He claimed Mr. Richards directed him to slant newscasts against the Democratic Administration and the Roosevelt family, and to minimize the Truman position and eliminate the President's speeches. He quoted Mr. Richards as referring to President Truman as "the necktie salesman in the White House."

Mr. Richards, he declared, specifically instructed that Bernard Baruch, Edwin Pauley, Howard Hughes, Henry Wallace and Henry Kaiser, among others, be treated in an unfavorable light. Gen. Douglas MacArthur, Sen. Homer Ferguson (R-Mich.), and Sen. Owen Brewster (R-Me.), were to be highly praised, he said.

Mr. Richards, he said, made uncomplimentary remarks about William Paley, CBS board chairman; Brig. Gen. David Sarnoff, RCA board chairman, and Robert Kintner, now ABC president. Identifying them as Jews, Mr. Roberts testified Mr. Richards said "they are in league."

Backs Republicans

The witness asserted that Mr. Richards "said newscasters should guard against this Jewish move and we should lend our efforts through the medium of news to strengthen the political position of the Republican party so it could get into power in 1948."

Mr. Roberts said he once told Mr. Richards he was violating his broadcast license by news-slanting, and that Mr. Richards replied: "To hell with the FCC. Let them take our license away. We'll go down with all flags flying."

Mr. Roberts told Examiner Johnson that Mr. Richards frequently held meetings with KMPC staff members to tell them how he wanted news handled. On one occasion, Mr. Roberts stated, he had announcers practice saying the word "Republican" in an effort to have it sound as good on the air as "Democrat."

He testified Mr. Richards instructed him to use material from anti-Administration columnists and news commentators as factual news and to incorporate it in newscasts without mention of source. Anything anti-Administration was instructed to be used as fact, he added.

Mr. Roberts said he didn't always follow instructions and reported that he and his staff developed a technique of compromise regarding Mr. Richards' instructions, acceding to his demands and then slipping in a paragraph that "would attempt to give the other side."

"I figured," Mr. Roberts said, "that he would only hear what he wanted to hear." This technique didn't always work, however, because sometimes Mr. Richards would dictate the entire text of a certain portion of a news broadcast, he added.

He said that Robert O. Reynolds, KMPC vice president and general manager, agreed with his views. Before going to work for KMPC, Mr. Roberts said he had discussed the injection of editorial opinion into newscasts with Mr. Reynolds, because he knew Mr. Richards to be "a man of strong, fixed opinions." Mr. Reynolds, he said, told him he thought they could "handle Richards."

Dismissal Action

Mr. Roberts said his dismissal from KMPC in February 1948 followed an "open defiance" of a Richards order to always present Gen. MacArthur in a favorable light. On two occasions, he testified, he had mentioned Gen. MacArthur's failing health and apparent age. He indicated this infuriated Mr. Richards and led to his own release.

In subsequent testimony, which continued through Wednesday, Mr. Roberts identified letters, memos, scripts, telegrams and clippings of newspaper articles he said were sent to him by Mr. Richards. Some bore "use this over and over." More than two score such exhibits were submitted by FCC counsel and entered as evidence.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

HALF A HEART

On Records: Al Trace—Col. 38693; Al Morgan—Lon. 571; Eddy Howard—Mer. 5349; Bill Lawrence—Vic. 20-3683; Jack Owens—Dec. 24874; Gordon MacRae—Cap. 842; Ken Griffin—Rondo 421; Jon & Sandra Steele—Coral 60165.

On Transcription: Dick Jurgens — Associated; Gordon MacRae—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

POLITICAL CENSORSHIP BY FCC

Michigan Republican Questions Investigation of Station Owne

A CHARGE that FCC "may be using its authority over radio stations for political censorship" was raised in the Senate last week by Sen. Homer Ferguson (R-Mich.).

In what was taken as a reference to the Commission's current hearings in the G. A. Richards case (story adjacent), Sen. Ferguson told his colleagues Monday that he understood FCC "vigorously investigated" a station owner "who has expressed strong personal views which appear to be pro-Republican and anti-Communist."

On the other hand, he said, there was "the case of a radio licensee who owns five radio stations and who is known to have strong political views which have been identified by the House Un-American Activities Committee through his association with numerous Red-front organizations."

In the latter case, he said, "so far as I have been able to learn, the personal views of this individual have not provoked any action on the part of the Commission with relation to ownership or operation of his station."

Sen. Ferguson cited a *Saturday Evening Post* editorial on the use of radio for "left-wing" propaganda (see story page 84). He said he asked FCC General Counsel Benedict P. Cottone about this and, specifically, "whether any in vestigations had been started as t the activities of radio licensees wh had shown strong political bias o who were in a position to use radi stations for avowed propagand purposes."

He said "Mr. Cottone told m that the Commission had taken n action in cases of this kind."

Sen. Ferguson continued:

These are peculiar circumstances— on the one hand the report of the in vestigation of a licensee who was supporter of Republican doctrine and on the other hand the failure t investigate other radio licensee whose personal views show stron political basis in an opposite di rection.

Let me make clear that I have n objection to the fair rules being lai down to permit any licensee to operat his station in the public interest, or t permit the views of any organizatio to be fully presented to the radi audience. I think the U. S. Senat should be interested in checking int the fairness of the Commission i applying its rules and into the ques tion of possible bias in their appl cation.

If radio-station owners of on particular leaning are being favore and those of opposite leaning ar being frowned upon, clearly then th Commission is embarking upon th dangerous course of political censo ship.

SUMMER DISCOUN

Crosley Plans Bonus Tim

A SUMMER bonus time plan wa announced last week by Robert I Dunville, president and genera manager Crosley Bcstg. Co. t apply to WLW Cincinnati and th three Crosley television statior WLWT Cincinnati, WLWC Colun bus and WLWD Dayton.

The plan would provide a tim bonus of up to 25% for spot rad advertisers and up to 50% fo spot television users. "It will b more than justified if it hel solve the summer hiatus problem Mr. Dunville said.

The new schedule calls for bon time during July, August and Se tember. Advertisers using 52-wee radio schedules would receive 20 bonus time; new accounts with 1 week schedules 15% bonus and ne accounts with 10- to 22-week sche ules 20%. New accounts for n less than 5 months would receiv a 25% bonus.

The television stations observe 40% summer discount in time cos or a 50% bonus in facilities if th same gross amount is spent durir the period.

REPORTEDLY lowest-priced thre way portable radio produced by RC Victor since the war, currently bein shipped to dealers for immediate di tribution. Radio is new version "Globe Trotter" portable.

'LIGHTNING' TALK

From Scattered Prevues

MIXED reaction on the All-Radio Presentation film "Lightning That Talks" came last week following prevues in scattered parts of the country. Varied opinion on the film was voiced in a survey of viewers who attended a New York showing [BROADCASTING, March 13].

Frank E. Pellegrin, vice president of Transit Radio Inc. and former NAB broadcast advertising director, observed that the New York showing was marred by what he described as "an atrociously bad sound and lighting system." He added that the New York audience is "hypercritical" and the film should not be judged on the basis of a New York survey. He said he likes the film and believes it will do a lot of good.

In a joint report, three Spokane area station executives agreed they would not want "a single one of their advertising accounts now on the air to see the film." The film was shown to an audience of subscribing station officials and their wives. All were described as "disappointed" in the film. Critical comments also were voiced at a showing to Spokane agency people.

The Spokane broadcasters signing the report, submitted to Maurice B. Mitchell, Broadcast Advertising Bureau director, were Richard O. Dunning, KHQ; E. B. Craney, KXLY, and Cole E. Wylie, KREM. They suggested the film be "completely re-edited," with its length cut to 20 or 25 minutes. "We will not consider showing the film further in Spokane," the trio concluded.

Charles A. Fuller, manager of WBET Brockton, a suburb, said the All-Radio film was favorably received at a showing conducted by the station. Here are some comments:

Dean Alexander, advertising representative, George E. Keith Shoe Co.—"I was impressed by the fair and impartial way the film presented radio's selling advantages."

Louis Hollman, merchant and Chamber of Commerce president—"It shows you just how radio can do a selling job for you under certain conditions."

Anthony Materese, general manager, Brockton Gas Co., a WBET advertiser—"The breakdown of listening habits in radio not only interested me but showed me what tremendous coverage radio can give an advertiser."

Warner Alden Morse, advertising representative for various Brockton businesses and banks—"When used properly, radio has a place in the advertising budget of any progressive firm."

LORAIN TRIAL ENDS

Decision Seen By June 1

THE TRIAL of anti-trust charges against an Ohio newspaper which allegedly discriminated against advertisers who bought time on a rival station was completed in Cleveland last week.

Authorities thought the case, involving the *Lorain Journal* and its competitive practices with respect to WEOL Elyria-Lorain, would be decided some time this spring—not later than about June 1. The case was heard by Federal Judge Emerich B. Freed.

Upon completion of the Government's presentation, Judge Freed denied a routine defense motion for dismissal of the suit.

The trial included testimony of 16 witnesses for the Government and one for the defense. The latter, Samuel A. Horvitz, who with his brother Isadore owns the *Journal*, contended a newspaper can not be compelled to take advertising; that the *Journal* did not restrain interstate commerce; and that conviction would violate the free-press amendment of the Constitution.

The Government's presentation undertook to show through numerous witnesses that WEOL is heard outside of Ohio and that therefore interstate commerce is involved, and that the *Journal* had refused or threatened to refuse advertising of merchants who also bought time on the station.

Roy Ammel, president of WEOL, who testified to interstate aspects of WEOL's service, also reported the station grossed $175,000 and netted $2,700 in 1949, and that 15% of its 1949 business was in national accounts.

He said the *Journal* had refused to print WEOL logs as paid advertising.

Other witnesses included Charles John Thornquest, manager of WONE Dayton and former manager of WEOL, who testified that WEOL had tried unsuccessfully to place an advertisement in the *Journal*, and Joseph Kelly, also of WONE, who related alleged discussions with *Journal* officers at a time when he was the newspaper's classified advertising manager.

Supporting the *Journal's* denial of anti-trust violations, the newspaper's attorney, Parker Fulton, claimed that "if the charge is coercion against the advertisers, we deny it," but that "if the charge is [that] normal persuasion was used, there is no denial."

Denied Injunction

Judge Freed last December denied a Government request for preliminary injunction against the *Journal* pending outcome of the trial [BROADCASTING, Dec. 12, 1949].

One Government exhibit was an FCC decision, later upheld by the District Court of Appeals for the District of Columbia, denying a *Journal* radio application on grounds that its owners had sought to suppress competition in Mansfield, Ohio, where they own the *Mansfield Journal*.

Victor Kramer of the Justice Dept. was chief Government counsel in the trial. He was assisted by Baddia Rashid, Victor Oltman, and Norman Seidler. WEOL, which was not a party in the suit, was represented by Marcus Cohn of the Washington law firm of Cohn & Marks as an observer during initial phases of the trial, which lasted two weeks.

ALL City High School Chorus of Pittsburgh will broadcast over WCAE that city, Monday, 6:45 p.m., for third year.

Claire B. Sherman Jr.

CLAIRE B. SHERMAN Jr., 23, staff announcer at WJTN-AM-FM Jamestown, N. Y., died March 13 in Jamestown General Hospital. He had been associated with WJTN since 1942, when he joined as a summer replacement. He became a member of the permanent staff in 1948, following his graduation from Grove City College, Grove City, Pa., where he was elected to Phi Beta Kappa. Mr. Sherman conducted the *Five-Star Final* news show nightly at 11 p.m.

Upcoming

March 24: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet, San Francisco.

March 24-25: CBC board of Governors meeting, Board of Transport Commissioners' court room, Union Station, Ottawa.

March 28: American Marketing Assn., Hotel Shelton, N. Y.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 31-April 1: South Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. D.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

April 24-28: Sixty-sixth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 17: Second annual Radio News, Editor's conference, Kent State U., Kent, Ohio.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

OPERATING results for Philco Corp.'s first quarter this year are expected to be highest for any initial quarter in firm's history.

RCA SALARIES

Gen. Sarnoff Receives $200,000 in '49

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, was paid $200,000 salary in 1949; Frank M. Folsom, RCA president, received $140,000, and Niles Trammell, NBC chairman of the board, received $100,000, it was reported last week.

Gen. Sarnoff's 1949 remuneration was $24,540 more than he got in 1948. Mr. Folsom's 1949 pay was up $14,640. Mr. Trammell, who in 1948 was given an "incentive compensation" of $25,000 in addition to his $100,000 salary, did not receive such a bonus in 1949.

These and other figures were contained in a proxy statement circulated by RCA last week in advance of its forthcoming annual stockholders' meeting, May 2.

Among NBC executives, only Mr. Trammell's salary was reported in the statement.

John G. Wilson, executive vice president, RCA Victor Division, earned $90,000 salary and $25,000 incentive compensation in 1949, an increase of $30,000 over his 1948 pay.

Charles B. Jolliffe, executive vice president of RCA Laboratories, received $50,000 salary and $17,500 incentive compensation, an increase of $1,960 over 1948.

The law firm of Cahill, Gordon, Zachry & Reindel, of which John T. Cahill, a member of the board of RCA, NBC and RCA Communications, is senior partner, was paid $365,000 for legal services in 1949. A total of $275,000 was paid the firm in 1948.

The proxy statement reported that in 1949 RCA repaid loans totalling $40 million from 24 banks, but borrowed $40 million from two insurance companies under loan agreements providing for the borrowing of $20 million more by the end of this year. These are 25-year loans bearing a 3% per year interest rate.

Four directors will seek re-election at the stockholders' meeting. They are Gen. Sarnoff; Harry C. Ingles, president of RCA Communications Inc.; John Hays Hammond Jr., president, Hammond Research Corp., Gloucester, Mass., and Arthur E. Braun, chairman of the board of the Farmers Deposit National Bank of Pittsburgh.

At Deadline...

AT&T COLOR TIMETABLE, 1952, CALLED 'TOO LATE'

TIMETABLE of 1952 projected by Frank A. Cowan, head of Engineering and Long Lines Dept., American Telephone & Telegraph Co., as earliest for AT&T provision of coaxial cable to transmitt RCA color system, was called "too late" by Comr. Frieda Hennock in FCC's Friday hearing on color TV.

Mr. Cowan, in outlining firm's plans of increasing cable's TV bandwidth from 2.7 mc to 4 mc, said if broadcasters want faster program, they would have to bear part of construction costs. He said it would take two to three years to make present cable capable of passing 4 mc TV signal. Acceleration would cut this down to about end of 1951, Mr. Cowan added. He also revealed color relay system would be more costly than existing black and white for monitoring and testing.

If broadcasters need to "meet demands for color," assuming FCC adopts standards, Mr. Cowan predicted, question would be whether they want "slowdown of normal expansion" of present monochrome facilities. Building up to 4 mc bandwidth would not increase rates necessarily for TV broadcaster, he said.

Also in hearing, Myron J. Greenwald, vice president, Celomat Corp., New York, displayed firm's $7 (wholesale) color converter called "Vue-Scope." It consists of three-color laminated disc 12 inches in diameter, mounted on shaft connected to 1/70 HP induction type motor. Can be used on any size tube after picture reduction to five inches, Mr. Greenwald added.

W. U. RATES STAND

WESTERN UNION will be permitted to retain its present rates for play-by-play baseball wire service, subject to outcome of pending case involving broadcasters' protests that rates are unreasonable and discriminatory. Action was taken by FCC Friday in view of imminence of baseball season. On basis of complaint by WIND Chicago, operator of 32-station Midwest Baseball Network, hearing was held last spring and resulted in examiner's initial decision holding rates to be unlawful insofar as they make extra charge for each station in network aside from subscriber station [BROADCASTING, Jan. 9]. Oral argument on examiner's decision is slated before full Commission March 27.

MORRISVILLE DECISION

INITIAL DECISION anticipating grant of application of WBUD Morrisville, Pa., to change from 1490 kc with 250 w to 1260 kc with 1 kw, DA fulltime, and to move main studio to Trenton, N. J., issued Friday by FCC Examiner James D. Cunningham. Rival application of WTNJ Trenton for power boost from 250 to 500 w, and for authority to continue operation during daytime on 1260 kc in lieu of 1300 kc, would be denied on grounds applicant is unqualified. Decision claimed WTNJ and Franklyn J. Wolff, part owner and managing director, made "intentional misrepresentation of facts."

McCLURE MOVES TO K&E

JOHN F. W. McClure, former vice president and general manager of Sofskin Co., subsidiary of Vick Chemical Co., has joined Kenyon & Eckhardt, New York, as merchandising account executive.

FCC HELD DISREGARDING APPELLATE COURT, RULING

U. S. COURT of Appeals for D. C. was told Friday that FCC is disregarding court's opinion in Easton-Allentown, Pa., case [BROADCASTING, Feb. 27]. Easton Publishing Co., which won court appeal, asked court for writs of prohibition and mandamus requiring FCC to issue findings in case and call off further hearing which has been scheduled.

In petition filed by Eliot C. Lovett, Washington attorney, Easton claimed Commission called for further hearing "in the apparent hope that something might develop to . . . support its original conclusion" that Allentown Broadcasting Co.'s application for 1230 kc, 250 w should be preferred over Easton's. Petition argued that court opinion upholding Easton appeal from Allentown grant required only further findings by FCC, not further hearings.

Allentown Broadcasting is operating WHOL under FCC's original decision. Decision has been set aside pending further hearing, but with provision that WHOL may continue operations in meantime. Application for transfer of WHOL to group headed by Victor C. Diehm, which Easton had protested, was dismissed by FCC but provision was made for submission of amendment reflecting same changes. Easton claims this makes it "new application" and violates FCC rules.

DR. STEWART SELECTING STAFF FOR POLICY BOARD

DR. IRVIN L. STEWART, chairman of President Truman's newly appointed Communications Policy Board [BROADCASTING, Feb. 20], hopes to be able to announce selection of staff director for board when it meets in Washington April 20. Most of staff personnel expected to be drawn on loan from FCC and other agencies.

International communitcations probably will get board's first attention, according to Sen. E. W. McFarland (D-Ariz.), who heads Senate subcommittee making similar study of overall frequency use and communications problems, and who conferred with board members preceding weekend [BROADCASTING, March 13]. Sen. McFarland said data already collected by his committee will be made available to President's board.

SCRIPPS-HOWARD APPEAL

SCRIPPS-HOWARD Radio appealed to U. S. Court of Appeals for D. C. last Saturday from January 1949 FCC decision denying its application for 5-kw station on 1300 kc in Cleveland and granting rival bid of Cleveland Broadcasting Co. (WERE). FCC based choice of Cleveland Broadcasting on factors of non-newspaper association, local ownership, and integration of ownership with operation. Appeal, filed through Washington law firm of Segal, Smith & Hennessey, followed last month's FCC denial of Scripps-Howard petition for rehearing [BROADCASTING, Feb. 27].

DOWNEY HITS LICENSE PLAN

PROPOSAL by Sen. Ed Johnson (D-Col.) to license movie film opposed Friday by Sen. Sheridan Downey (D-Calif.) as "dangerous" precedent which "might easily" lead to government censorship of radio, TV, other media. Sen. Johnson earlier had promised deletion of clause in bill covering TV film (see story page 60).

Closed Circuit

(Continued from page 4)

engineer's advisory post. Mr. Willoughby veteran of 20 years with FCC, and its predecessor FRC, has been urged by friends to seek broadcast chief post.

INSIDERS at FCC also are talking about another aspect of Willoughby case. FCC announcement on appointment of Mr. Plummer as new chief engineer also stated Mr. Willoughby would become assistant chief engineer. Official minutes, however, do not so state and question has been raised whether any provision whatever has been made for Mr. Willoughby's continued work with FCC after April 3 when he relinquishes acting chief engineer's portfolio.

YOU CAN LOOK for relative quiescence at FCC on controversial broadcasting matters until completion of reorganization of broadcast structure as projected in new functional alignment. Appointment of Harry Plotkin, FCC legal "brain," as chief of new Broadcast Bureau, would be followed by plethora of crackdowns in all phases of broadcast operations.

THERE's no confirmation but it's true that feelers have been extended to AFM President Petrillo to see if he'd be willing to take part in proposed labor panel during NAB Management Conference next month. Music boss is undecided but his advisers favor participation.

THOMAS J. LIPTON Inc. (tea), through Young & Rubicam, New York, considering spot campaign for ice tea.

DO NOT write off McFarland Bill (S-1973) as dead duck even at this session. Even though Rep. Sadowski (D-Mich.) is ill and has been unable to follow through with plans for hearings on numerous pending bills, sentiment is building up in favor of action on McFarland measure, to completely remodel procedural work of FCC and place responsibility with Commission, rather than with staff.

IN RE legislative picture, FCC staff is burning midnight oil working up its case for so-called Commission Bill designed as substitute for McFarland measure and which was presented to House Committee several weeks ago [BROADCASTING, March 6]. Commission, or at least majority thereof, plans to go all out in support of its own bill and opposition to McFarland measure.

POWER of television as teaching medium to be tested by U. S. Census Bureau in training 10 New York enumerators for April house-to-house fact gathering. Special TV training film produced in Navy's Washington and Long Island laboratories.

CBS NEWS SHIFTS

REASSIGNMENT of several CBS newsmen in next few weeks announced Friday. Allan Jackson, of Washington staff, takes over Monday-Friday 6-6:15 p.m. Metropolitan Life news show. Eric Sevareid, now on that program, takes over 11-11:15 p.m. news and analysis program. Richard Hottelet, now on 11-11:15 p.m. show, goes to Berlin, replacing Bill Downs who returns to U. S. for Washington assignment.

PEARSON APPOINTED

THREE stations appointed John E. Pearson Co., station representatives, New York, to service them. They are WIL St. Louis, KBON Omaha and KOLN Lincoln.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts *one-sixth*—16.1%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

** Special farm consumer survey—now available*
***Nielsen Radio Index, Feb-March, 1949*

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

WLW
the nation's most merchandise-able station
Crosley Broadcasting Corporation



New scintillation counter, using electron tube developed at RCA Laboratories, gives faster, more accurate measurements of atomic radiations

What can you hear through an ***ear of grain*** *?*

When agriculturists want to learn what nourishment a plant is getting, they inject radioactive materials into the soil and trace their absorption with sensitive instruments. Industry and medicine also use this ingenious technique.

Until recently, scientists *heard* what was happening, by following the passage of atomic materials through plants, or machines, or even the human body, with a clicking Geiger counter. Now a more sensitive instrument for tracing atomic radiations—*a new scintillation counter* made possible by a development of RCA Laboratories—can do the job more efficiently.

Heart of this counter is a new multiplier phototube, so sensitive that it can react to the light of a firefly 250 feet away! In the scintillation counter, tiny flashes, set off by the impact of atomic particles on a fluorescent crystal, are converted into pulses of electrical current and multiplied as much as a million times by this tube. Extremely faint radiations are accurately measured—providing new and needed information in many fields.

* * *

See the newest advances in radio, television, and electronic science at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.



In RCA Image Orthicon television cameras, the multiplier phototube principle helps give you better picture

RADIO CORPORATION of AMERICA

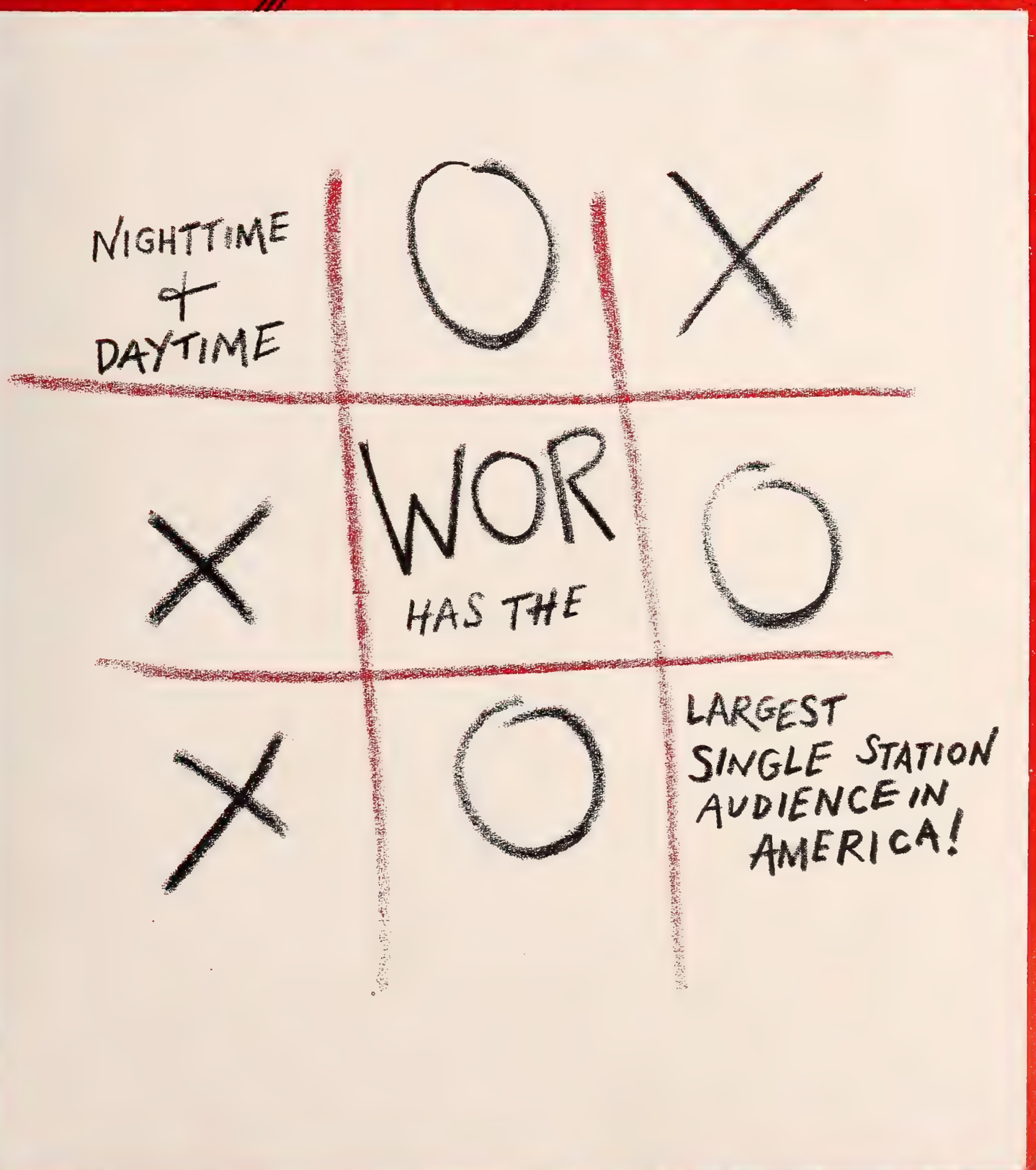
World Leader in Radio—First in Television

MARCH 27, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



World's Largest Square Dance



covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

Another Million Letters

Number 3

in a series showing the quantity and quality of response to WLS service and programming.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

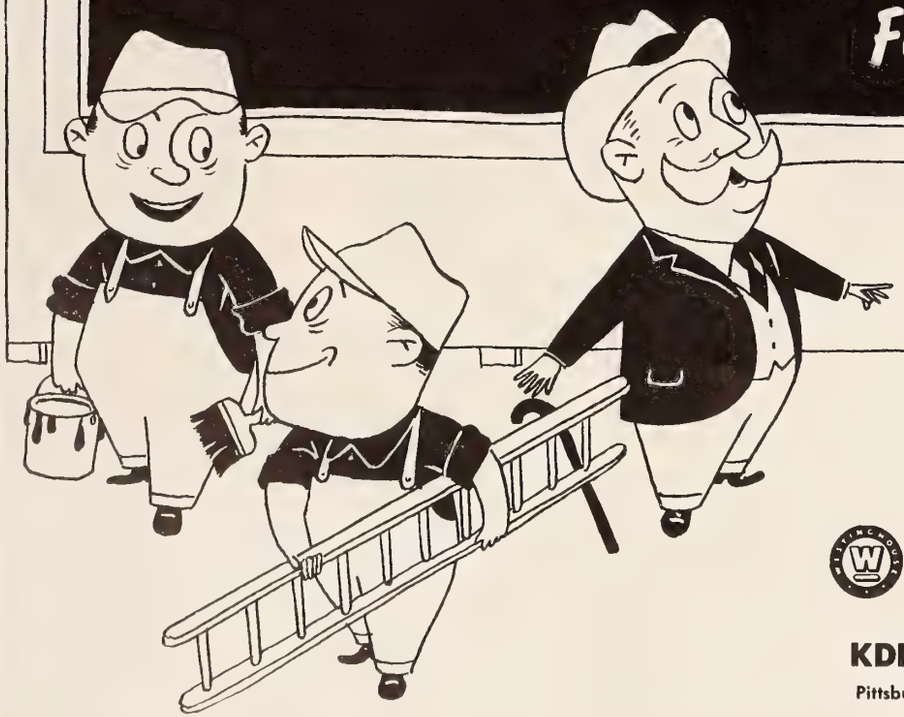
KDKA · KYW · WBZ · WBZA · WOWO · KEX
50 KW 50 KW 50 KW 1 KW 10 KW (50 KW APPL) 50 KW

IN WESTINGHOUSE-STATION AUDIENCES

BMB NOW COUNTS
NIGHTTIME 3,868,040 and DAYTIME 3,651,220
LOYAL RADIO FAMILIES

IN SIX LEADING MARKETS!

For availabilities, see Free & Peters



WESTINGHOUSE RADIO STATIONS Inc

KDKA Pittsburgh · KYW Philadelphia · WBZ Boston · WBZA Springfield · WOWO Fort Wayne · KEX Portland, Ore. · WBZ-TV Boston

Closed Circuit

ATLANTA RADIO situation, growing out of merger of *Journal* and *Constitution* into Atlanta Newspapers Inc. [BROADCASTING exclusive, March 20], looks this way: Fort Industry Co. (WAGA stations) will acquire plant and real estate of WCON, now using 550 kc, for about quarter-million, substantially less than cost, and will petition FCC to use 550 kc or continue on 590 kc, with one license turned in, depending on outcome of Cuban conversations. Construction permit for WCON-TV, slated to start in June, presumably would be relinquished, since duopoly rule would apply and since FCC to date has refused to transfer construction permits while freeze is on.

IN RE ATLANTA, question of network affiliation also is involved. If WCON, in effect, is discontinued, ABC must seek new affiliate. WGST, owned by Georgia Institute of Technology, and WATL, of Woodruff interests, are regionals and presumably would be available. If WGST gets ABC, then WATL probably would succeed to Mutual, with which it was formerly affiliated.

PHILLIPS "66" through its agency, Lambert & Feasley, New York, considering spot campaign in addition to its regional network show featuring Rex Allen on CBS, which started last week.

THERE'S CONSTERNATION in Radio Row, notably among station representatives, over rate adjustments and package deals in both AM and TV stemming from competitive aspects primarily in TV markets. Representatives in both AM and TV regard network and group station "adjustments" geared toward summer hiatus as dangerous, if not bad business policy. Whether National Assn. of Radio Station Representatives will take formal notice, and blast away, currently being debated.

ALL SERENE between CBS front office and top AM-TV star Arthur Godfrey after Mr. Godfrey promised to curb questionable humor on his shows. Criticism of certain ad lib portions of a street sweeping sequence and threat to drop Godfrey show were sent direct to CBS President Frank Stanton by Walter Damm, vice president, WTMJ Milwaukee, last week. Star's promise understood to have satisfied Mr. Damm.

REALLOCATION of advertising appropriations in radio and television expected as result of meetings being held in New York by Lever Brothers Co. and its agencies.

LOOK for House Interstate & Foreign Commerce radio subcommittee to shelve consideration of the so-called Sadowski Bill (HR 6949) when it begins scheduled hearings on radio legislation. Target date now set for hearings' start after House's April 6-18 Easter recess [BROADCASTING, March 20]. Insiders say Rep.

(Continued on page 86)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, General Brock Hotel, Niagara Falls, Ont.
March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.
March 30-April 1: AAAA Convention, Greenbrier, White Sulphur Springs, W. Va.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 51)

Bulletins

DON McNEILL, star of ABC's *Breakfast Club* from Chicago, ready to sign new long-term contract with network late last week as ABC and personal lawyers readied fine-print details. Mr. McNeill made final decision to remain with ABC after onslaught of other networks, mainly NBC.

U. S.-CUBAN NEGOTIATIONS REMAIN UNSETTLED

STATUS of U. S.-Cuban NARBA negotiations —called off by U. S. Thursday but seemingly given new life by indications of change in Cuban tack on Friday—still unsettled at BROADCASTING's deadline Friday (early story page 21).

FCC Comr. Rosel H. Hyde, head of U. S. delegation, notified State Dept. Friday morning he was slated to confer with Cuban group at their request later in day. No details on outcome available in Washington late Friday. Cuban invitation for further discussions came after State Dept. granted Comr. Hyde's request for recall of delegation from Havana Thursday. Despite late development, U. S. authorities reportedly holding firm to assertion that "agreement" tentatively reached earlier this month represents maximum concessions U. S. will make.

FTC CITES WHITEHALL

THIRD manufacturer of anti-histamine cold tablets charged Friday by FTC with misleading and false advertising (see story, page 42). Complaint filed against Whitehall Pharmacal Co., New York, manufacturer of Kriptin, claimed firm's advertising represented product as "adequate and competent" treatment and cure for common cold and manifestations. Earlier in week, FTC similarly cited Bristol-Myers Co. and Anahist Co., both New York, makers of Resistabs and Anahist, respectively.

WEST COAST AFFILIATES

KSBR (FM) San Bruno, 250 kw station, signs as Northern California terminus for Pacific Regional Network, according to Cliff Gill, KFMV (FM) Hollywood and network head. Franklin Evans, KSBR general manager, signed for his station. Mr. Gill also announces six additional affiliation requests bringing total to 22 for PRN.

Business Briefly

TRU-VAL SPOTS ● Tru-Val Manufacturers Inc., New York (Tru-Val shirts), begins 20-station radio spot campaign coincident with start of baseball season. Agency, McCann-Erickson, New York.

ORANGE JUICE SERIES ● Hi-V Corp. (frozen fruit concentrates), April 4 starts Arthur Godfrey, Tues., Thurs., 7:45-8 p.m. on CBS-TV. Mr. Godfrey is member of Hi-V board. New program brings its total weekly CBS AM-TV time to 8 hours, 45 minutes. Agency, Franklin Bruck Adv., New York.

DIANA BOURBON PLANS TO LEAVE WHEELOCK AGENCY

DIANA BOURBON, national radio director, Ward Wheelock Co., Hollywood, resigning effective at summer's end, after 16-year stay with agency where she attained distinction in 1938 of being first woman radio director of major advertising agency. Currently Miss Bourbon producing CBS' *Club 15* and NBC's *Double or Nothing*. She plans concentration on freelance writing.

From 1938-1943 Miss Bourbon was radio director of Wheelock company's New York office directing all daytime shows for agency and several nighttime programs including *Radio Reader's Digest* and Orson Welles' *Mercury Theatre*. No replacement named.

ALBUQUERQUE PETITION IS DENIED BY FCC

FCC Friday denied request of New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque to waive rule which had refused their petition to continue a contract under which college reserved broadcast time as part of original price in selling KOB [BROADCASTING, Dec. 12].

Oral argument had been asked on ground that FCC had considered only part of original claims, had not properly evaluated court decisions and had ignored some of original contentions. FCC also granted KOB until June 15 to comply with its denial.

TUBE SALES DOUBLED

SALES of radio receiving tubes in February, 1950, were nearly twice those of the same month in 1949, according to Radio Mfrs. Assn. The sales last month totaled 24,865,546 compared to 12,643,788 in the same month of 1949 and 22,272,024 in January. Of the February output, 20,073,094 tubes sold were for new sets, 3,935,796 for replacements, 758,607 for export and 98,049 tubes for government agencies.

ELLIS JOINS B&B

SHERMAN K. ELLIS, former president of Sherman K. Ellis Inc. and of La Roche & Ellis, joins Benton & Bowles, New York, as vice president and member of plans committee, effective today (March 27).



M.L.P.D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B.M.B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.



He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of *The Southland Corporation,* Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

> "We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take $25,000.00 for the program.
>
> "I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

*

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

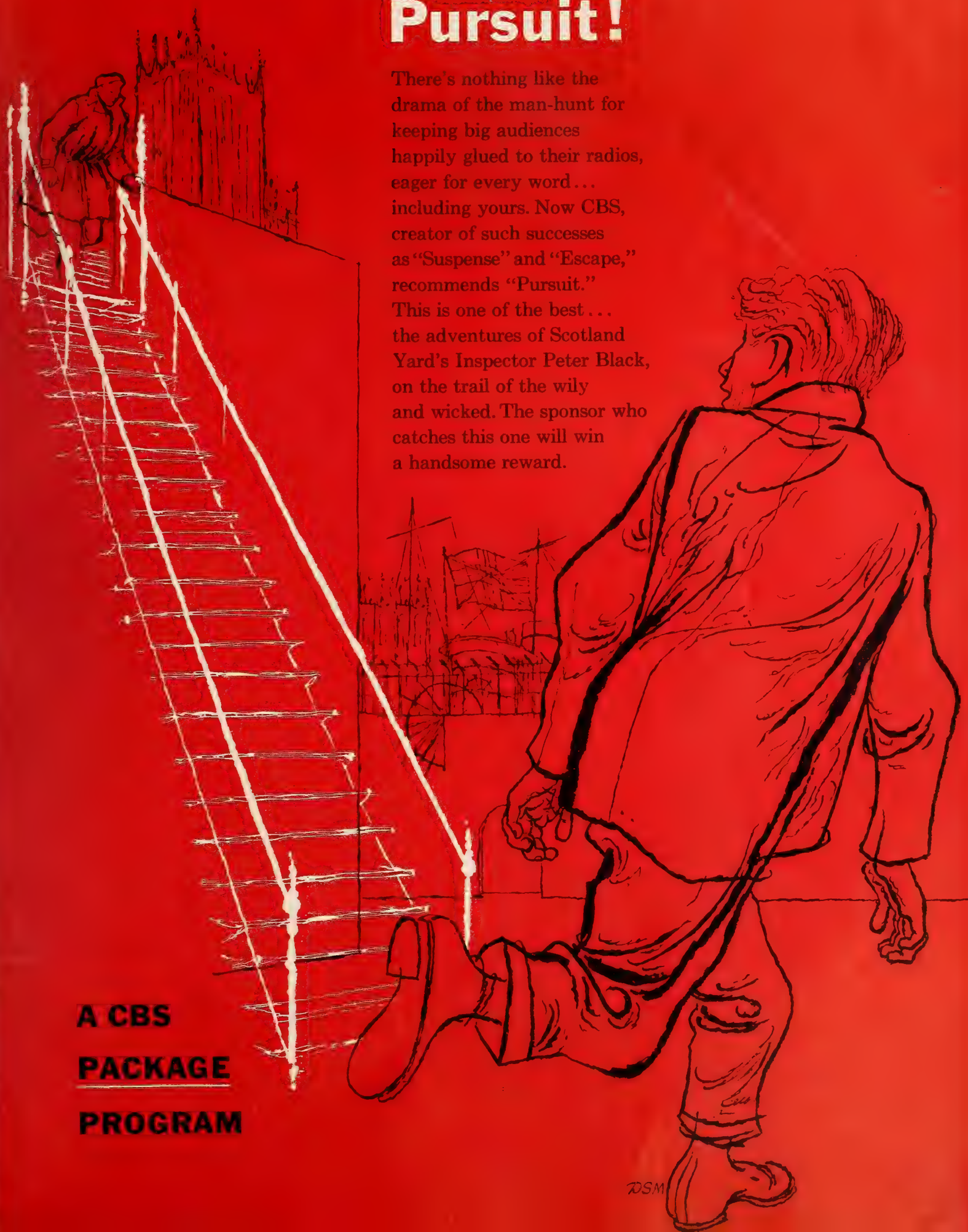
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Subscription Price: $7.00 Per Year, 25c Per Copy

Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." This is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked. The sponsor who catches this one will win a handsome reward.



A CBS PACKAGE PROGRAM

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Gudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Where There's Music S	Amer. Tob. Co. Jack Benny (179) R	Adventures of The Falcon S	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H
8:15	Trimount Clothing (196)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (166)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (174)	Music	Eversharp Take It or Leave It (164)
10:15	Wm. Wise & Co. Get More Out of Life (54)	"	"	"
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	~~Lever-Lipton~~ Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	" *	"
9:00	Leighton Noble Treasury Show S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	"	"	"	"
9:30	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	Music by Ralph Norman S	~~Lever~~ Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	Nightbeat S
10:15	"	"	co-op Newsreel	"
10:30	Dr. Gino's Musicale S	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	Dangerous Assignment S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (164) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P T'th Pwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (166)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Johnny Dollar	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (146)	Lever Bros. Big Town (134)
10:15	"	"	co-op Newsreel	"
10:30	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn. Peopleare Funny (166)
10:45	AFofL As We See It	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (29)
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	News	America United S
1:15	"	Elmo Roper S	Voices of Strings	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	TBA
10:45	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (137)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music Mon. & Wed.
12:30	Out of Service	Whitehall Helen Trent (165)	B & B Chuckle Wagon	Hometowners Mon.-Th.
12:45	"	Whitehall Our Gal Sunday (160)	G. Heatter's Mail Bag	US Marine Band Fri. 12:30-1
1:00	Co-op Baukhage (92)	P & G Big Sister (138)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (143)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Brown & Wmsn People are Funny (16)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	"	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	"	Make Way For Youth (16)	Helen Hall	Pet Milk Mary Lee Taylor (149)
10:45	"	"	News	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Morrell & Co. Lassie (164)
11:15	"	"	Uncle Carl's Almanac	NBC Stamp Club
11:30	At Home With Music S	Lever-Rayve Junior Miss (169)	TBA	Brown Shoe Smilin' Ed McConnell (163)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (171)	Man On The Farm (Quaker)	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (154)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

	ABC
1:30	National Vespers S
1:45	"
2:00	Around the World (150) S
2:15	"
2:30	Co-op Mr President
2:45	"
3:00	Speaking of Songs S
3:15	"
3:30	Lthrn Layme Lutheran Hou (190)
3:45	"
4:00	Voices that Live S
4:15	"
4:30	Milton Cross Opera Albur
4:45	"
5:00	Think Fast S
5:15	"
5:30	Goodyear T & Greatest Sto Ever Told (6
5:45	"

FOR APRIL 1950

WEDNESDAY

	MBS	NBC
ns.	Repeat of Kid Strips	News Bob Warren S
	"	Clem McCarthy 6:15-6:20 S
	"	Sketches in Melody 6:20-6:45 S
	"	Sun Oil Co. 3-Star Extra (34)
	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
	Dinner Date S	Miles Labs. News of World (149)
	R. B. Semler Gabriel Heatter (215)	Echoes from the Tropics S
	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
	Can You Top This S	Philip Morris This Is Your Life (145) R
	"	"
	International Airport	Kraft Foods Great Gilder-sleeve (154)
	" *	"
	2,000 Plus S	Bristol Myers Break the Bank (166)
	"	"
	Family Theatre S	Bristol Myers Dist. Attorney (166)
	"	"
	A. F. of L. Commentators (146)	Am. Cig. & Cig. The Big Story (166)
	co-op Newsreel	"
	Okla. State Symphony	Rich'd Diamond Private Detective
	"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Irving Fields Trio U.S. Treasury
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (28)
Blondie S	P & G—Lava Fbl (149)	California Caravan	G. F.—Jello Aldrich Family (150) R
"	"	"	"
A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R
"	"	" *	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (176)	Limerick Show	Reynolds Tob.—Camel Screen Guild Theatre (162) H
"	"	"	"
"	Philip Morris Crime Photog. (150)	Mr. Feathers	Blatz Brewing Duffy's Tavern (159)
Lee Hats R. Montgomery (265)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Play-house (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (156)
" *	"	co-op Newsreel	"
TBA	Rosefield Skippy Holly-wood Theater (64)	Dance Orchestra	Dragnet L&M-Fatima (146) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.
" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)
Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (157)
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz, Advntrs. of Ozzie & Harriet (207)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (155)
"	Richfield Escape (30)	co-op Newsreel	"
"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (140)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Albert Warner S	News Bancroft S	Modern Music	News
Roger Renner Trio S	Memo From Lake Success	"	Religion in the News S
Melody Rendezvous S	Red Barber Sports	Music	NBC Symphony Orchestra S
"	News L. Leseuer S	Mel Allen	"
"	Brock Candy Brock Bar Ranch (40)	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S
"	"	7:55-8 Kennedy S	"
Heine and His Band S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	TBA
"	"	"	"
Hollywood By ine S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Conse-quences (142) R
"	"	"	"
Ray Burn & Finch S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R
"	"	"	"
"	Liggett & Myers Godfrey Digest (166)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Saturday At The Shamrock S *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H
"	"	"	"
Voices That Live S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (160)
"	Sterling Drug Sing It Again (143)	"	"

6:00 PM
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SUNDAY

BS	MBS	NBC
Street c Hall	American Radio Warblers	U of Chicago Round Table S
	Organ Music	"
ic For ou	Chamber Music	NBC Theatre S
	"	"
Wise e Out of (50)	Co-op Bill Cunningham (55)	"
	Veteran Wants to Know S	"
il'monic ny Orch S	Treasury Variety Show	Miles Lab. One Man's Family (161)
	"	"
	General Foods Juvenile Jury (222)	Miles Labs Quiz Kids (161)
	"	"
	General Foods Hopalong Cassidy (482)	Doubleday Edwin C. Hill (26)
	"	Doubleday Facts Unlimited (26)
e Reds. Parade S)	U.S. Tobacco! Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)
	"	"
Your tion	Grove Labs! (420) DL&W Coal (23) The Shadow	Voices & Events S
	"	"
A	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not in Service)	P & G Dr. Malone (137)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (141)	Checkerboard Jamboree	Art Van Damme Quintet
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (146)	"	"
Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Today's Children (73)
"	P & G Brighter Day (105)	"	General Mills Light of World (73)
Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)
Pick a Date with Buddy Rogers *	Pillsbury House Party (153) *	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happi-ness (152)
Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (27)	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Surprise Package S	"	"	Sterling Drug Stella Dallas (146)
Happy Landing S	TBA	Georgia Jamboree	P & G Lorenzo Jones (144)
Melody Promenade S	" 4:55-5 News	"	Sterling Drug V. Widder Brown (146)
See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (69)
"	Hugo Malan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (141) R	Bobby Benson Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Roger Dann S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
"	"	"	"
Concert of American Jazz S	TBA	"	TBA
"	"	"	"
Fascinating Rhythmn S	Wm. Wise Get More Out of Life (53) R	Radio Singers	TBA
"	"	"	"
Treasury Show S	Report From Overseas	Dance Orchestra	Pioneers of Music
"	Adventures in Science	"	"
San Francisco Orchestra S	CBS Farm News	Caribbean Crossroads	"
"	Cross Section U.S.A.	"	"
Remember S	Dance Orchestra	Dunn on Disc	Living—1950 S
Horse Races S	Horse Racing	"	"
Old, New, Bor-rowed, Blue S	Saturday at the Chase	Sports Parade S	Matinee At Meadowbrook
"	"	"	"
ABC Symphony S	Philadelphia Orchestra	True or False S	Slim Bryant and Wildcats
"	"	Radio Harris (Dewey) (50)	TBA
"	"	3 B's & A Honey	Hunt Club Dc Fd., Confidential Closeups (69)

Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.

10-10:30 PM Sat., Voices That Live.

10:30-10:45 PM Sat., Irving Fields in East.

11:30-12 noon, M-W-F., Quaker Oats Quick as a Flash, sustaining Tues. and Thur.

12:25-12:30 PM Mon.-Fri., Westinghouse Co. Ted Malone on 225 stations.

3:35-3:30 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 69 stations.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.

3:55-4 PM Mon.-Fri., Pillsbury Cedric Adams over 151 stations.

10-10:30 PM, Johnny Dollar, sustaining, on part of network.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 143.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

March 27, 1950

Copyright 1950

When Was The Last Time
You Spoke to a Woman?

In Philadelphia **WCAU's** *"FOR WOMEN ONLY" and "HOUSEWIVES' PROTECTIVE LEAGUE" speak to twice as many women, with half as many hours on the air, as Philadelphia's four other women's radio programs combined.**

To put this great salespower to work for you, put your product on **WCAU.**

*Pulse of Philadelphia

Agencies



JOSEPH A. PROCTOR, former Lever Bros. advertising executive, elected to board of directors of James Thomas Chirurg Co., New York. He succeeds **E. GORDON LANE,** vice president, resigned. Mr. Proctor had been with Lever for 30 years before joining Chirurg in January 1950 as vice president in charge of merchandising. **LEO J. HARDIMAN,** treasurer of Chirurg, elected vice president and general manager of company's Boston office. Mr. Chirurg was re-elected president and became corporation treasurer, replacing Mr. Hardiman.

L. MARTIN KRAUTTER, advertising and merchandising consultant, merges his interests with Chicago office of Maxon Inc., to become vice president in charge of Hotpoint account.

LESLIE R. GAGE, formerly Western manager for Macfadden Woman's Group, Chicago, joins LeVally Inc., same city, as media director.



Mr. Gage

BECKER & LUSH Inc., New Haven, Conn., announces change of name to **E. J. LUSH Inc.,** coincident with move to new and larger quarters at 207 Orange St., New Haven. **EDWARD F. BECKER,** formerly treasurer and majority stockholder, retires, remaining as legal counsel and research director for firm.

JACK MATTHEWS, formerly with Dancer-Fitzgerald-Sample Inc. as space buyer on Procter & Gamble accounts, and before that general media buyer with Sherman & Marquette, Chicago, appointed head of media department of Chicago office of Ross Roy-Fogarty Inc.

HARRY M. IRELAND, executive for Bristol-Myers account at Doherty, Clifford & Shenfield Inc., New York, and **WILLIAM E. HOLDEN,** merchandising director for firm, appointed vice presidents.

J. LARRY HAINES, formerly with Gimbel Bros. Department Store, joins Wasser, Kay & Phillips Inc., Pittsburgh, as assistant television director.

JOHN R. SHEEHAN joins Cunningham & Walsh Inc., New York, as associate director of radio and television. He formerly was director of radio and TV for Buchanan & Co.



Mr. Sheehan

ALFRED GOLDMAN, formerly with Van Sant, Dugdale & Co., Baltimore, joins copy staff of Huber Hoge & Sons, New York.

CHRIS LYKKE & Assoc. and **WILLIAM J. WILKIN Co.,** San Francisco advertising agencies, consolidate under name of **Lykke-Wilkin & Assoc.** New firm will occupy Lykke office in Monadnock Bldg. Telephone: YUkon 6-5842.

GARRETT E. HOLLIHAN, formerly with KARM Fresno, Calif., joins Brisacher, Wheeler & Staff, San Francisco, as radio and television director.

EUGENE W. COOPER, formerly with Foote, Cone & Belding, Chicago, transfers to San Francisco office of agency as account supervisor.

MILBURN JOHNSTON, manager of San Francisco branch of Campbell-Ewald Co., appointed vice president.

HARRY A. MAGEE, formerly advertising manager of Bendall Pontiac Co. Alexandria, Va., opens his own agency and public relations office in Burke & Herbert Bank Bldg., 110 S. Fairfax St., Alexandria.

HENRY HALPERN, previously with Young & Rubicam and before that associated with Dr. George Gallup, appointed research manager of Ward Wheelock Co., Philadelphia.

GEORGE H. BENEDICT, formerly with General Foods, joins Federal Adv. Agency, New York, as account executive.

WALTER W. HOLT, former account executive of Duane Jones Co., New York, appointed account executive in drug section of Erwin, Wasey & Co., New York. **ARTHUR H. EATON,** former copy chief of Sherman K. Ellis Inc., New York, appointed advertising copy director of Erwin, Wasey, succeeding **LARRY RIGGS,** retired.

MILTON T. KYLE and **RICHARD A. CULLINAN** named director and executive vice president, respectively, by Albert Frank-Guenther Law, New York.

ANDREW V. CHRISTIAN, formerly writer and producer with Chicago studios of CBS, joins radio-TV staff of McCann-Erickson, same city. **RICHARD**

(Continued on page 52)

RULE OF THUMB!

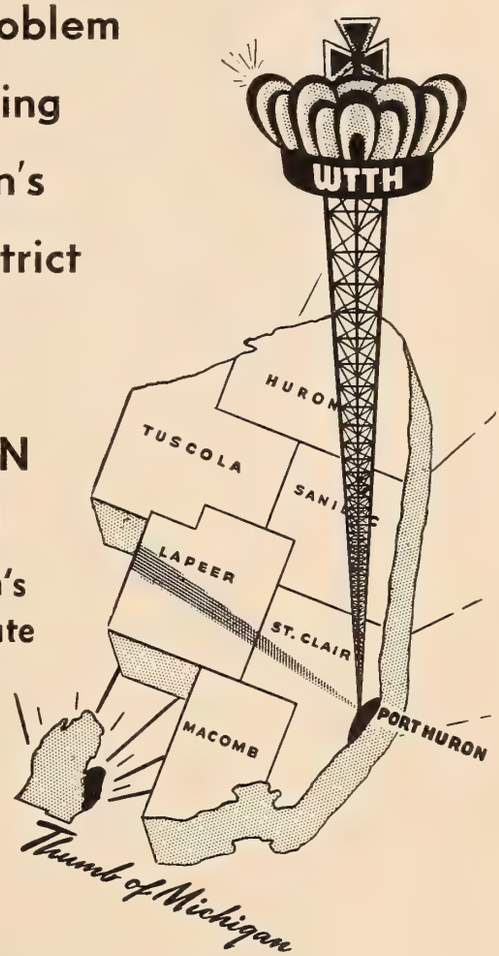
QUESTION:
What is "rule of thumb"?

ANSWER:
The simple solution to a problem.

The simple solution to your problem of advertising in Michigan's Thumb District

STATION WTTH

Port Huron's ABC Affiliate



WTTH & WTTH-FM

Radio Stations of The Times Herald
PORT HURON, MICHIGAN

Affiliated With ABC NETWORK

Represented by WEED & CO.



KLZ's BMB HAS GROWN, TOO!

27,800 **MORE** daytime families.

28,100 **MORE** nighttime families.

Source: BMB Study No. 2

* Denver's Altitude, 5280 feet.

KLZ

DENVER

5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

New Business



GROVE LABS (Fitch Dandruff Remover Shampoo Div.), St. Louis, starts spot announcement campaign in about 60 markets. Harry B. Cohen Adv., New York, is agency.

WARD PRODUCTS Corp., Chicago, for its Magic Wand TV and car antennae, sponsoring one-minute sound-on-film TV spots in Kansas City, Oklahoma City and Cleveland. Boston will be added at end of this month, after which campaign will go to 10 or 12 other markets. Contracts range from 13 to 26 weeks, and markets are not limited to use of one station. Agency: Burton Browne, Chicago.

BLUE CROSS and **BLUE SHIELD** (hospitalization plans) appoint West-Marquis Inc., Los Angeles, to handle Southern California advertising. Media plans have not yet been announced.

GEORGE E. DRAKE BAKING Co., Pittsburgh, appoints Wasser, Kay & Phillips Inc., to handle its advertising. Greatest portion of Drake's budget is being used in television.

SICKS' SEATTLE BREWING & MALTING Co. (Rainier Extra Pale Beer) launches six-month regional campaign using all Seattle stations and 21 others in Western Washington. In Seattle, spots are scheduled to be aired 20 to 22 times daily with other advertising, including television, carrying out theme of radio spots. Agency: Western Agency, Seattle. **Tom Jones Parry** is account executive.

NEW YORK TELEPHONE Co. starts television spot advertising campaign on New York TV stations through BBDO, New York. Theme of both 20-second and one-minute animated films is business listings in Classified Directory. All New York stations will carry film in addition to WNBF-TV Binghamton WRGB (TV) Schenectady, WHEN (TV) WSYR-TV Syracuse and WKTV (TV) Utica.

F. H. SNOW CANNING CO. expands *Snow Time* show to include WIDE Biddeford, WGAM Portland, WGUY Bangor and WAGM Presque Isle, all Maine Account is handled by Daniel F. Sullivan Co.

JACKSON INDUSTRIES Inc., Chicago radio-television manufacturing firm names Lawrence Advertising, same city, to handle its advertising. Radio and television will be used.

WOLVERINE HARNESS RACEWAY Inc., appoints BBDO, Detroit to handle its advertising.

PORTLAND PUNCH, Los Angeles, appoints Milton Weinberg Adv. Co., that city, to handle its advertising. Television planned in Western markets.

FEDDERS-GUIGAN Corp., Buffalo (air conditioning units), will augment its advertising campaign by using television spot announcements to be placed through BBDO, New York, when plans are completed.

ASSOCIATED PRODUCTS, Chicago (5-Day deodorant pads), considering national TV spot schedule. Agency: Weiss & Geller, Chicago.

PRESTO RECORDING Corp., manufacturer of recording equipment and discs appoints O'Brien & Dorrance, New York, as its advertising agency. **William R. Seth**, radio-television director of agency, will continue to handle account.

TRIJA GOLF EQUIPMENT Co., Los Angeles (golf clubs), appoints Ted H Factor, same city, to handle advertising and promotion. Television will be used.

Network Accounts • • •

INTERNATIONAL SHOE Co., St. Louis (Poll Parrot shoes), renews Wednesday, 4:45 to 5 p.m. CST portion of *Howdy Doody* on NBC-TV from May 17 through Henri, Hurst & McDonald, Chicago. Mars Inc., Chicago (candy), which sponsors show on Friday, 4:45 to 5 p.m., has ordered show to be telecast by kinescope on 16 stations from March 27, through Grant Adv., same city.

WAITT & BOND Inc., Boston (Blackstone, Yankee Supreme cigars), today starts *Yankee Network News Service*, Mon., Wed., Fri., 6 p.m. on entire Yankee Network.

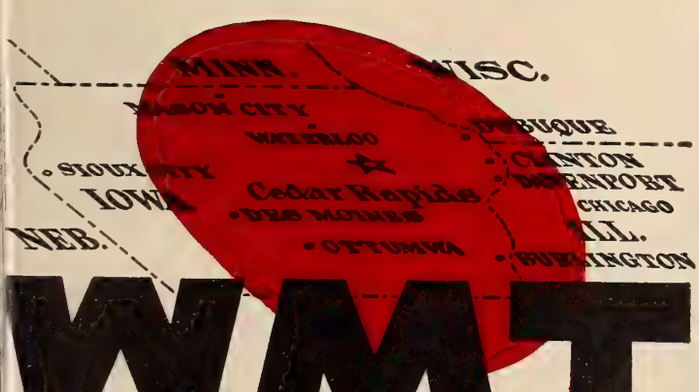
T. J. LIPTON Co., effective April 10, will promote its new product, Frostee, o

(Continued on page 52)

GRADE A LAND



. . . Home of WMT's GRADE A EASTERN IOWA AUDIENCE



WMT

00 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

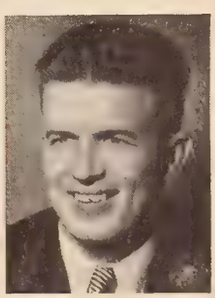
Basic Columbia Network

Now in our 27th year

WMT serves the heart of the richest farming area in the world. Iowa produces more corn, hay and oats, more beef and pork, more poultry than any other state. Iowa leads the nation in farm income. Each WMT farm family produces the food to feed 20 other American families; the area served includes one-fourth of the Grade A land in the country. Each week the WMT program schedule includes 11¼ hours of farm program features—8½% of the total weekly WMT program schedule. The station fulfills its responsibility for agricultural leadership in the area, pointing the way through special activities toward better farm living. Everything from angleworms to weather forecasts interests farmers—and WMT provides the data.

Farm news makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT *sells* in Eastern Iowa.

CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA . . . VIA **WMT**



CHUCK WORCESTER
Farm Service Director

Originates agricultural features; active in numerous positions of community and national agricultural leadership; supervises farm service programming.

k-nuz SUCCESS STORY! NO. 3



Mr. C. B. Hunt

C. B. HUNT MATTRESS, INC., located at 6320 Harrisburg Blvd., Houston, Texas, manufactures and sells to the retail trade custom built mattresses, and offers upholstering service. Here's what Mr. C. B. Hunt, owner of this Houston firm, says about K-nuz: "During the twelve years that the C. B. HUNT MATTRESS COMPANY has been in Houston we have bought all types of advertising, but never in my life have I seen such direct and immediate response as we have enjoyed from our three quarter hour programs of "Collie's Corral" over K-nuz. For example, during November and December, 1949, our upholstery business was up more than 100%, an increase we can honestly accredit to our radio program over K-nuz. We may safely be regarded as permanent clients of K-nuz."

(Upon request K-nuz will be happy to furnish complete story of the success of the C. B. HUNT MATTRESS COMPANY, or you can contact Mr. C. B. Hunt at his factory, 6320 Harrisburg Blvd., Houston, Texas, telephone WE-ntworth 5518.)

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlan Bldg.

HOUSTON, TEXAS

Feature of the Week

A FOUR-YEAR-OLD boy probably owes his life to WROK Rockford, Ill., for the station's all-out efforts to find him when he was reported missing on March 15.

That evening at 8:30, the boy's father, James Umbenhower, called WROK Announcer Ed Rodgers with a request for help in the search for Jimmy, who had been missing since 6 p. m. City and county officials, as well as the family and friends of the lost child, were combing the area.

Within 30 minutes after the appeal for help went out over WROK, 500 Boy Scouts had answered the call and were at the scene of the search, which had spread over a ten-mile-square area. The station was swamped with calls from listeners asking for the exact location of the search, offering rides to the scene for potential searchers who lacked transportation or asking for transportation so that their help could be given.

Hot coffee, prepared by Rockford women, was rushed to the searchers and two bakeries delivered rolls and doughnuts. From the search area, WROK Announcer Gale Brown relayed information to the station, including a request for desperately needed



Little Jimmy at the mike with Announcers Brown (l) and Rodgers.

* * *

flashlights and flashlight batteries. Fifteen minutes after this request was on the air, the owner of a sporting goods store was on the scene with hundreds of the needed lights and batteries.

Although WROK's regular sign-off time is midnight, Announcers Rodgers and Brown stayed with the search until the boy was located, exhausted and half frozen, at approximately 12:05 a. m. Reports on Jimmy's trip to the hospital, his examination and the subsequent announcement by a physician that he was unharmed were broadcast by WROK.

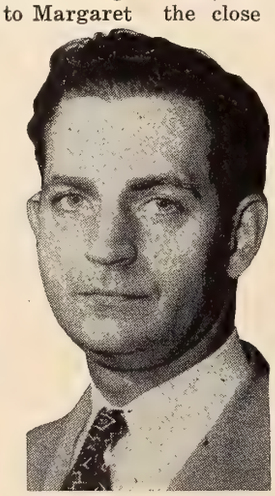
On All Accounts

CARNEGIE HALL is synonymous with the apex in musical presentation, and in radio, Robert Giles Swan is synonymous with Carnegie Hall.

Radio and television director for the Joseph Katz Agency, Baltimore, Mr. Swan is producer for American Oil Co.'s much-acclaimed *Carnegie Hall* program on ABC. In his talented directorial hands lie the radio destinies of stars ranging from Rise Stevens to Margaret Truman.

With the Katz Agency for the past six years, Mr. Swan was, previous to his current assignment, agency executive on the *Professor Quiz* show, negotiating 50 trips in one year in 50 cities throughout the country.

Actually, however, those trips were but a symbol of the distance Mr. Swan has travelled to reach his present eminence. Starting as a staff member of WTAM Cleveland, he was allowed full exercise of his accomplishments, serving successively there as announcer, actor, writer and eventually producer. From there he veered to an announcing post at WXYZ Detroit and then on to Chicago as a freelance announcer.



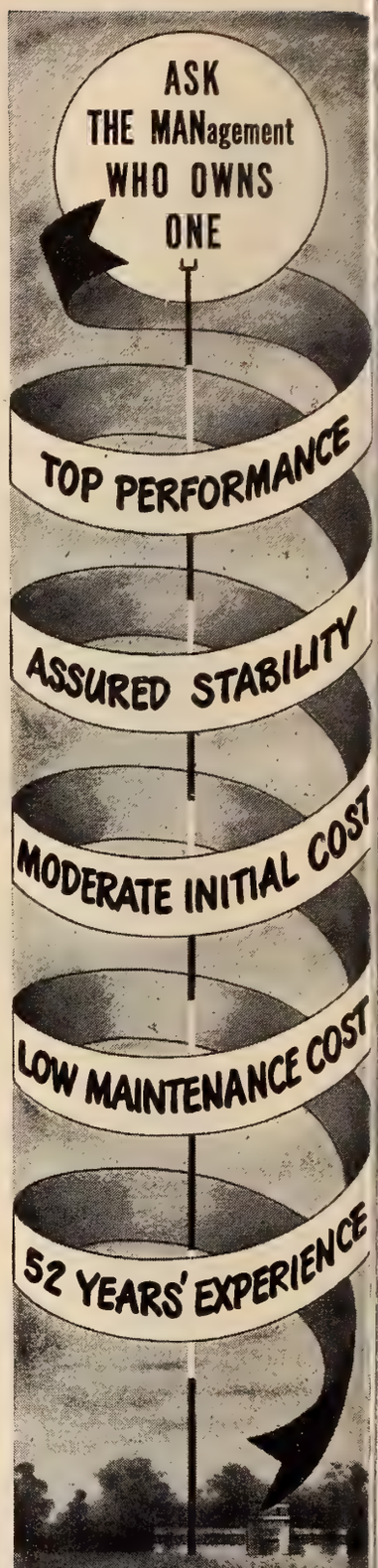
Mr. SWAN

During the war he transferred his energies to the Third Service Command in Baltimore. There he headed the radio operation, producing shows for the full course of the war.

It was at that post that his work came to the attention of Joseph Katz, head of the agency. With the close of hostilities Mr. Katz invited him to join the agency in his present capacity.

In addition to handling American Oil Co.'s radio and TV activities (boxing matches in Washington and Baltimore), Mr. Swan now supervises radio and TV campaigns for the following accounts: Globe Brewing Co. (Arrow-Beer), Ex-Lax, Rem, and Chunk-e-nuts.

The Swans — she is the former Dorothy Anne Hodge — were married June 2, 1943. They have one child, Elizabeth Alexandra, 21 months. The family home is in Long Green Valley, outside of Baltimore.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON

CAMDEN 5, N. J.

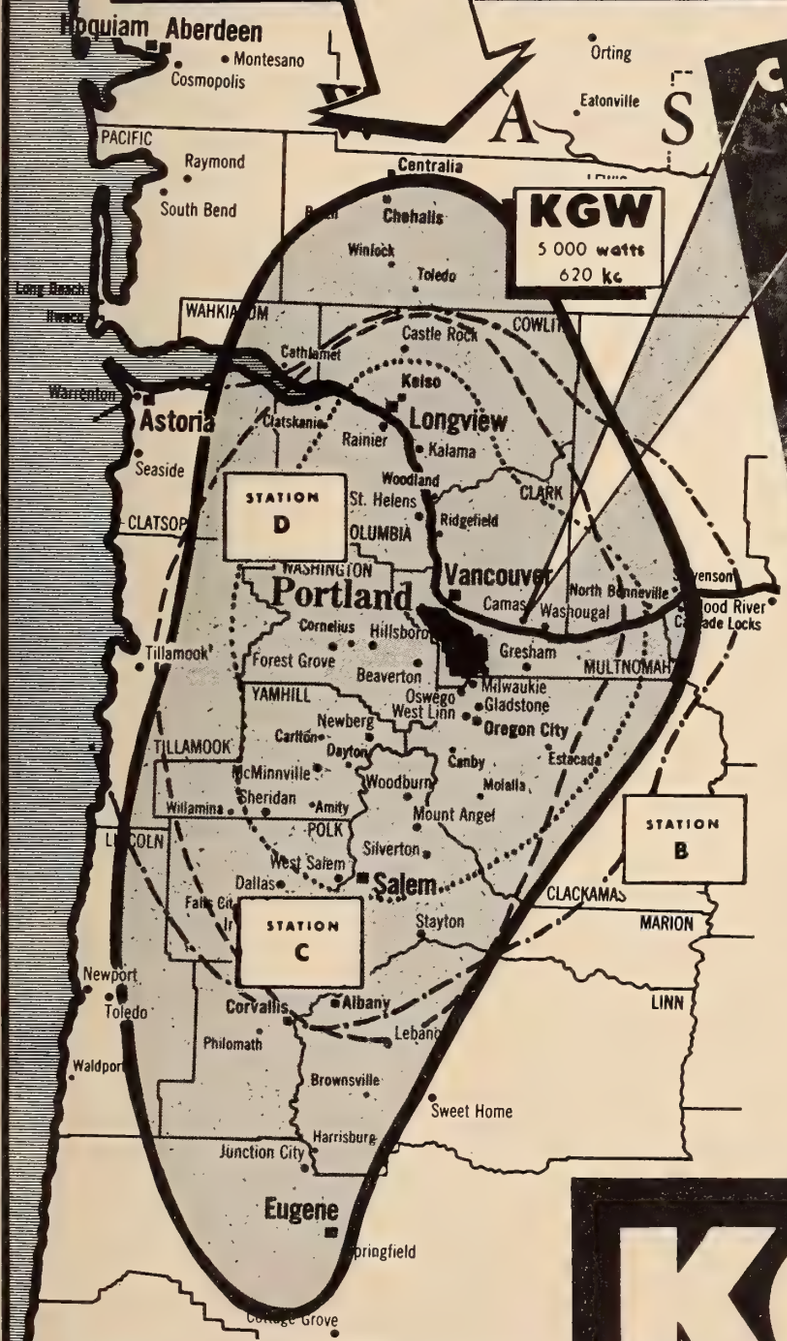
KGW Delivers... COMPREHENSIVE COVERAGE of



. . . the city an industry created

Camas, Washington, enjoys the unusual distinction of being a one-industry community . . . a modern city dominated throughout its commercial and community life by the influence of the largest specialty paper mill in the world. Since this mill was founded in 1883 it has been the major employer, the heavy industry of the area. It would be difficult to find a more stable community than Camas. Ninety per cent of the residents own their own homes . . . wages are at a high level the year around . . . the community serves a large nearby area of diversified farming, and is the trading center for an entire county.

Camas, Washington, is yours to tap . . . through COMPREHENSIVE COVERAGE KGW delivers Camas . . . as it delivers the rest of the fastest-growing market in the nation.



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

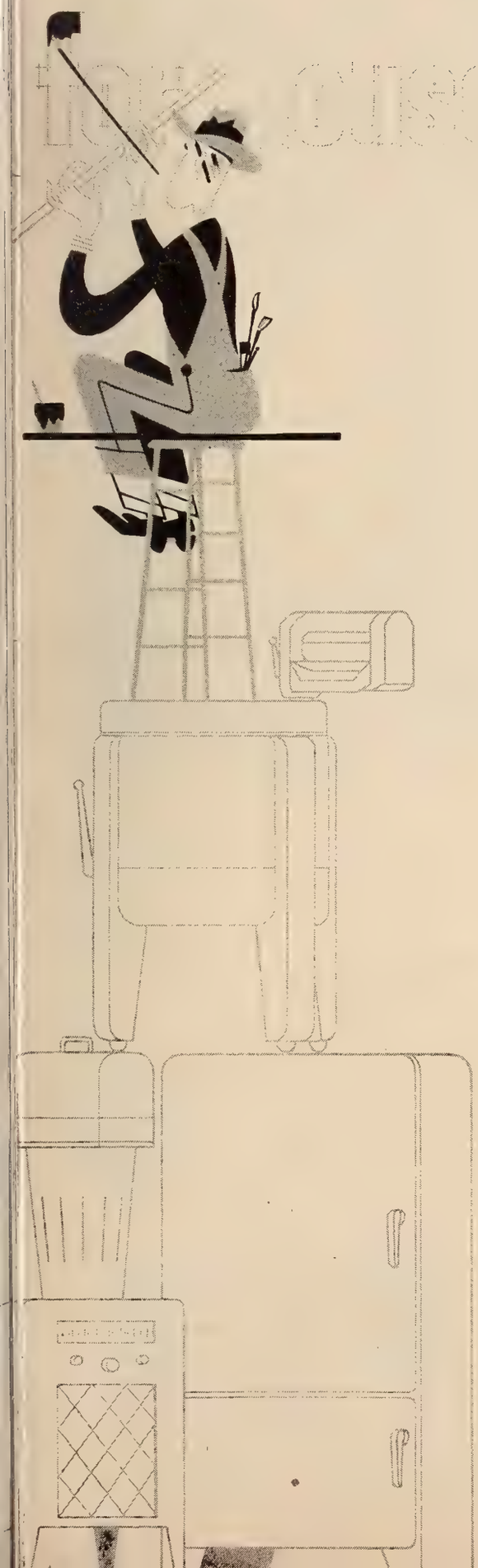
The leading station in the leading market

KNX

LOS ANGELES · 50,000 WATTS

Represented by RADIO SALES

COLUMBIA OWNED



The Leading Market

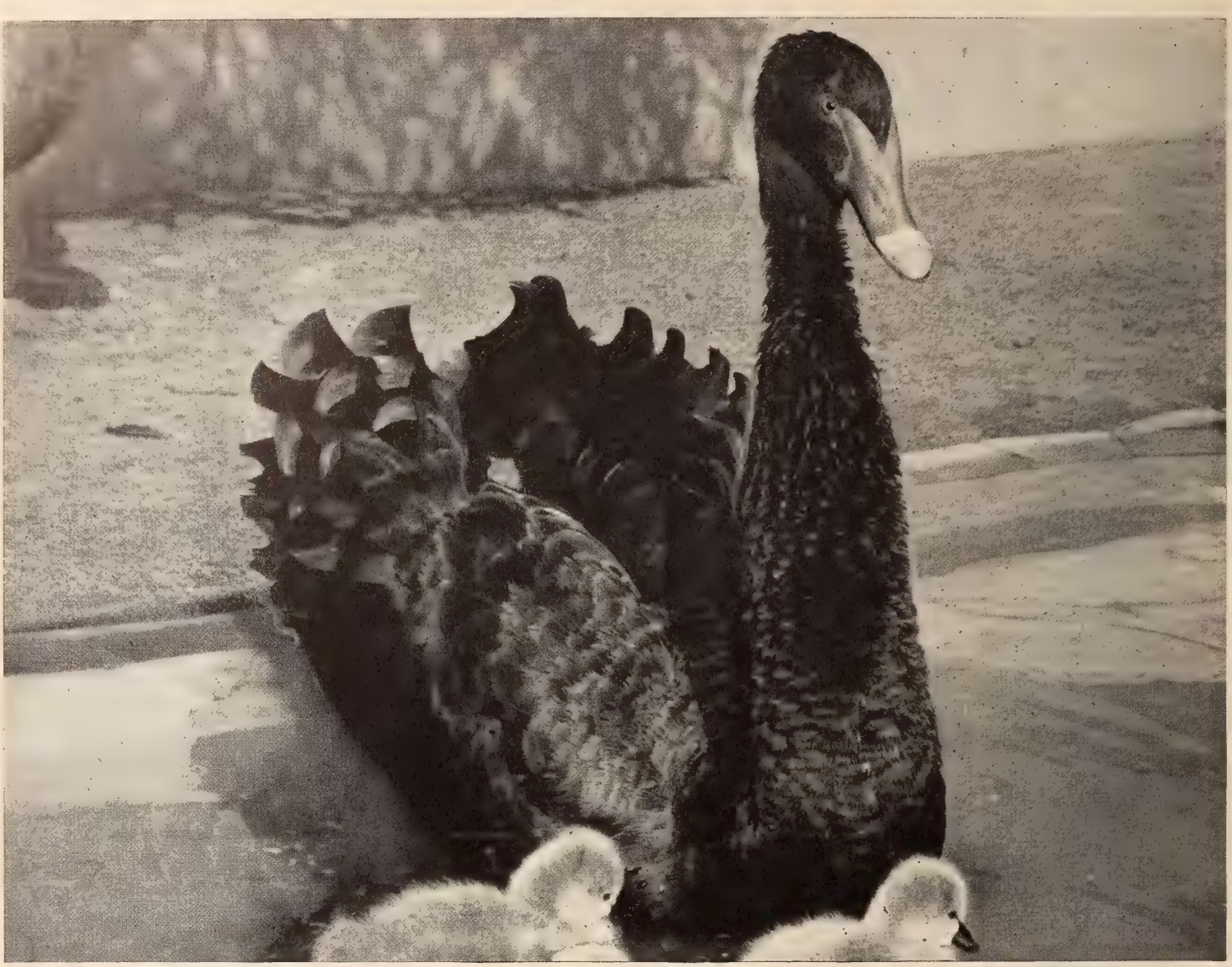
More household equipment, radio sets and furniture ($335,000,000 worth per year) are sold in Los Angeles County than in any other county in the nation. In fact, this volume of business exceeds the COMBINED dollar value of such sales in the home counties of Detroit, Pittsburgh and Cleveland. There are 5,928 outlets for this merchandise in Los Angeles County.

When you want BIG business, get it in the BIGGEST market . . . Los Angeles County. And get it through . . .

The Leading Station

KNX is the most listened-to station in Los Angeles. Hooper: KNX is first in four out of the six rated day periods . . . first in total rated time periods. Pulse: KNX is first in twelve out of the total eighteen hour periods, Monday through Friday, including one first-place tie . . . and first in total rated time periods.

Sources:
Sales Management, May 1949;
California State Board of Equalization;
Los Angeles Hooperatings, Nov. - Dec., 1949;
Pulse, Nov. - Dec., 1949.



PROUD MAMA

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she's so proud of.

W·I·T·H is pretty proud, too! Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 13 WASHINGTON, D. C., MARCH 27, 1950 $7.00 A YEAR—25c A COPY

SUMMER SALES

GM Splash to Help Offset Hiatus Blues

A WHIRLWIND NETWORK radio campaign utilizing perhaps as many as a dozen programs is being planned for mid-summer by General Mills Inc., BROADCASTING learned last week.

The campaign under consideration is not unlike that used by Ford Motor Co. early this year to announce the introduction of its new models. General Mills was understood to be considering shows on ABC, CBS and NBC.

The programs would be bought on a short-term basis—probably for eight weeks beginning in July. They would be programs already scheduled by the networks for summer presentation.

A total budget of more than half a million dollars reportedly will be spent in the campaign. Although secrecy surrounded the negotiations last week, it was learned authoritatively that the intense mid-summer campaign would be used to push the sale of Wheaties, a cereal. The agency is Knox-Reeves, Minneapolis.

The General Mills proposed campaign was by far the most ambitious bit of summer business yet reported among the networks.

The report came at a time when the pattern of summer radio network sponsorship was beginning to evolve. A survey last week showed that seven sponsors of current programs had decided to use summer replacements.

The majority of advertisers, it was learned, will take summer hiatuses, most of them for seven or eight weeks.

Summer Replacements

Among the sponsored shows which will go off the air for the summer, and known to be seeking replacements is the *Aldrich Family* on NBC for General Foods. The agency, Young & Rubicam, is understood to be looking for a program that will have a family appeal.

The Assn. of American Railroads, through its agency, Benton & Bowles, is seeking another musical show to replace the vacationing *Railroad Hour* on NBC.

Other programs which will require summer replacements are the *Jack Benny Show*, sponsored by American Tobacco Co. through BBDO on CBS; *Amos 'n' Andy*, Lever Bros. through Ruthrauff & Ryan on CBS; Edgar Bergen for Coca Cola through D'Arcy Agency on CBS; *Life of Riley* for Pabst Beer through Warwick & Legler on NBC.

Among those programs scheduled for seven and eight week hiatuses are: *Truth or Consequences* on NBC, the *Beulah Show* on CBS, Ed Murrow on CBS, *Father Knows Best* on NBC and the Red Skelton program on CBS. Nabisco's *Straight Arrow* on MBS will take a 13 week hiatus.

On the other hand some shows such as the *Original Amateur Hour* on ABC, *The Big Story* on NBC, *Dr. Christian* on CBS, *The Sheriff* on ABC, *Harvest of Stars* on NBC, *Record Parade* on CBS will continue through the summer.

Sponsorship Set

One program already set for summer sponsorship is *It Pays To Be Ignorant* which will take the place of *Light Up Time*, on NBC, 7-7:15 p.m. for the American Tobacco Co. through BBDO, New York.

Meanwhile the networks were planning the programs that would fill the time vacated by sponsor hiatuses.

The trend in these programs in the summer of 1950 promises to differ from that in past years.

Whereas in previous recent years, the mystery, the musical and the quiz program tended to form the staple of summer replacements, the trend this year is toward situation comedy and the dramatic program.

Subsidiary Trends

Though it is still too early for any definitive conclusions, three other elements emerge with sufficient clarity to be classified as subsidiary trends:

"New" motion picture names are receiving increased attention. These include people like Clifton Webb and Paul Douglas, the latter an old radio hand but never a featured performer in the sense that he is being now projected.

Year-round radio stars are being re-cast in special summer shows. This is the case principally at ABC.

Most active of the networks preparing new programs is NBC with approximately 16 shows in various stages of preparation.

Among the situation-type programs already scheduled to appear on NBC are *The Trouble With The Truits*, the adventures of a family in a trailer; Clifton Webb in *Mr. Belvedere;* the Paul Douglas show; and *Tugboat Annie.*

Dramatic programs include: *Out of This World* a science-fiction series; a program called *The Doctor;* Jack Lait's *Confidentially Yours,* dramatic adventure; *The Texas Rangers,* a dramatization of pioneer days; and Douglas Fairbanks Jr., in a show entitled *The Silent Man.*

Other personalities on NBC will be Hedda Hopper; Joe DiMaggio in an adult sports show; and Sammy Kaye in a talent hunt show.

At CBS at least three situation comedy programs are being auditioned, one featuring Don Ameche; another called *Granbe Acres* and a third entitled *Shy Guy.* CBS also plans to prepare some public service summer programs. One of them, already scheduled, is called *Up for Parole.*

ABC Plans

ABC plans include the use of its established family of stars in new programs to implement the network's philosophy of building its own personalities. Among the personnel involved in the project are Walter Kiernan, Ted Malone, The Fitzgeralds and Jack McRay.

Mutual's summer problem is solved during the daytime by its heavy baseball schedule. Present nighttime shows will continue through the summer.

SETS NEAR 89 MILLION

NAB-RMA Study

A TOTAL OF 88,964,000 radio and television receivers were in use as of Jan. 1, 1950.

This figure, computed jointly by Radio Mfrs. Assn. and the NAB, is the first joint compilation ever issued by the two industry associations. It represents an effort to obtain the highest possible degree of accuracy in radio's circulation through use of the combined facilities of the two organizations.

Of the 88,964,000 radio and TV sets, 65,436,000 radio-only sets were in homes and 5,000,000 in places of public assembly, a total of 70,436,000 radio-only receivers in the hands of the public, according to the NAB-RMA data.

Besides the home-public assembly receivers, 14,764,000 automobiles were equipped with radio receivers.

The total number of television sets in use at the yearend was 3,764,000, according to the joint industry statistics.

The figures were compiled under direction of Dr. Kenneth H. Baker, NAB director of research, and Frank W. Mansfield, Sylvania Electric Products, chairman of the RMA Industry Statistics Committee.

TV Distribution

At the yearend an estimated 401,000 television sets were in distributor and dealer pipelines, or about a month's production, according to RMA.

An independent projection of the NAB-RMA figures shows that about 2,500,000 radio sets will be turned out in the first quarter of 1950, along with over a million TV receivers. Adding this production to the NAB-RMA figures produces a total of perhaps 93 million radio and TV sets in operation as of April 1, 1950, allowing for normal dealer-distributor stocks.

Carrying this projection farther, it is indicated that radio-TV sets in operation will pass the 100 million mark before the end of 1950.

A separate analysis of FM circulation by the NAB FM Dept. shows that 5,000,000 U. S. home receivers are equipped to receive broadcasts in the FM band. This figure, which includes FM tuners, has been informally used by some FCC officials as the basis for calculations.

As of last Jan. 1, RMA estimated 4,250,000 sets with FM had been manufactured by its members, a figure that now has reached the 4,500,000 mark. Allowing for produc-

(Continued on page 54)

WFIL CUTS NIGHT RATES Cites TV Growth

OVERHAUL of radio time to fit in with the "drawing power of television" was announced last week by Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia.

In an unprecedented move, the ABC station completely reclassified its Class A and B radio periods with a change of rates that cuts the price of its evening time but increases charges on daytime purchases. At the same time, WFIL claimed the new BMB study shows the station with "a higher audience gain than any other Philadelphia network station."

With announcement of its new rates, effective April 1, WFIL said the change is based on a belief that television "ultimately will enforce a revision of rates throughout the radio industry."

According to WFIL's revised rate card, Class A time has been realigned from 7-10 p. m. to 9 a. m.-10 p. m. Class B time, which formerly comprised the hours of 8 a. m. to 7 p. m. and 10-11 p. m., has been changed to 7-9 a. m. and 10-11 p. m. Result is to establish the rates charged for daytime and nighttime on a more equal basis.

One-Time A Rate $300

Basic one-time Class A rate now is $300, a decrease in the nighttime rate of $30. Overall increase in the basic daytime rate will be $52 per hour, according to the station. New basic Class B rate is $200 per hour.

Explaining the station's rate adjustment, Mr. Clipp said: "We believe that within the next few years the drawing power of television will affect the nighttime radio audience to the point where a rate adjustment is indicated.

". . . Daytime rates on most broadcasting stations, in our opinion, have been too low. The job ★ which radio has been doing for advertisers during the daytime periods provides an abundance of evidence that results, per dollar expended in radio, make radio one of the most economical advertising mediums in the world. We are doing today what we believe most of the industry will do tomorrow."

While acknowledging television's challenge to radio at certain nighttime hours, Mr. Clipp emphasized that radio's position "will remain unshaken in the morning and afternoon segments for years to come. Radio's performance outstrips its cost."

According to WFIL, BMB 1949 findings show an 18.5% daytime increase in WFIL's total radio family coverage, over the 1946 survey. In nighttime periods, the station also claims it "alone forged ahead" in Philadelphia, showing a 16.1% increase.

Claims 'Undersold'

Mr. Clipp maintained that the industry undersold itself for "too many years" on daytime segments. "Radio," he said, "can increase its daytime rates and still give the advertiser more for his money than any other media." Citing BAB estimates of 83 million radios as against 52 million daily net paid newspapers and 24 million magazine homes, Mr. Clipp pointed out that average family radio listening was 5 hours 53 minutes a day to newspaper reading at 3 hours 18 minutes per day.

Although television's coverage pattern and potential audience are on the constant increase, he went on, after more than a quarter of a century, "the same can be said of radio . . . the number of radio sets in use increased some 7 million during 1949."

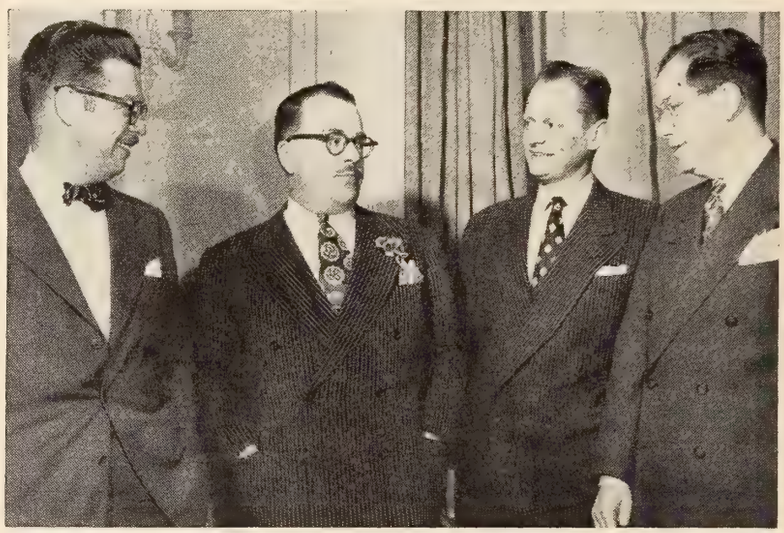
Reviewing the TV industry's picture, Mr. Clipp challenged the opinion that "after television enters the home, radio dies," by pointing out that surveys giving the listenership edge to televiewers with new sets have been modified after about the first six months of set ownership. Once again, he said, the home viewer becomes a radio listener, although on a selective schedule.

Cites Inevitability

At the same time, he said, evidence shows that TV monies are new monies. However, Mr. Clipp cautioned, "sooner or later something has to give." Willingness to pay higher costs for TV production of such traditional radio shows as the *Lone Ranger* (General Mills) and *The Aldrich Family* (General Foods), Mr. Clipp said gives impetus to the strong advertiser appeal of TV.

While "nighttime radio is not doomed on its own account," he said, "it is certainly facing formidable competition. The well known difference between night and day, therefore, is becoming ever more applicable to radio's selling techniques." Daytime radio, he added, is destined to "become America's most effective and lowest cost ad-

(Continued on page 52)



SHELL Oil Co. executives were guests at the National Assn. of Radio Station Representatives' Spot Radio Clinic luncheon early this month at Hotel Biltmore, New York. In an informal discussion are (l to r): Fred F. Hague, George P. Hollingbery Co.; C. W. Shugert, assistant to the manager of Shell's sales promotion-advertising department; E. W. Lier, Shell radio representative, and Arthur McCoy, Avery-Knodel Inc.

All's Well That Sells Well . . . . . AN EDITORIAL

THIS WEEK the Assn. of National Advertisers and the American Assn. of Advertising Agencies meet in almost concurrent conventions in nearby Virginia and West Virginia resorts. As a finale, they get together for a combined meeting.

No matter how the respective agendas may read, these spenders of the national advertising dollar (several billion of them) are interested basically in two things: (1) how to preserve the integrity of advertising in our economy; (2) how to stretch their budgets to the 'nth.

That meteor which streaks across the advertising firmament—television—will get rapt attention.

Portents are seen in the enlivened discussion toward reduction of AM nighttime rates in multiple TV cities, to compensate for possibly decreased AM tune-in. This development was as obvious as the Stalin election. It's the stock-in-trade of buyers of advertising.

The fact that there have been no general network or station rate increases in eleven years, whereas the printed media have boosted rates in tempo with overhead, isn't taken into account. The fact that the number of radio homes in that period has increased from 28,700,000 to 42,000,000; that the total number of sets has vaulted from 45,300,000 to 84,000,000, is blithely ignored.

Thus radio is delivering nearly double the homes and listeners today than it did in 1939, and at substantially the same rates. There's no more reason to bracket radio and TV as mutually exclusive media than there is to regard *Time*, *Life* and *Fortune*—published by the same firm and sold via the same methods—as identical media serving identical readers. They have common parents, different progeny.

And there's another difference. The printed media have been infinitely smarter in their customer relations and their rate making. Radio rates have always been too low. The networks have set the pattern. Network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he ever has received from his newspaper or magazine buck.

This was underlined a few weeks ago [BROADCASTING, Jan. 30] in the revelation of *Life* that its gross billings were larger—by $12 million—than those of NBC or CBS, *Life* with 100-odd pages over-all, published once-a-week and delivered to a claimed 5,200,000, as compared with a nationwide network programming 18 hours a day, seven days a week, reaching people in the almost countless millions!

Advertisers cannot be criticized for striking the best bargain they can, TV's advent gives them a new wedge. Radio can be taken to task for failing to sell itself for what it's worth and on its merits—and circulation.

Radio rates, after all, are but a part of the cost. The rub has been in the astronomical prices of top talent—prices that were bid up by the advertisers themselves, on the basis of audience-rating legerdemain.

So when the advertisers and their agencies huddle this week, we hope they will recognize radio for what it is—the most potent means of reaching most of the people all of the time, and at the lowest cost. Let them also recognize TV for what it is—a phenomenal medium that sells as it demonstrates and that is incapable of comparison with any other force ever devised. TV sells in 59 markets and sells well. AM sells everywhere, and is destined to forevermore.

UPSURGE IN N.Y. RADIO

Independents Profit Despite TV

By JOHN OSBON

BUSINESS is booming at independent radio stations in New York, despite the fact that they are situated in the biggest television market in the U. S., a BROADCASTING survey showed last week.

The seven most active independents reported that in the past year revenue had risen as much as 40%. Not one reported a decline in billings.

The upsurge in independents' business—much of it from local accounts—appears all the more significant in view of the growth of the New York TV market which doubled its television set count from 500,000 in February 1949 to more than one million last month. Number of families in the seven-station New York-Newark area reached by television is well over 3½ million.

Add to that two other salient facts: New York consistently has been at the top in the number of television network and spot accounts, and independents' rates have remained substantially unchanged.

The increase would seem to be especially significant in view of figures offered in some quarters, which indicate a considerable portion of the radio audience has been diverted to televiewing.

In New York, independent radio stations logically may have been expected to take a beating where it hurts most, for audience behavior appears to document a trend to TV.

Hooper Shows TV Up

C. E. Hooper early this month reported, for example, that the December 1949-January 1950 average showed radio's share of the New York evening audience down to 55.3% from 80.3% for a previous 11-month period, January-February 1949—with TV's share up correspondingly from 19.7% to 44.7%.

In the same period, weekday afternoon viewing rose in New York from 9.6% of all broadcast reception to 22.5%.

The pattern set for the past 12 months—an appreciable increase in gross billings for independent radio outlets despite TV's all-around growth in advertising accounts, sets, audience viewing—may not be expected to develop into a further trend during the next 12 or 24 months, but that was the story in New York last week.

Some typical reports received by BROADCASTING:

One of the leading revenue grossers is WMCA, 25-year-old independent which has shown its greatest business upsurge in the past 13 months during television's impact in metropolitan New York.

Until March 1949 the station reportedly was losing as much as $30,000 a month—a sizeable figure when projected over a 12-month period. Revenue for February was up from 40% to 50% over February of 1949 according to Norman Boggs, executive vice president and general manager.

Mr. Boggs thinks it is significant that "there is less talk about television among the bulk of our advertisers today than there was a year ago this time."

He declined to give actual dollars-and-cents gross but it is believed that paring of costs, as well as new business, and establishment of a "realistic" rate card, have been vital factors in WMCA's newly-won success.

WNEW Increases 20%

One of the sharpest increases in independents' ranks is shown by WNEW, which reports a 20% boost in revenue for the first 18 weeks of 1950 over a comparable period last year. New business was recorded primarily from drug and food accounts.

Ira Herbert, vice president and sales director of WNEW, doesn't share any uneasiness over TV's growth and, in fact, thinks the oft-predicted early demise of independent radio is premature. He calls for better programming and hard selling. WNEW itself may have its biggest year in history, in view of accounts already lined up and "barring unforeseen developments," he said.

WINS likewise has shown a billings increase over last year — roughly 25%, according to Kiernan T. Murphy, business and co-manager of the station. Boosts are reflected in a 29% rise for January and 20% for February compared to figures for those months last year. March figure will hit the 30% level, Mr. Murphy added. Much of the new business is from TV set manufacturers.

WQXR, *New York Times'* outlet, also declined to give actual figures, but reported its revenue for the first three months of 1950 has jumped 7% over a similar period last year.

"We haven't felt the impact from television during January-March 1950 as much as during January-March 1949," Elliot Sanger, *Times* executive vice president in charge of WQXR-AM-FM, reported.

Foreign language outlets, specializing in Italian broadcasts, also have indicated a definite upsurge. WHOM, with studios in New York and transmitter in Jersey City, N. J., claims its gross as of this month represents a 15% boost over that of March 1949.

Station spokesmen point out that WHOM is the only station airing Italian-langage programs at night and on Sunday.

WOV, another foreign-language station specializing in Italian programs as well as pop and hillbilly music, reports that, ironically, the great demand for TV sets and concomitant advertising by set manufacturers has given it "another source of business."

On the whole, however, station revenue has been "holding its own" —comparing this past February with February 1949.

WMGM Warns

WMGM reports a 7% increase in gross for the past 26-week period over a similar previous period beginning March 1, 1949. It declines to give exact figures or 1949-50 monthly comparisons, but sounded a note of warning to independent outlets.

"Television has definitely affected billings, particularly from national advertisers whose local spot now is being marked for diversion to TV," Bertram Lebhar Jr., WMGM executive director and sales director, said in a statement to BROADCASTING. "In a declining market, we've been able to do better than hold place. For the time being at least this has been possible because we've embarked on an aggressive programming policy, mostly centering around Metro-Goldwyn-Mayer radio attractions."

NARBA HOPES REVIVE

Surprise Move Friday

EFFORTS to reach a U. S.-Cuban agreement on broadcast channel assignments were officially abandoned last Thursday, but hopes for success sprang up again Friday with sudden signs of a more conciliatory Cuban attitude.

Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Division, said Thursday that the U. S. delegation to Havana, where negotiations had been in progress for more than seven weeks, was instructed to "wind things up as gracefully as possible" and return to Washington.

His announcement followed telephone consultations with FCC Comr. Rosel H. Hyde, head of the U. S. delegation, who he said asked for the recall in belief that further discussions would be useless at this time.

Possibility of further discussions came as a surprise development Friday morning when Capt. Cross said Comr. Hyde asked for and received State Dept. permission to remain for an "important" luncheon engagement with Cuban radio authorities (see late reports, page 4).

The fast-breaking developments came some three weeks after the Cuban delegates had made success seem a foregone conclusion by representing that they agreed with U. S. proposals "in principle" [BROADCASTING, March 6, 13].

What had appeared to be the final straw was delivered by the Cuban delegation last Wednesday, after the U. S. delegates had been kept cooling their heels for two weeks awaiting a formal answer on the tentatively accepted U. S. agreement.

The "answer" was in the form of a counter-proposal which, according to Comr. Hyde's report to Capt. Cross, made demands that were even more stringent from the U. S. standpoint than those which broke up the overall NARBA sessions at Montreal last December [BROADCASTING, Dec. 5, 12, 1949].

Cuba's Counter-Offer

Capt. Cross said Comr. Hyde informed the State Dept. that Cuba's counter-offer in general retained the concessions which Cuba wanted but left open for subsequent discussion—in the overall NARBA conferences—the protection ratios which the U. S. was seeking on behalf of stations in this country.

Failure of the conference would raise new fears of U. S.-Cuban channel warfare, though it was known the U. S. delegates were pressing for retention of the *status quo* on channel assignments pending possible negotiations later —perhaps at the scheduled resumption of the overall NARBA conference.

Some observers, however, feared that if the Havana breakup were final it would mean no further NARBA sessions, although the State Dept. was going on the assumption that they would be held. They are slated to get under way before Aug. 1, but it has been speculated that a later date may be necessary if Mexico is to be brought into the discussions.

Whether the U. S. would proceed with its tentative plans for bilateral NARBA negotiations with Mexico in event of failure at Havana could not be foretold. Some authorities felt a complete rift with Cuba would make early discussions with Mexico more imperative; others feared it would render negotiations with Mexico more difficult.

There was extensive hind-sight speculation as to possible causes of the conference's failure—if failure becomes a fact.

Some authorities contended a final agreement would have been assured if the U. S. had insisted that the tentative accord be signed at the time it was reached. The delay was occasioned by Comr. Hyde's recall to Washington at that time for further consultations.

But, it was pointed out, the purpose of his recall was to get reassurance that any U. S.-Cuban treaty would be subject to Senate ratification, for there had been widespread fear that the accord

(Continued on page 47)

WHEN BURLINGTON BUYS . .

All Ears Are to Sears



IF THERE'S one thing a department store likes about as well as sales and goodwill, it's traffic—especially traffic that's in a buying mood.

The Burlington, Vt., branch of Sears, Roebuck & Co. is no exception to this retailing rule of thumb. As evidence, the branch can point to high recognition from the National Retail Dry Goods Assn. which last January awarded it first prize in the up-to-$5 million class for programs with general appeal.

This national recognition in retailing's annual radio competition wasn't the result of good luck or good guessing. On the contrary it was attained by careful planning and by the careful coordination of a broadcasting station — WCAX Burlington — and the store's management.

Though many stores like to use broadcast advertising for direct selling, Sears in Burlington has found the medium peculiarly successful as both an institutional and a merchandising weapon. For radio has sold everything from roses to radios, from pinking shears to Pilgrim shirts. Radio has pulled about 15% better than newspapers on a dollar-for-dollar advertising cost basis in the sale of a sports item, for example.

At present the store is spending about 40% more in radio than it did some years ago when it first took up the medium as a major sales and institutional weapon.

Interesting phase of the store's use of radio is the basic programming device, *Sears' Man-on-the-Street*. When the program was starting to roll nicely in the summer of 1947, cold, clammy chills scampered up and down the backs of the WCAX and Sears managements as an awful thought struck them. The thought: What chance has a sidewalk interviewer when Mother Nature doles out some of her choice specimens of New England winter?

* * *

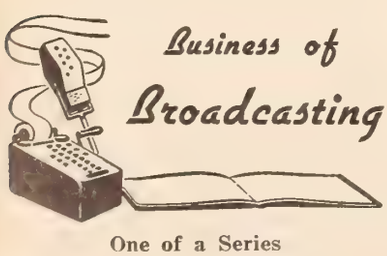
THE WCAX commercial manager was elected chief worrier. The more he contemplated the rigors of approaching winter the more he shuddered at the awful things that could happen to a program that was developing into an advertiser's dream. One balmy night when all was quietly conducive to efficient worrying, the WCAX official had a storm all his own—a brainstorm.

Next morning he called the weatherman and asked for the lowest average noon temperature in Burlington. The answer was the best news in weeks—lowest average noon temperature in Burlington was 22 degrees, in February.

Anyone who has bucked a New England winter will scoff at 22 degrees — especially in Burlington. Armed with this vital statistic, WCAX easily persuaded the Sears management that the show could go through the winter.

And so it has—from 52-week contract to 52-week contract. Only once has the sidewalk interviewer been blown off the sidewalk and into the studio because of bad weather.

One other time there was an incident, but it wasn't a weather incident. About three months after the program made its debut, arrangements were made to cut a transcription to send to Sears' headquarters. The interviewer moved along stylishly up to the final interviewee, an employe of another department store who made the best of her forensic opportunity.



Business of Broadcasting

One of a Series

WCAX's Winner of an NRDGA Award Keeps the Listener in a Shopping Mood

These minor phases of a four-year schedule point up the successful side of *Sears' Man-on-the-Street.* One of the tests of an advertising schedule's success is its ability to produce a return. The current NRDGA contest has stressed sales results in contrast to the programming standards used in judging past competitions. The Burlington series has brought success in the form of program acceptance, sponsor identification and other institutional results, and specific item promotions.

Sears first opened a retail store in Burlington in 1938. This store was moving along nicely until a February 1940 fire. A year later a new store was opened on the main business street of Burlington.

The store's first use of radio occurred when WCAX was a 1 kw outlet. A disc show, *Housewives Prom,* was heard six mornings a week. The program was beamed at women and was supported by special seasonal promotions. It was successful, but was dropped when the featured disc jockey left town.

* * *

THE local manager has a lot of autonomy in the Sears organization. The Burlington manager is essentially a free agent, though guided by national advertising policies. He selects media with the help of the staff. The advertising manager operates on a budget, getting information from division heads. Operating on a commission override and bonus, division heads fight for their share of advertising and keep in close touch with media programs.

The Sears management in Burlington had long been sold on radio as an institutional medium and goodwill builder, promoting public acceptance, brand names and promotions. It had not been sold on the medium's active merchandising value in competition with newspapers.

Anxious to have a program the public would identify as "Sears' program," the store and WCAX finally came up with the idea of a man-on-the-street quiz program in front of the store. It was decided to try it three days a week, with the disc jockey show on alternate days, retaining the noon time because it would reach a general family audience.

Here are the initial objectives, mostly institutional:

To create goodwill toward Sears by giving the public an interesting program of people who are their neighbors, by giving the public a chance to be on the radio and a chance to win something.

To promote and keep the name Sears Roebuck dominant in the public mind.

To promote three essential Sears Roebuck slogans:

1—"Where you can find everything for yourself, your home and your car."
2—"Burlington's Most Complete Department Store."
3—"You certainly save when you shop at Sears."

To promote certain Sears services:

1—Sears Easy Credit Plan.
2—Sears Credit Coupon Plan. This is done by direct use on the program of Sears Credit Coupons as prizes.
3—Sears Catalog Dept.
4—Sears promotions. Store operation on 13-month calendar with promotion for each month. These are featured on the program when appropriate.
5—Sears friendly service.

To promote Sears brand names. All major lines have brand names. By using these as warm-up questions or by bringing them into the program frequently one of the most powerful effects of radio is utilized.

To create store traffic:

1—By drawing people to the entrance of Sears, Roebuck where the program is held.
2—By having the winners come into the store to use their credit coupons.
3—By telling people of Sears promotions.

The program caught on quickly. Its objectives broadened as Sears advertising staff, other employes, and WCAX came through with ideas.

The Radio Dept. manager, who was promoting wire recorders, suggested the broadcast be transcribed with participants invited in to hear their voices after the program. This was another traffic-getting device and provided a chance to promote the radio, wire-recorder brand name four or five times on the show without being obnoxious. Participants got an extra bang out of the recording. Many people went on the program just to hear their voices on the recorder.

An inexpensive key ring was adopted as a program souvenir and this "Key Keg" is a familiar trophy in Burlington. A special sign promoting the noon program was placed in front of the store.

In brief, everything was going well and the program was extended to five times a week.

Through this period Sears experimented with merchandising, but half-heartedly. WCAX kept stirring up the idea of advertising leading merchandise on the air and provided information on how to do it. Finally some surprising results on merchandising tests induced the store to change its policy and merchandising was added as a major objective of the broadcast series.



SEARS and WCAX executives map radio promotion. L to r: Fred Carty, assistant manager, Sears, Roebuck & Co., Burlington; Roland H. Truedel, manager of the store; Tom Braine, WCAX commercial manager, and Evelyn Robb, advertising manager for Sears in Burlington.

* * *

And what about results? Intimately familiar with this phase of the Sears series are the store's own executives. Roland H. Truedel, Burlington manager, described four types of results achieved through the program when he submitted his entry to NRDGA. Here is what he says about program acceptance and sponsor identification:

"We feel that a successful radio advertising campaign when using programs depends first on public acceptance of the program and second on sponsor identification. With these two requisites met, other objectives can be obtained. We know that the appeal of our program has not been limited to any age group or population segment. We have program acceptance and sponsor identification in the family audience which we set out to reach. We know this because:

"Nine out of ten people who are interviewed on the program know how the program works.

* * *

"THE program has consistently maintained the highest rating of any station in the area at that period though at the time it went on the air this period had a mediocre rating.

"Special groups of people from Montreal came 100 miles to Burlington this summer just to see and be on the program.

"This program is known and talked about not as the *Man-on-the-Street* program but *Sears' Man-on-the-Street* program, and we are convinced that it is a rare person in the WCAX listening area that doesn't know the program.

"And finally we know we have program acceptance and sponsor identification because we have checked the program within a year. The Burlington Sears, Roebuck management felt that it would help

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* * *



FEB. 1, 1950, found Ted Chandler of WCAX handling the street stint before a group of interested shoppers. In background is Burt Dean, WCAX engineer.

RICHARDS PROBE MAY RECESS

Delay to Sept. Seen

POSSIBILITY that FCC's hearing on news policies of G. A. (Dick) Richards will be recessed this weekend until next September was reported last Friday in Los Angeles, where the controversial proceeding flared through its second week.

The recess would permit Examiner J. Fred Johnson Jr., conducting the hearing into charges that the owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit ordered news slanted, to return to Washington to assume his new administrative duties as FCC's chief hearing examiner on April 3. Night sessions formerly had been planned to expedite the proceeding.

Use of information in a supposedly confidential affidavit to FCC on a broadcast of Mrs. Eleanor Roosevelt and her daughter, Anna Roosevelt Boettiger, was brought out by Hugh Fulton, counsel for Mr. Richards, in cross-examination of former KMPC Newsman Robert Horn on Thursday.

Mr. Horn had testified earlier that when Mrs. Roosevelt was involved in an automobile accident Mr. Richards suggested it be insinuated on KMPC newscasts that she was intoxicated at the time.

Affidavits Sought

Mr. Fulton had requested FCC to produce original affidavits filed by Mr. Horn. Mr. Horn had refused to reveal their content on the ground that FCC promised they would be held as confidential. Then Mr. Fulton produced the Roosevelt broadcast script for March 9, 1949, which contained a reference to Mr. Horn's affidavit and the purported suggestion that intoxication be insinuated.

"There seems to have been a leak somewhere," Mr. Horn observed.

Examiner Johnson accordingly ordered Frederick W. Ford, FCC's chief counsel, to turn Mr. Horn's "confidential" affidavits over to Richards counsel for use in cross-examination.

Earlier Mr. Fulton had succeeded in getting permission to have William Kenneally, another former KMPC newscaster, read and identify more than 200 newscast scripts to ascertain whether he had broadcast them.

On direct examination by FCC counsel, Mr. Kenneally had testified that orders regarding news slanting were passed on to him, assertedly from Mr. Richards. Now news editor of KFMV Hollywood, he said Mr. Richards once told him to use a story because "the man's name is Jewish; all Jews are Communists."

Mr. Kenneally said he didn't use the story since it wasn't "important."

He said he had received various instructions from Clete Roberts, then KMPC director of public affairs, and George Lewin, then news editor, saying it was his understanding that certain persons were to be ignored, some crucified, and some treated well, in accordance with Mr. Richards' wishes.

He accused Mr. Richards of sometimes "altering" news items.

Other former KMPC newscasters testified in support of Mr. Roberts' earlier assertions that Mr. Richards gave definite instructions to emphasize unfavorable news concerning Jews, Negroes, the Roosevelt family, Henry Wallace, and the Democratic party, and to insert editorial opinions into newscasts.

Jack Gardner, now chief announcer of KLAC Hollywood, said he "ignored" a directive which he said was placed on the KMPC bulletin board ordering that Henry Wallace be referred to as "the pig boy."

Larry Thor, now CBS Hollywood announcer-newscaster, testified that when he was with KMPC Mr. Richards "gave me instructions on news on weekends," when he was the only one on duty. He said he asked that a buffer be set up between himself and Mr. Richards on weekends.

Tom Latimer Jr., now KLAC and KLAC-TV announcer, testified he "never received official instructions (on news policy) from the front office" while he was at KMPC, but said Mr. Richards instructed him to insert items from the *Examiner* into newscasts and to delete portions of stories. He said he remembered reading an *Examiner* editorial as straight news.

Mr. Horn, now disc m. c. of WIP and WPEN Philadelphia, and formerly newscaster of KMPC under the name of Bob Adams, declared he received definite instructions every day from Mr. Richards as to what should go on the station's news broadcasts.

Testifying as an FCC witness, he said: "There was no news editor at KMPC. The news editor was Mr. Richards all the way through."

When Mr. Ford asked why he followed Mr. Richards' instructions, the witness said:

"After all, Mr. Richards is the licensee of KMPC. It was his responsibility, not mine. I just worked there. It was a question of obeying or quitting or being fired."

As to his leaving KMPC, Mr. Horn said, "It was really quite simple. I felt I couldn't go along with the news policy any longer."

Pronunciation Cited

Pronunciation of the word "blonde" and assertion of his belief that the public can be influenced subconsciously by news broadcasts, highlighted testimony of Mr. Roberts under cross-examination Monday.

The former KMPC director of public affairs testified he had been ordered to pronounce "blonde" opprobriously in connection with Elliott Roosevelt's wife (actress Faye Emerson) in a broadcast.

Mr. Fulton demanded a transcription of the broadcast, made by Mr. Roberts, be introduced into the records. This was refused on the ground that FCC regulations prohibit transcriptions as records. A shorthand report was ordered taken.

Mr. Ford objected, contending that a voice inflection could not possibly become part of a written record. This prompted Defense Counsel Fulton to move that all of Mr. Roberts' direct testimony regarding his orders for "voice inflections" be stricken.

Mr. Roberts previously had testified that Mr. Richards ordered him to prepare the broadcast July 24, 1947, involving the financing of the huge $20 million wooden plane being built under a war contract by Howard Hughes. The KMPC news staff, Mr. Roberts stated, had been given instructions never to give Mr. Hughes favorable mention on the air.

Object of this broadcast, according to Mr. Roberts, was to raise question in listeners' minds about Mr. Hughes and to link his name with that of Elliott Roosevelt and his wife.

Script Recalled

Responding to previous questions, Mr. Roberts said he had a clear recollection that the Hughes script, when taken line by line, appeared to be "pretty accurate."

"Don't you agree," asked Mr. Fulton, "that Mr. Richards, with his background, and as owner of a radio station, has as much right to select the news as do you with your background and experience?"

"Yes," replied Mr. Roberts, "if

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ABC FINANCES

Gross Income, Net Loss Increases

A NET loss of $519,085 for 1949 was reported last week by ABC in a financial statement for the year ending last Dec. 31.

In 1948 the company earned net income of $468,676.

The loss of $519,085 was recorded after the recovery of $327,000 in federal income taxes under carry-back provisions of the Internal Revenue Code.

Gross income for the year was up. In 1949 ABC grossed $40,267,488 as compared with $37,110,726.

But costs, depreciation and amortization were up too. In 1949 ABC operating and administrative expenses, commissions to advertising agencies, depreciation and amortization were $40,903,623. The figure was $36,240,640 in 1948.

Interest payments on the company's long-term indebtedness in 1949 were $224,404, compared with $161,056 in 1948.

The company's long-term debt totaled $6,441,592 at the end of 1949.

Coincidentally with the release of its financial statement, the company announced its annual stockholders' meeting would be held at its New York headquarters April 11 at 2 p.m.

The principal business at the meeting will be the election of directors. The re-election of all 10 members of the board was proposed.

In a proxy statement, the network disclosed that the stock interest of Edward J. Noble, chairman of the board and majority stockholder of the company, was unchanged in 1949.

Noble Holdings Intact

Mr. Noble owns 901,667 shares or 53.38% of the outstanding stock. Additionally 26,000 shares are owned by an unidentified member of his family and another 38,000 shares owned by the Edward John Noble Foundation, of which he is trustee. Mr. Noble, therefore, owns or controls 57.179% of the total of 1,689,017 shares of ABC common stock outstanding.

Salaries of top officers of ABC also were announced in the proxy statement.

Mark Woods, who last year became vice chairman of the board, was paid $75,000 in 1949—the same as in 1948.

Robert E. Kintner, who was elevated from the executive vice presidency to the presidency last year, was paid the same salary in 1949 as in 1948—$49,999.92.

The salary of Charles C. Barry, vice president in charge of programs, was officially reported for the first time. In 1949 Mr. Barry was paid $36,666.56, an increase of $7.916.60 over his remuneration for 1948.

C. Nicholas Priaulx, vice president and treasurer, received $27,499.92 in 1949 compared with $26,249.88 in 1948.

In a statement included in the financial report, Mr. Noble said:

"Television operations continue to require heavy expenditures," Mr. Noble said, "and yet the cost of operations continues to run ahead of income. But the spread between costs and income is rapidly declining. Advertising appropriations for television are increasing as more and more receivers are installed.

"When the freeze upon the construction of new stations is lifted, we anticipate that the growth of television advertising will be further accelerated by reason of the extension of television service to many important market areas which now lack it."

TO AIR BAM PLANS

Set for NAB Management Meet

PLANS to set up Broadcast Audience Measurement Inc. (BAM) as successor to Broadcast Measurement Bureau (BMB) will be submitted to the NAB Management Conference at Chicago April 17-19.

Dicsussion of the projected new industrywide corporation will take place during the Tuesday morning business meeting. By that time BAM's tripartite organizers — NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies—are expected to have the project in shape for industry discussion.

As planned at the weekend, the BAM details will be presented to broadcasters by Kenneth H. Baker, BMB acting president and NAB research director on leave; Lowry H. Crites, media director of General Mills, representing ANA, and Linnea J. Nelson, chief timebuyer of J. Walter Thompson Co., representing AAAA.

Already the NAB board has approved the BAM idea, which is based on $1 million capitalization, with assets of BMB absorbed. Incorporators would include nine broadcasters and six agency and advertiser representatives. BAM board representation would be based on a similar ratio [BROADCASTING, March 20].

Voting Formula

NAB headquarters officials were working late last week on a formula to cover delegate voting during the Tuesday morning business session at Chicago. This formula would apply to any motions submitted during the business session and to the resolutions. It would be designed to avoid any confusion in actual voting and would be based on certification forms by which each member station could cast its vote.

Members of the Convention Resolutions Committee were appointed last week. They include: Paul W. Morency, WTIC Hartford, chairman; F. C. Sowell, WLAC Nashville; G. Richard Shafto, WIS Columbia, S. C.; Melvin Drake, WDGY Minneapolis; C. L. Thomas, KXOK St. Louis; H. Quenton Cox, KGW Portland, Ore.; Henry P. Johnston, WSGN Birmingham; Lee Little, KTUC Tucson, Ariz.; Campbell Arnoux, WTAR Norfolk, Va.

At the weekend there appeared to be considerable doubt that an employe-employer relations session would be held during the Management Conference. As originally conceived, this session would have included several union officials prominent in broadcast labor relations, including James C. Petrillo, AFM president [CLOSED CIRCUIT, March 20].

The final Management Conference session will be held Wednesday morning, April 19. It will deal only with television, as was the case a year ago. NAB's TV membership is now near the two-score mark, with hundreds of broadcast station operators interested in television's growth and its problems.

This TV agenda is not yet completed. Definitely scheduled thus far are Eugene S. Thomas, WOIC (TV) Washington, recently reelected as one of the two NAB directors - at - large for television; Dave Garroway, m. c. of the NBC-TV program *Garroway at Large*, and the *Kukla, Fran and Ollie* cast. Robert D. Swezey, WDSU-TV New Orleans, NAB's other TV director-at-large, is expected to take part.

Reservations for hotel space at the Stevens Hotel were coming in at normal rate last week, it was indicated. Plans of the networks for convention participation are not complete. CBS does not plan to send its top-flight executives, the network told BROADCASTING, but will be represented by station relations officials. ABC will be there as usual but MBS and NBC have not reached any decision on their plans. Networks now participate as associate rather than active members of NAB.



Drawn for BROADCASTING by Sid Hix

"He says he heard we are looking for a field director!"

Programs for two satellite meetings are about complete. The second annual Independent's Day will be held Sunday, April 16. The FM meeting will be held the following morning, prior to the formal opening of the Management Conference at luncheon.

Independent's Meet

The independent meeting will be in charge of Lee W. Jacobs, KBKR Baker, Ore., chairman of the Unaffiliated Stations Committee. Ted Cott, WNEW New York, former committee chairman, is program consultant for the all-day meeting. Morning speakers include Dr. Sydney Roslow, president of The Pulse Inc., speaking on the out-of-home audience, followed by discussion of selling this audience. Mail order business will be taken up by Cecil Hoge, of Huber-Hoge Inc., New York agency, and Ralph Weil, WOV New York.

NAB president Justin Miller will preside at the independent's luncheon, with Edgar Kobak, business consultant and former MBS president, speaking on "Challenge Is Spelled O-P-P-O-R-T-U-N-I-T-Y." Mr. Kobak is a NAB board member-elect for small stations.

The afternoon agenda includes, in addition to features previously

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FCC BUDGET

Bill Would Cut Operating Funds

FCC'S EFFECTIVE operating budget for 1950-51 would be cut an estimated $227,000 below this year's under an omnibus appropriations bill reported to the House last week, even though its overall appropriation would be almost identical with this year's.

The bill would give FCC $6,600,000—exactly the same as this year —plus $25,000 for employment of outside consultants to help plan the staff reorganization program now under way [BROADCASTING, March 13, 20]. The total is $287,000 below President Truman's budget estimates.

The "cut" represented in the bill stems from the fact that out of its 1950-51 appropriation FCC would have to absorb salary and per diem increases provided by Congress in 1949. On the present basis of 1,340 jobs, these increases would take about $227,000 of the total. The number of jobs probably would have to be reduced to about 1,260.

Whether FCC would utilize the $25,000 appropriation for outside consultants has not been determined. The appropriations committee suggested that it do so, during the agency's budget hearings.

Meanwhile a bill may be submitted for a supplemental appropriation of $137,000 for the current year, to cover increased salaries and per diem allowances up to June 30.

The appropriations committee also expressed hope for an acceleration of FCC's work on the processing of applications and on hearings. To this end the bill restores language permitting the agency to spend funds for such purposes "without regard to the apportionment of funds required by the act of Feb. 27, 1906."

Wide Scope

The measure sent to the House lumped together all appropriations for government operation. Under the bill, the State Dept. suffered a deep cut in the requested budget for its international information and educational activities, which includes the Voice of America. A total of $34 million was recommended by the committee, a paring of $2,645,000.

However, the overall figure comes close to State's present sum alloted for the information program. Moreover, the Voice broadcasting program would suffer nothing by reduced appropriation. According to the committee: "The reduction recommended is not to apply in any respect to the proposed program for radio broadcasting."

The committee warned, however, that some savings could be made by Voice "by printing a more modest pamphlet in connection with the Voice of America programs. The present elaborate booklet containing Voice of America personalities and the like is unnecessary."

An unexpected pat on the back for Voice was given by the committee. Although the House group found "an unusually high amount for supervision, direction and planning, the committee recognizes some necessity . . . in an operation of this type . . ." Reservedly, the commtitee added, "a sizable decrease can be effected in this field without impairing productivity . . ."

Also suffering a cut from the Budget Bureau estimate was the FTC which would receive $3,866,695. While this figure represents a reduction of $358,305 from President Truman's request, it also shows an increase of $216,695 more than its 1950 authorization. Major increases in the money recommended were for the hiring of personnel for anti-monopoly legal case work, the committee said.

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

MODEL DAIRY REPORTS...
300%
SALES INCREASE
WITH
"CISCO KID"





Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned ... demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

NIELSEN'S CLIENTS

59 Sign Since Hooper Deal

CONTRACTS for national NRI services have been received from 59 agencies, advertisers, stations, artists and program producers previously using Program Hooperatings, Arthur C. Nielsen, president of A. C. Nielsen Co., reported Thursday. Mr. Nielsen emphasized that the contracts do not include those companies who were previously buying from both Nielsen and Hooper.

"On a dollar basis, this includes 71% of the total, and this percentage is almost identical for each of the principal types of customers," Mr. Nielsen said. "Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs."

The head of NRI called the response "prompt, enthusiastic, and most gratifying."

"Confidence in the future of network radio is clearly proved not only by the steady stream of contracts but by the strong tendency to elect commitments covering two years or more," he said. "Even those companies who currently have no network programs on the air have been quick to recognize the importance of keeping close watch on radio and television trends by acquiring our services."

Mr. Nielsen also disclosed that (1) contracts have been signed by 12 organizations who are not currently sponsoring or handling any network radio programs; (2) Orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks; (3) Positive assurances have been received from many others that their orders for various NRI services are on the way.

No Alterations

Mr. Nielsen noted that TV Network Hooper Ratings are not included in the report because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers. It is expected that this condition will continue until next fall when the Nielsen company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of national network TV service.

"These computations of radio subscribers," said Mr. Nielsen, "include not only those who have contracted for Nielsen ratings (the Pocket Reports) but others who have elected to buy the complete form of NRI services. The latter group will be increased substantially as our representatives have time to contact the new subscribers and explain the advantages of this more comprehensive type of service, which has been used for years by about 50 of the leading agencies and advertisers and all four of the national networks. Due to the short time which has elapsed since our acquisition of Hooper's network services, the bulk of the recent orders has been received by mail."

The NRI president believes that the record of subscribers "provides eloquent proof of the high esteem with which NRI is regarded by the radio industry."

"It is already obvious that, when all of the 'ballots' have been counted, substantially 100% of the industry will be solidly behind this service. To us, this means that thorough research, soundly conducted, is appreciated by this industry, just as the same quality of research has always been appreciated by the other great industries served by our company."

Mr. Nielsen disclosed that, for the benefit of all NRI subscribers, a special Pocket Report has just been issued giving a concise record of Nielsen-Ratings for every sponsored network program during the past 10 months.

NBC CHICAGO

Realignment Made

NBC Chicago's personnel shakedown over the past few weeks came to its final stage last week with announcement of complete realignment in staffs of WMAQ, WMAQ-FM and WNBQ (TV), by I. E. Showerman, NBC vice president in charge of the network's Chicago operations.

John F. Whalley, former business manager, becomes comptroller, responsible for accounting, financial, personnel, office services and labor relations. William Ray, present chief of the news and special events staff, continues in that capacity and also heads the press and public affairs departments. Leonard Anderson, former personnel manager, was named manager of integrated services.

The new lineup, recommended by Booz, Allen and Hamilton, efficiency experts, closely parallels that of NBC M and O operations in Washington and New York.

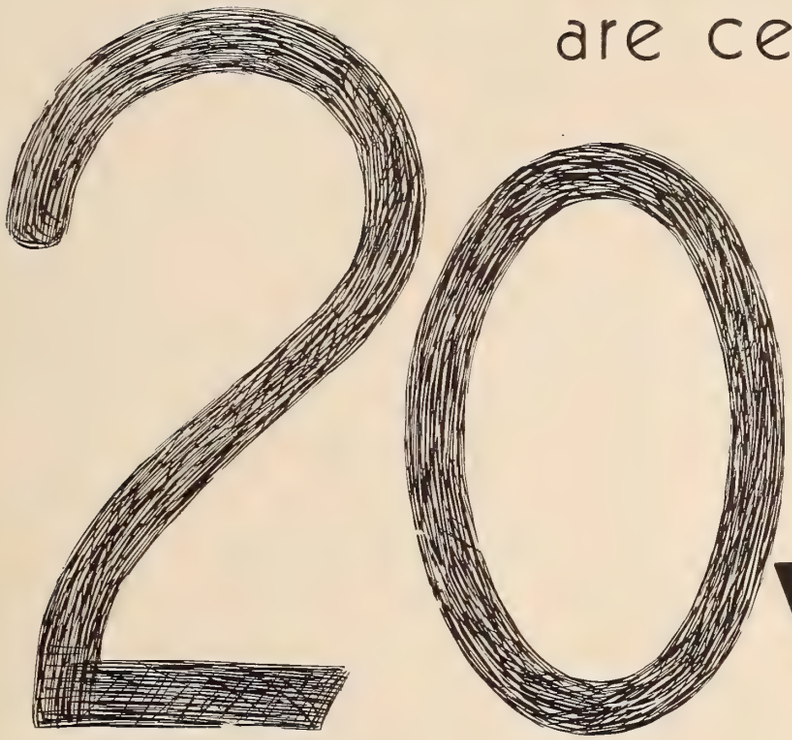
NBC Stops ABC Music

AN NBC station manager, Charles E. Denny of WERC Erie, Pa., stopped the music on Bert Parks' ABC program of the same name last week. Called during the program Mr. Denny answered the phone with: "This is really going to stop the music. In fact it may even kill you." He explained that he was manager of an NBC station. Mr. Parks carried on manfully and the NBC manager named the tune to win a small prize. Name of the jackpot tune eluded him.

THIS WEEK,

"THE EARLY BIRDS"

are celebrating



YEARS

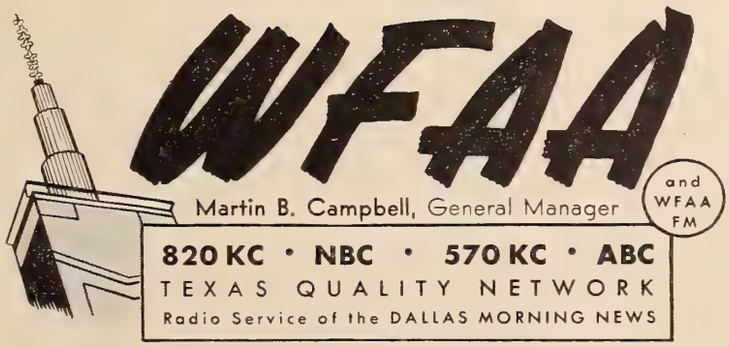
ON WFAA-820 DALLAS

Radio's oldest breakfast-time show (7:15-8:00 a.m., Monday through Saturday) has **MORE LISTENERS** than ever—is doing an unparalleled **SELLING** job for

Earl Hayes Chevrolet Company (six quarter hours weekly), The Mennen Company, Morton Foods, and Red Arrow Drugs (each three quarter hours weekly). Chap Stick and Chapan's, Birds Eye Foods, Vitalis, Nob-Hill Coffee, Anacin Tablets, Republic National Bank, Gold Tip Gum, B & B Cafe, and General Electric Company use participating announcements.

●

And soon—WFAA-TV! WFAA now owns KBTV, Dallas, and plans to present television in the traditional WFAA manner!



Represented Nationally by Edward Petry and Company

'LIGHTNING' STRUCK

ATTEMPT by a newspaper to make the industry promotion film "Lightning That Talks" backfire against radio developed in Hopkinsville, Ky., when F. E. Lackey, president of WHOP Hopkinsville, showed the promotion picture to a local group.

Less than a fortnight after the March 6 Hopkinsville showing, described as the first of its type, the local *Kentucky New Era* ran a large display ad captioned "Lightning That Double Talks."

In its ad the newspaper said that Victor M. Ratner, formerly of CBS who was active in producing the film, had joined R. H. Macy & Co., "the world's largest store in dollar volume." The ad quoted from a magazine interview in which Mr. Ratner is said to have declared he will re-examine Macy's media policy. "In the comparatively short time I have been at Macy's, I have acquired a very healthy respect for the kind of jobs newspapers do," Mr. Ratner was quoted as saying, with examples cited of effective newspaper selling.

Newspaper Pitch

The newspaper's copy winds up with a pitch for the power of the printed medium.

Mr. Lackey wrote Mr. Ratner that he had been informed by Maurice B. Mitchell, director of Broadcast Advertising Bureau, that the picture "was to be a positive selling argument for radio and not a competitive type picture." On the basis of the statement by Mr. Mitchell, we scheduled the showing and invited the publishers of the newspaper to attend. Fortunately, they did not come, since the portion of the picture in which Mr. Mitchell attacked the selling job of newspapers, and made comparisons of results, would serve only to have embarrassed them before a large gathering of our common advertisers.

"Since the showing of the film, the publishers of the paper have taken the attitude that the radio station has started a campaign to low-rate the effectiveness of newspaper advertising. This, we have no intention of doing."

Harry C. Butcher, owner of KIST Santa Barbara, Calif., declared that the All-Radio film met generally favorable reaction at a local showing, "with some spontaneous laughter at various bits of humor. There was somewhat more than perfunctory applause when the picture was finished. It is definitely too long. Luncheon clubs only have 30 minutes for speaker or film; this one runs 40 minutes.

"Of the 75 in attendance, 31 left written comment. Of these, there were a half-dozen rather unfavorable criticisms, the remainder commendatory to enthusiastic. On balance, I think the film is helpful, but still not as good as those showbusiness ought to produce to advertise itself.

One local businessman said, "Radio today was promoted by mail, newspaper, phone call, personal speech and moving pictures, yet the picture itself says radio alone is enough—a self-contradiction. Granted radio is the ham, why deny the value of bread in making a sandwich?"

Another viewer liked the case histories and suggested the film explain and sell radio programming, describing the competitive newspaper material as "juvenile."

Others criticized anti-newspaper material; called the music "too loud"; "well done" but needed more statistics; "too disjointed, get in glamor girls"; opening part of Benjamin Franklin flying kite etc. "very impressive and dramatic"; "picture dragged in too many spots and illustrations were too vague"; "fails to project the sales thunder of which the voice of broadcasting should be capable."

'New Era' Hits Film

RADIO'S FUTURE

Healthy Outlook—Gittinger

WILLIAM C. GITTINGER, CBS vice president and assistant to the president, last week predicted a healthy future for radio, despite the growth of television.



Mr. Gittinger

In an address entitled "Radio Is Here to Stay" before the Cleveland (Ohio) Advertising Club, Mr. Gittinger said that "television doesn't need to hurt any other medium . . . that the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

Citing the fact that CBS in 1949 again increased its radio billings over the year before, Mr. Gittinger said that radio will continue to grow and that "it is going to take an awfully long time to cut down radio's tremendous size."

In regard to advertising, Mr. Gittinger said: "Television will bring new advertisers into the field—advertisers who never used radio."

MARS ACCOUNT

Names Burnett Agency

MARS INC., Chicago candy manufacturing firm, last week named Leo Burnett Agency, same city, to handle its million-dollar-plus advertising account effective April 1. Grant Advertising, also Chicago, has serviced the account since 1938.

Ralph Ellis, who has been executive on the Mars account at Grant for the past five and one-half years, moves to Burnett today (Monday) in a similar capacity. For three years during the war he was administrative officer in the midwest for the Office of Defense Transportation. Mr. Ellis was assistant merchandise manager of Dennison Mfg. Co. (paper products), Framingham, Mass., for six years before the war.

Media Plans Discussed

Although media plans have not been discussed in detail, and probably will not be set for several weeks, it is expected Mars will use both radio and television. It entered TV for the first time last September with sponsorship of a segment of *Howdy Doody* on NBC-TV. Strong in radio in the past, Mars has sponsored *Dr. I. Q.*, *Dr. I. Q. Jr.*, and *Curtain Time*. The last show is being dropped on NBC-AM the end of this month.

V. H. Gies, Mars advertising and sales director, in making the official announcement, said the account was resigned by Grant "several months ago" but announcement was delayed until the firm appointed a new agent. Several Chicago firms made presentations to Mars.

FCC Actions

TWO new AM stations and two FM stations approved by FCC last week. Three existing AM stations awarded improved facilities. Five transfers of ownership approved and three AM, one TV and two FM permits were deleted. For details of these and other FCC actions see FCC Roundup on page 84 and Actions of the FCC on page 76



AMERICAN RADIO sales techniques interest Miss Fuji Egami (r), chief, Women's Division, Broadcasting Corp. of Japan, as Bette Doolittle, executive secretary, Assn. of Women Broadcasters, shows her the BAB brochure, "Radio's Feminine Touch." Miss Egami is studying basic concepts of democracy and will report on her U. S. tour to Gen. Douglas MacArthur.

* * *

AWB MEETING

In Cleveland June 1-3

SEVENTH annual convention of NAB's Assn. of Women Broadcasters will be held June 1-3 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, AWB executive secretary, and Eleanor Hanson, WHK Cleveland, convention chairman. AWB's Standing Committee will meet June 4, day after the convention closes.

Convention theme this year will be built around the brochure "Radio's Feminine Touch," prepared by NAB's Broadcast Advertising Bureau. The elaborate 32-page sales manual for women's programs will be supported by a companion directory listing women broadcasters' programs.

BAB Brochure

The BAB brochure was prepared with cooperation of Lee Hart, on leave as BAB assistant director, and Miss Doolittle. The convention program will utilize the BAB material to show how women's programs can be sold and merchandized.

Anticipated attendance at the convention will be around 400, according to Miss Doolittle. The agenda, along with speakers and panel discussions, are being drawn up and will be announced in the near future.

RAZOR BLADES BY THE MILLIONS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

SUBSCRIBING STATIONS REPORT NEW PROGRAM

"LUCKY SOCIAL SECURITY NUMBERS

Sensational Success!"

NEW STATION PROMOTION SWEEPS COUNTRY IN TWO SHORT WEEKS. READ ALL ABOUT IT!

From San Diego to Rutland . . . from Ann Arbor to Dallas! By phone . . . by wire . . . requests are pouring in for the new "Lucky Social Security Numbers" exclusive contracts. In two weeks the idea has caught on fire all over the place. But this story is not concerned with telling of how many stations bought the idea . . .

BUT IN THE INSTANTANEOUS RESULTS THE PROGRAM IDEA HAS BROUGHT TO SUBSCRIBING STATIONS!

In the box over at the right we've taken a few case histories at random. Read them carefully. Can you use that kind of selling tool? Does your Hooper need a boost up? Have you got time you haven't been able to sell? Check the stations that are already using the plan. If your area is open . . . right this second send your wire reserving the franchise for your station. Graduated cost makes it easy to introduce into your market at nominal expense.

HOW IT WORKS

We furnish you with ten numbers a day, one for each five minute newscast (or any other schedule that fits your needs). Whenever the number read out over the air matches the Social Security Number of the listener ***WE SEND YOU*** a $100 cash prize to pay the lucky listener.

for contracts

WIRE: AZRAEL ADVERTISING AGENCY

1000 NORTH CHARLES STREET • BALTIMORE 1, MD.

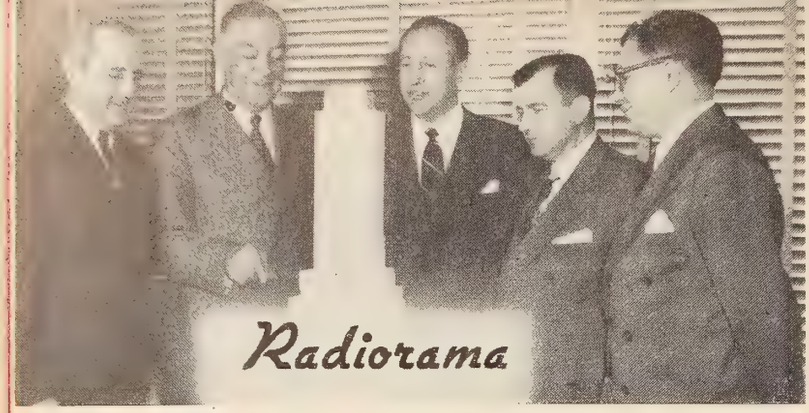
READ THESE AMAZING SALES RESULTS BY HAPPY STATIONS!

1. "93 new accounts approved and signed up in a week with this show."—*WKAX, Birmingham, Ala.*
2. "One sponsor reports he sold 3 cars in two days . . . 2 new Mercuries and a used car. Averaging 5 good prospects a day."—*WBBB, Burlington, N. C.*
3. "Sold out 10 new programs a day across the board on this idea by the time "LUCKY SOCIAL SECURITY NUMBERS' show hit the air."—*WIKY, Evansville, Indiana.*
4. "Most sensational thing in St. Louis radio . . . since Man from Mars incident."—*KSTL, St. Louis, Mo.*
5. "Tripled our weekday Hooper. Quadrupled for Sundays."—*WBMD, Baltimore, Md.*
6. "Life is wonderful! We had our first winner today. The excitement made everyone feel grand!"—*WRIB, Providence, R. I.*
7. "Had a winner on our first day, first number! Wonderful publicity."—*KFGO, Fargo, N. D.*
8. "Sold out before we went on the air."—*WKMH, Dearborn, Mich.*
9. "30 programs per week sold in two weeks."—*WICC, Bridgeport, Conn.*

Stations already using program as of March 20th 2 P. M. and they're coming in hourly:

WAEB—Allentown, Pennsylvania
WBMD—Baltimore, Maryland
WKAX—Birmingham, Alabama
WICC—Bridgeport, Connecticut
WSRS—Cleveland, Ohio
WCUM—Cumberland, Maryland
WJOB—Hammond, Indiana
WRIB—Providence, Rhode Island
WLEE—Richmond, Virginia
KSTL—St. Louis, Missouri
WWSO—Springfield, Ohio
KFMJ—Tulsa, Oklahoma
WIKY—Evansville, Indiana
WBBB—Burlington, N. C.
WIBB—Macon, Georgia
WIBG—Philadelphia, Pennsylvania
KFGO—Fargo, North Dakota
WVOT—Wilson, North Carolina
WKMH—Dearborn, Michigan
WLEA—Hornell, New York
WQXI—Atlanta, Georgia
WPDQ—Jacksonville, Florida
WRJN—Racine, Wisconsin
WERC—Erie, Pennsylvania
WTOB—Winston-Salem, N. C.
WVCG—Coral Gables, Florida
WING—Dayton, Ohio
WMRC—Greenville, South Carolina
WWBZ—Vineland, New Jersey
WDXI—Jackson, Tennessee
WILM—Wilmington, Delaware
WTNJ—Trenton, New Jersey
KVOC—Casper, Wyoming
KTOP—Topeka, Kansas
WHRV—Ann Arbor, Michigan
KSON—San Diego, California
WGBG—Greensboro, North Carolina
WMFT—Florence, Alabama
WDEF—Chattanooga, Tennessee
KAUS—Austin, Minnesota
KSMN—Mason City, Iowa
WWOD—Lynchburg, Virginia
WTOM—Bloomington, Indiana

If you see anybody you know on the list—call him up and ask him all about it.



CUTTING of cake, miniature of New York office building where new offices of Philip Morris are located, is attended by (l to r): Niles Trammell, NBC board chmn.; O. Parker McComas, pres., Philip Morris; William S. Paley, CBS board chmn.; Frank White, MBS pres., and Robert Kintner, ABC pres.



GENE TIBBETT, gen. mgr., WLOX Biloxi, Miss., is crowned king of one of the carnival balls during Mardi Gras season in Biloxi. With him is his queen, Mrs. Pentecost, civic leader and manager of Beauvoir, Jefferson Davis Shrine.



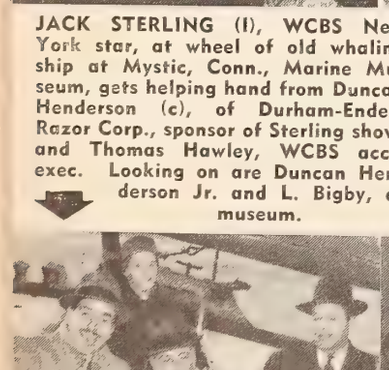
REX ALLEN (l), new CBS star, receives a warm welcome as he arrives in Denver for a personal appearance tour of the city. Greeting him are Ken White (center), *Denver Post* radio editor, and Hugh B. Terry, KLZ Denver v. p.-gen. mgr.



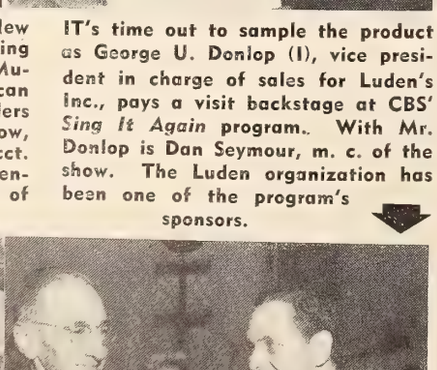
OPENING broadcast of *Breakfast at the Claridge* on KSTL St. Louis brings congratulations of William E. Ware (center), KSTL president and general manager, to Ernie Simons (l), general manager of Hotel Claridge. Bob Rector (r) is m. c. of hour-long program aired Monday through Friday.



AMERICAN Legion citation for outstanding production of notable Americanism programs is presented to WJR Detroit by Ralph Rowland (r), commander of Alger Legion Post, Detroit. The citation is accepted for the station by William Siebert, WJR director and secretary-treasurer.



JACK STERLING (l), WCBS New York star, at wheel of old whaling ship at Mystic, Conn., Marine Museum, gets helping hand from Duncan Henderson (c), of Durham-Enders Razor Corp., sponsor of Sterling show, and Thomas Hawley, WCBS acct. exec. Looking on are Duncan Henderson Jr. and L. Bigby, of museum.



IT's time out to sample the product as George U. Donlop (l), vice president in charge of sales for Luden's Inc., pays a visit backstage at CBS' *Sing It Again* program. With Mr. Donlop is Dan Seymour, m. c. of the show. The Luden organization has been one of the program's sponsors.





CAB MEET

16th Annual Session Opens Today

ROYAL Commission on Broadcasting, increased Canadian advertising agency commissions, standard rate book policy, television and selling are topics which constitute highlights of the 16th annual meeting of the Canadian Assn. of Broadcasters being held this week (March 27-30) at the General Brock Hotel, Niagara Falls, Ont.

The only morning session scheduled is for today and includes reports by CAB Board Chairman William Guild, CJOC Lethbridge, Alta.; election of directors for 1950-51; reports by T. J. Allard, CAB general manager, and Pat Freeman, CAB sales director, and a special meeting to amend the CAB charter.

Today's afternoon business is devoted to items of internal business, date and place of 1951 annual meeting, discussion on standard rate book policy, report and discussion on Royal Commission on Broadcasting and the presentation to be made at the final sitting of the Royal Commission at Ottawa in mid-April.

Tuesday, the annual meeting of the Bureau of Broadcast Measurement will be held under BBM President L. E. Phenner, followed by a luncheon address by Don Henshaw, account executive of MacLaren Adv. Agency, Toronto. Other business will include a discussion on an advertising agency request for increased commissions and resolutions regarding selling and rate policies. The annual CAB dinner will be addressed by Dr. Robert Stanforth, North American consultant for UNESCO.

Wednesday business will include a television forum with Sam Cuff, TV consultant, New York, as speaker, and Malcolm Neill, CFNB Fredericton, N. B., as chairman. There will be a question period and general discussion on ideas submitted by CAB stations, under the chairmanship of Ken Soble, CHML Hamilton, Ont.

International Panel

A panel discussion, "Information, Please," follows under the chairmanship of Vic George, CFCF Montreal, with an international panel of experts, including:

W. D. Byles, Young & Rubicam, Toronto; Carleton Harte, Procter & Gamble, Toronto; Wilf. Dipple, Radio Representatives, Montreal; Ruth Jones, Benton & Bowles, New York; Joe Weed, Weed & Co., New York; Bob Campbell, J. Walter Thompson Co., Toronto, and Guy F. Herbert, All-Canada Radio Facilities, Toronto.

Thursday, the NAB film, "Lightning That Talks," will be shown for a Canadian preview, followed in the afternoon by a talk by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau.

Also planned for the meet is a trip to inspect WBEN-TV Buffalo with RCA-Victor as host. A number of equipment firms also will have exhibits.

CBS BASEBALL

Mull Sat. Time for Dodgers

CBS LAST WEEK was sounding out its affiliates with a view to clearing time for Saturday coverage of Brooklyn National League baseball broadcasts this season.

John Derr, associate news director, told BROADCASTING "if we can obtain satisfactory clearance from our stations," the network may enter an agreement with the Brooklyn baseball club for Dodger home games this coming season.

Though not actively engaged in trying to sell the series of games, CBS has had "exploratory" discussions with both the Dodger management and General Foods (Post Cereal Div.), Mr. Derr said. Other advertisers likewise have expressed interest in the broadcasts since the formal discussions began early last month, he added.

General Foods Buys

General Foods will alternate sponsorship on WMGM New York of all Brooklyn games with F&M Schaefer Brewing Co. this season. "Red" Barber, Connie Desmond and Vince Scully are set to handle announcing chores.

Any deal by CBS probably would revolve around General Foods as the advertiser, Mr. Derr said, with Mr. Barber or Mr. Desmond giving play-by-play. Mr. Barber also is CBS sports director. If he handles the CBS chores, Mr. Desmond would take over for WMGM, Mr. Derr speculated. Coverage would include 18 or 20 games, he added.

Liberty Broadcasting System already has contracted for a portion of Dodgers' games as part of its National and American League baseball coverage. MBS also will carry American and some National League contests [BROADCASTING, Feb. 27]. Meanwhile, WMGM added 14 exhibition games to its regular Dodger baseball slate. Station began broadcasts March 12.

AGENCY CHOOSING

Book Advises Advertisers

SO YOU'RE GOING TO CHOOSE AN ADVERTISING AGENCY. By James Thomas Chirurg. New York: Funk & Wagnalls Co. 107 pp. $3.

IN this volume, one of the *Printers' Ink* Business Bookshelf series, James T. Chirurg, owner of his own advertising agency since 1933, gives potential agency clients definite yardsticks, not only for judging agency operations in general, but also for determining different types of agencies (small, large, general, specialized).

He also evaluates work within specific departments (research, copy, art, media, production) and presents questionnaires to help the client get exactly the information needed, and to pin down claims an agency may make.

transit radio

Reach them . . . Sell them . . . ON THEIR WAY TO BUY!



Bound for town and Bound to BUY



☆

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS
(and coming soon in scores of others):

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

☆

KPRC fm

transit radio
HOUSTON

SELL YOUR PROSPECTS *IN TRANSIT*--- WHEN THEY ARE ABLE AND READY TO BUY---CLOSE TO POINT OF PURCHASE!

THE remarkable sales increases National Advertisers are getting from Transit Radio* are the result of several sound, basic advertising advantages:

1. **Your prospects are actually *in transit* — on their way to buy!**
2. **Listeners can act *within minutes* of hearing *your* commercial.**
3. **You get a counted, selective audience, of known dimensions and characteristics, at an attractively low rate.**
4. **Transit Radio is completely flexible; can exactly fit the campaign precisely to *your* needs.**

IN HOUSTON, for example, Transit Radio not only delivers the 420,000 Houstonians who ride Houston Transit Co. buses every day, but includes *all* the passengers of *all* the "Shopper Special" buses serving the busy downtown retail business section. *Every* product has distribution there! Most products, too, have distribution in the thousands of neighborhood drug, food and other stores — handy to every transit stop. So, coming or going, bound for town or homeward bound, your Transit Radio commercial reaches a guaranteed, receptive audience, in a mood to buy, in position to *buy now!*

*Want documented, sales-audited proof? Then phone or write to:

TRANSIT RADIO, Inc., National Representatives

NEW YORK 17, N. Y.
250 Park Avenue
Mu. H. 8-3780

CHICAGO 1, ILL.
35 E. Wacker Dr.
Fin. 6-4281

CINCINNATI, OHIO
Union Trust Building
Dunbar 7775

KPRC-FM — HOUSTON, TEXAS, Affiliated with The Houston Post, NBC and TQN. Jack Harris, Gen. Mgr. Robert J. Meade, Station Mgr.

HOUSTON SALES:
Lamar Hotel
FA-7101

DALLAS SALES:
1714 M & W Tower Bldg.
Re. 5663



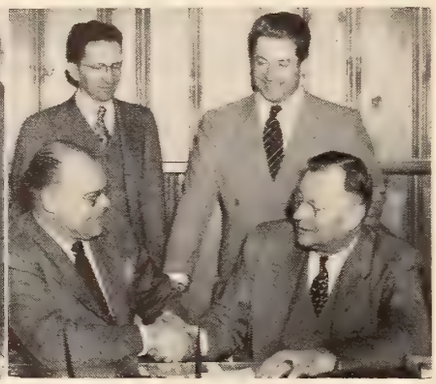
On the dotted line . . . . .

CONTRACT for *Spotlight on Sports* on WJBC Bloomington, Ill., featuring Sportscaster Gus Grebe (2d r), is set by (l to r) John Burrell, district mgr., Phillips 66 Petroleum Co.; Ronnie Lung, division mgr., C. W. Frey & Sons Inc., Phillips distributor, sponsor; Mr. Grebe, and Paul Collin, WJBC acct. exec.

WITH a handshake, Ken Church (l), gen. mgr., WIBC Indianapolis, Ind., and Hassil Schenck, pres., Indiana Farm Bureau, mark bureau's renewal for seventh year of sponsorship of WIBC news. Looking on are Glenn Sample (l), bureau information dir.; Gordon Graham, WIBC newsman sponsored by bureau.



SPONSORSHIP of dramatic series *Escape* on CBS eastern network by Richfield Oil Co. of New York, is arranged by (l to r) John J. Karol, CBS sales mgr.; Ben W. Pollack, advertising-sales promotion dir., Richfield, and L. B. Van Doren, v. p.-acct. exec., Morey, Humm & Johnstone Agency.



CONTRACT giving KVER Albuquerque, N. M., exclusive rights to air baseball games of Albuquerque Dukes is set by L. N. McCullough (seated), partner, Broadway Lumber Co., sponsor. With him are William T. Kemp (l), KVER pres., and Herbert Fitch, Fitch Adv. Agency.



DISCUSSING the news after S&C Motors, San Francisco Ford dealers, arranged contract to sponsor 7:15 a.m. newscast on KGO San Francisco, are (l to r) Al Schlesinger, president, S&C Motors; Les Lutz, Ford dealer head for North California, East Nevada and Hawaii, and Tony Morse, KGO newscaster.



FRANK KILBERT Jr. (seated), pres., Hornell (N. Y.) Brewing Co., renews firm's sponsorship of Hornell Pony League baseball games on WWHG (FM) Hornell. Others are (l to r) Glenn Sprague and Sheffield Davis of WWHG; Kenneth Cromwell, Hornell; Sportscaster Chuck Richard; George Miller, Miller Adv.; Morris Shephard Jr. and John J. Kingston Jr., Hornell.



WORLD-WIDE RADIO

Benton Urges Action

IMMEDIATE action to set up a world-wide radio network capable of "laying a signal into every receiver in the world" despite Russian jamming efforts was advocated Wednesday by Sen. William Benton (D-Conn.).

Sen. Benton's proposal—urging a U. S. radio unit that could broadcast "on longwave, shortwave, or medium wave"—was embraced in his sweeping "Marshall Plan of American Ideas" presented to the Senate. It was the first major Senate speech by the former Assistant Secretary of State in charge of the Voice of America and other foreign information services.

Pleading for an expansion of the State Dept.'s International Information and Educational program, Sen. Benton declared, "We are in the crucial moments of a struggle for the minds and loyalties of mankind." As America's answer to this struggle, he outlined a six-point program that would tell the U. S. story "in a full-throated voice instead of a whisper."

The Senator, appointed to fill a Connecticut vacancy in the upper chamber of Congress last December, pointed to broadcasting as a "unique medium" for reaching the minds of foreign peoples. Unlike publications or the movies, Sen. Benton said, radio can reach remote and rural areas as easily as metropolitan centers. Radio does not depend on literacy, nor affected by shortage of paper or film stock, he said.

But, he said, "shortwave broadcasting is not enough, even if we had adequate transmitters which we have not. What is required is unified, world-wide network capable of laying a signal into every receiver in the world—mediumwave or longwave as well as shortwave. This can be done, despite many obstacles if we have the will to do it."

Cites Obstacles

These obstacles, he had explained, are principally Russian efforts to jam U. S. broadcasts. He revealed, however, that Edward Barrett, newly-appointed Assistant Secretary of State for Public Affairs, had given the Senator an optimistic report on possibly overcoming Soviet jamming.

He said the proposed $44 million budget for the information and educational program in fiscal 1951 is "woefully inadequate."

Also forwarded in his resolution (S. Res. 243), co-sponsored by 12 Senate colleagues, was a proposal to establish a non-governmental agency that would "inspire and guide" efforts of private citizens who desire to use talents and resources and overseas contacts in furthering the program.

Another point in Sen. Benton's program would step up work being done by UNESCO, the international organization to which the U. S. is a contributing nation. He pointed out that UNESCO could be used by the U. S. in implementing its radio broadcasting facilities in Germany, thus aiding the State Dept. in its efforts to pierce the iron curtain by broadcasting from Germany.

Co-sponsors of the Benton resolution are Sens. Paul H. Douglas (D-Ill.), Ralph E. Flanders (R-Vt.), J. William Fulbright (D-Ark.), Frank P. Graham (D-N.C.), Robert C. Hendrickson (R-N.J.), Herbert H. Lehman (D-N.Y.), Brien McMahon (D-Conn.), Wayne Morse (R-Ore.), Karl E. Mundt (R-S.D.), Margaret Chase Smith (R-Me.), John J. Sparkman (D-Ala.) and Charles W. Tobey (R-N. H.).

WVET TRANSFER

FCC Approval Sought

TRANSFER of control of WVET Rochester from 20 of its 38 war veteran-owners to the Security Trust Co. of Rochester, which has loaned the station $111,000, is sought in an application filed with FCC last week.

Upon repayment of the loan, FCC was told, application may be filed for return of control to the present licensee firm, Veterans Broadcasting Co. But in deference to FCC regulations it was made clear this would be a separate transaction subject to FCC approval apart from the present proposed transfer to the bank.

Application for the transfer stemmed from the station's inability to comply with all the terms of a loan agreement, including a provision anticipating a $30,000 contract with a local advertiser.

The station was understood to be operating at a profit currently, but not at a sufficient rate to meet the schedule of payments provided in the loan agreement.

Makes Pledge

The bank pledged that the station would continue in operation under its control and that the present licensee's program policies would be followed. Operation would be through the Veterans Broadcasting Co.

The station, established in 1947, is owned by 38 war service veterans headed by William B. Maillefert as president and general manager. The stock that would be transferred to the bank represents about 68% interest.

Directors of the bank include two men who also are directors of Stromberg-Carlson Co., which owns WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

WVET is a Mutual affiliate on 1280 kc with 5 kw. The transfer application was filed Tuesday by Frank U. Fletcher, Washington radio attorney.

Memo to

WORLD-Affiliate Stations!

Another exclusive money-making scoop is in the making! Now you can line up sponsors as never before! March 28th is the mailing date. Watch for it!



Milestones



ON the occasion of his 25th year with WOR New York on March 8, John B. Gambling (l), receives an engraved clock and barometer from J. R. Poppele, WOR vice president. M. C. of the early morning *Musical Clock* show, Mr. Gambling first joined WOR as an engineer-announcer.

* * *



MARKING the 20th anniversary broadcast of the *Catholic Hour* on NBC, Emmett Blaes (r), president of the National Council of Catholic Men, presents a citation to the network. Niles Trammell, NBC board chairman, accepts the award.

* * *



FIRST birthday anniversary of Washington Transit Radio was celebrated March 1 in novel fashion as the firm sent out 140 miniature "street car" cakes to local sponsors and advertising agencies. Attached was a card saying: "This is *our* first birthday. Today YOU take the cake. For the other 364 days a year we like to feel Transit Radio takes the cake as an advertising medium." Mrs. Helen K. Mobberly, sales manager of Washington Transit Radio Inc., and Ben Strouse, general manager of firm and WWDC-AM-FM, Capital outlet, light a candle for the occasion.

► KNBC San Francisco marks its 28th year of broadcasting with an illustrated direct mail promotion folder entitled "Background for Progress." Illustrations show early day transportation and communication models with brief descriptive text. Promotion is contained in a single paragraph: "Today 28-year-old KNBC is as familiar to the people of Northern California as were the wagons and steamboats of the 1850's. It is Northern California's best buy."

► Ralph Nardella, commercial manager of WHOM New York for the past three years, celebrates his 20th anniversary in radio April 5. Previously he had been commercial manager of WOV New York for 17 years.

► Walter Lanier (Red) Barber celebrated his 20th anniversary in radio March 4. In 1930 he was with WRUF Gainesville, Fla. Four years later he joined WLW Cincinnati to handle play-by-play of the Reds' games. In July 1946 he was appointed CBS sports director, which position he still holds.

► *Abele Musicale With the Two Henrys and Gene,* program on WSPD Toledo, Ohio, celebrates 22 years of broadcasting with the same sponsor, Abele Funeral Home, April 9. Two members of the original cast are still with the show, the third having joined them in 1929. Format has never been appreciably changed.

► WRGA Rome, Ga., an MBS affiliate, celebrated its 20th anniversary March 5. Station was saluted coast-to-coast on network programs.

► Part of *Farm Reporter* show on WKY Oklahoma City, which features talks by state and federal experts on forestry, began its 11th year on the air last month. It is believed to be the oldest program of its kind.

► The second anniversary of *Girl and Boy Land,* heard over WPFB Middletown, Ohio, Saturday, 10:30-11 a.m., was celebrated March 20.

► Documentary broadcast dealing with the impact of the program in the past was aired March 5 commemorating the 20th anniversary of the *Catholic Hour* on NBC.

► Recordings by business leaders in Danville, Va., are being aired by WBTM that city, as part of its 20th birthday celebration. Businessmen have gone on record congratulating the station during this month.

► Guy Savage, sports editor for the Shamrock Broadcasting Co. and KXYZ Houston, completed 24 years in radio and seven years in TV on March 17.

► The 25th anniversary of WHEC Rochester, N. Y., was celebrated by the station March 25 with a radio show, featuring CBS and local talent.

► Commercial Manager William F. Malo of WDRC Hartford, Conn., is observing his 20th anniversary with the station this month.

► Glenn Hardy this month celebrates his 16th year as newscaster on MBS *Alka-Seltzer Newspaper of the Air.*

► Weather show, aired from the U. S. Weather Bureau in Washington over WASH (FM) Washington and the Continental FM Network, Mon.-Fri., 6-6:10 p.m., observed its first anniversary March 14.

KATL TO 5 KW

Baseball Plans Announced

KATL Houston, independent outlet owned and operated by Texas Broadcasters, has announced increase of its power from 1 kw to 5 kw on March 16. Installation of the new transmitter was directed and supervised by Chief Engineer Ed Martin.

Simultaneously, KATL said complete coverage will be given Major League baseball games during 1950 through the Liberty Broadcasting System, with which the station is affiliated for sports. For the fourth consecutive year, the Texas League's Houston Buff games, played at night, will be broadcast, KATL reported.

BIESER NAMED

Heads Ziv's Dallas Sales

ELMER BIESER, member of the sales force of Frederic W. Ziv Co., has been promoted to sales manager of the firm's newly formed southwestern division with headquarters in Dallas, the firm announced last week. The promotion, Ziv said, is in keeping with its 1950 expansion program which calls for the opening of new sales divisions throughout the country.



Mr. Bieser

Prior to joining Ziv in 1947, Mr. Bieser was with the sales department of WKY Oklahoma City.

STUDY POSTPONED

Senate Group Session Delayed

INABILITY to gain a quorum of members of the Senate Interstate and Foreign Commerce Committee last Wednesday delayed consideration of two important measures which affect radio. Cancellation of the committee's executive session deferred study of the President's reorganization plans affecting governmental agencies including the FCC [BROADCASTING, March 20].

Also held over until the next scheduled executive meeting on April 12 was committee action on the Langer Bill (S 1847) which would prohibit radio and other forms of interstate advertising of alcoholic beverages. Public hearings on the measure, authored by Sen. William Langer (R-N. D.), were held last January [BROADCASTING, Jan. 16].



WDZ DECATUR, Ill., laying claim as the third oldest station in the nation, celebrated its 29th birthday anniversary March 17—"B Day"—with a special hour-long program dramatizing its history since 1921. Engineer Don Watson (seated) throws the switch for the occasion while staff members stand by. L to r: Harry Smith and Hugh Gray, announcers; Marty Roberts, farm editor; Bill Miller, program director; Nancy Norman, woman's editor, and Wick Evans, news director.

GraybaR recommends



RECORDING DISCS



REG U S PAT OFF

SCOTCH BRAND SOUND RECORDING TAPE

Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

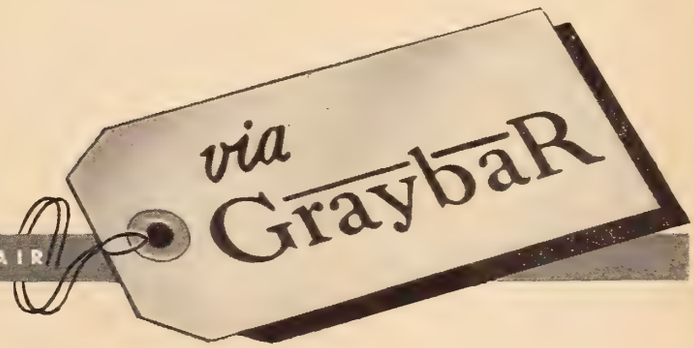
Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.*

5043

Distributor of *Western Electric* products



EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
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Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

There are Graybar offices in over 100 principal cities. ***These are the Graybar Broadcast Equipment Representatives in Key Cities.***

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E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
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THE LATEST WCKY STORY

RAZOR BLADES BY THE MILLIONS!

WCKY'S JAMBOREE SELLS THEM!

The Blademan Company of Chicago started using the Jamboree in February 1949, offering 100 razor blades for $1.00. In ONE YEAR WCKY has sold over SIX MILLION RAZOR BLADES on the Jamboree.

THE JAMBOREE COVERS A RURAL AND SMALLTOWN MARKET OF OVER 3,500,000 RADIO FAMILIES IN TEN STATES.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

THE WCKY JAMBOREE IS THE IDEAL VEHICLE TO REACH THE RURAL AND SMALL TOWN AUDIENCE.

Look at some typical sales results on the Jamboree:

Hopkinson Harmonica Co. of Chicago, selling an harmonica and instruction book for $1.69—in 3 months has received over 36,000 orders.

The Glessner Company, offering a free sample of Dr. Drake's Cough Syrup, has received over 8500 inquiries in less than 3 weeks.

The Lancaster Seed Company, selling 50 packets of seeds for $5.00, has sold 395,900 packets of seeds in 6 weeks.

IF YOU HAVE A PRODUCT APPEALING TO THE JAMBOREE AUDIENCE, LET US GIVE YOU THE FACTS ON THE JAMBOREE.

Call collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Censor of Thought

THE SEDATE and seldom-wrong *New York Times* appears to have fallen for the specious "scarcity" preachments of the FCC.

In an editorial on "Freedom of the Airways," the *Times* uses as its springboard the current hearings on renewal of licenses of the G. A. Richards stations (KMPC Los Angeles, WJR Detroit, WGAR Cleveland). It brings out that Mr. Richards is accused of ordering the slanting of news broadcasts. It states that if the charges are proved, then the FCC would be justified in refusing to renew the license. The newspaper adds that the evidence obviously would have to be unmistakable that the "deception has been practiced wilfully."

So far, there can be little disagreement with the *Times'* position. If the stations were used as Mr. Richards' personal mouthpiece, the FCC would have a case. But the test is what went out over those microphones, and not what Mr. Richards privately may think about the administration, people in public life, the *New York Times* or this trade journal. It is significant that Mr. Richards has been the principal owner of stations for over a quarter-century and the licenses have been renewed periodically and with no public complaint.

Where the *Times*, in our view, goes afield is when it bases its case upon the limitation of available wavelengths. There are 3,000 licensed stations—more than double the number of daily newspapers. There are hundreds of FM assignments going a-begging. New stations are authorized weekly. Other licenses are turned in. There are frequent newspaper consolidations; few new dailies.

Economics and the laws of supply and demand govern. There are traffic regulations for the airwaves. And there are the usual laws which govern radio and newspapers alike. Neither can publish lottery information nor carry obscene, profane or indecent material.

There are traffic regulations for the highways—on land, sea and air. There are limitations as to the number of automobiles or airplanes that can be accommodated. There are limitations on practically everything.

But are those limitations more illusory than real?

What we're talking about is a traffic cop of the airwaves, and not a censor of thought.

Who Quizzed Whom?

THE AGGRESSIVE program director of a western station hit on what must have seemed to him to be a swell idea the other day. A news quiz show! Make the questions timely and informative by letting one of the newer abbreviated news magazines get them up! In return the show would plug the magazine. It sounded like a natural.

So he wrote to the magazine editors. They were delighted! The idea would give them a full radio program for free. They would get more and perhaps better time than competitive publications such as *Reader's Digest*, *Look*, and others were getting at regular rates. And why couldn't the idea be expanded?

The magazine avidly accepted. It followed through with a circular letter to stations making the same proposition.

Another firm has been in the business of furnishing prizes for quiz shows. With quiz ratings falling they have found it harder and harder to get manufacturers to furnish prizes in return for the doubtful advertising they receive when their product is given away. Stations need prizes if they continue the show.

So this "merchandise consultant" saw a way to play both ends against the middle with himself on the receiving end for his regular 15% cut. He would "sell" the merchandise to the station, taking his "pay" in spots for the manufacturer. The station would get its quiz prizes and the manufacturer would get the customary mention and the spot announcements to the value of his merchandise as well!

Those are only two of the schemes being hatched by misguided, muddled or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More insidious than outright per inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not outweigh fundamental principles.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

Ry: Good Taste

RADIO'S OWN cold war is waxing warmer. On several divergent fronts the boys are beginning to shoot 'em up.

FCC Chairman Wayne Coy has lashed out against "poor taste" in TV, and the wisenheimers soon will be calling it "smellovision." Little more is needed to goad the columnists and the reformers and the politicians into shooting at radio and TV from the hip.

Mr. Coy took off against the lowering of program standards. It didn't take long for the boys to level their sights at CBS' ubiquitous Arthur Godfrey, whose rise to stardom is as meteoric as that of TV itself. CBS affiliated TV outlets have threatened to cancel Godfrey shows unless he is checked.

We have no doubt that CBS, having made Mr. Godfrey, can also restrain him. Networks will not take too lightly the reactions of their affiliates. TV is still groping for its formula. It doesn't do any harm to focus attention on these matters, provided the dead hand of Government stops there. Otherwise it's censorship. Telecasters, networks and affiliates should get together and devise means of themselves coping with these matters.

Radio has had its "poor taste" headaches from the start. A dozen different codes of ethics have been adopted and revised. No one in radio has ever denied that there's need for improvement. What art, profession, business or governmental process cannot be improved?

We think we know what constitutes good taste. But that's *our* good taste. Yours is different. Mr. Godfrey's is different.

And where is the repository of the FCC's standard of good taste? Is it in the wrangling "executive sessions" of the seven seldom-if-ever-agreeing members? Is it in the crowded warrens where scurry the bewildered, innumerable inexperienced recent graduates of a certain big law school? Probably the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, separate it from its obsolete placenta of public interest, convenience and necessity, give it a hard smack on its "discussion of public issues," bathe it in "integration of ownership," oil it with "local residence," powder it with the fragrant spice of "sustaining programs" and christen it "Good Taste, by courtesy of the Government of the United States (under the Constitutional power to regulate Interstate Commerce) and subject to appropriate exceptions after oral argument."

Come on boys, let's go dig up Galileo!

Our Respects To —



CURTIS BLOOD PLUMMER

IT WOULD SEEM significant that the FCC, in its present time of television trouble, has called upon the head of its TV engineering division to be its new Chief Engineer.

There should be no surmise, however, that Curtis Blood Plummer is interested in, or familiar with, television exclusively. If he were, he probably would never have been tapped for the chieftaincy. For coincident with his appointment the Commission is establishing the Office of the Chief Engineer on a higher and apparently broader plane. Effective April 3 the Chief Engineer, the General Counsel and the Chief Accountant will serve as "the top-level advisors and representatives" of the Commission itself.

Improbable though his 37 years would make it seem, Curtis Plummer has been associated affirmatively with broadcasting almost from the time of its beginning. With assists from his father he built his first radio receivers at age 8. Their crackling reproduction of the weather reports of WGI Medford-Hillside, Mass., and the more varied programs of KDKA Pittsburgh was proof enough of their utility.

Practicing broadcasters can take encouragement from the fact that the new Chief Engineer has also worked broadcast transmitters for a living. His decision to give it up as "too dull" may be charged off to the times in which he worked, when there were less than 900 stations and the directional antenna had just begun to enliven—and enslave—the profession.

He also is credited with an encouraging but bureaucratically rare disaffection for red tape in his dealings with licensees and applicants.

Colleagues say his direction of the Engineering Bureau's Television Broadcast Division, which he has headed since it was established in 1945, counted at least as much as his engineering know-how in FCC's decision to make him Chief Engineer.

"He's kept it running like a happy family," one FCC official reports. As Chief Engineer he will have a substantially bigger family to run happily.

Curtis Blood Plummer was born Aug. 15, 1912, in Boston, Mass., but until recently it took two "birth" certificates to link the name with the birthplace and birthdate. He is the son of Richard and Alice Blood and was christened Curtis Roberts Blood. In 1924, upon the death of his father, he was adopted by J. W. and Flora Plummer, relatives, of Alfred, Me., and took his present name. A 1946 general law of the Massachusetts Legislature cut his birth-certificate problem back to par.

"Curt" Plummer can attribute his early

(Continued on page 41)

Honored by Billboard

FOR THE 8th AND 9th TIMES!

- 1st Award—to Station WOV for the 8th time for PUBLIC SERVICE PROMOTION
- 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION
- In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

Originators of *Audited Audiences*

WOV
NEW YORK

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations

ABC LOAN

May Borrow $2.5 Million

ABC ANNOUNCED last week it had negotiated with the New York Trust Co. a loan agreement under which the network may borrow up to $2.5 million in the next year.

Any loan taken out under the agreement will have a maturity of five years.

The purpose of entering into the agreement was to provide the network with a total reservoir of borrowing power of $2.5 million against which loans could readily be obtained "to take full advantage of all favorable opportunities as quickly as they may present themselves," according to Robert E. Kintner, ABC president.

KVOE Santa Ana, Calif., moves to larger offices and studios at 105 E. Fifth St.

Management



ALAN C. TINDAL, formerly with commercial department of WSPR Springfield, Mass., elected station manager. KRISTIAN SOLBERG, with treasurer's office for past three years, named assistant treasurer. Both elected to board of directors of WSPR Inc.

WILLIAM S. PALEY, chairman of the board of CBS, elected a trustee of Columbia U., New York. He will be part of group of trustees which oversees administration of university.

MORT WERNER, manager of KVEN Ventura, Calif., named member of Radio Pioneers Club.

IRWIN ROSTEN, former television editor of *Radio Daily*, joins DuMont television network as administrative staff assistant.

HARRISON DUNHAM, manager of KTTV (TV) Los Angeles named Southern California Broadcasters' Assn. representative on Los Angeles Chamber of Commerce Television Committee.

ALBERT ALBINGER, general manager of WCOL-AM-FM Columbus, Ohio, elected state radio chairman of Savings Bonds Div.

DR. PETER C. GOLDMARK, director of engineering research and development of CBS, appointed visiting professor of medical electronics in School of Medicine of U. of Pennsylvania. Dr. Goldmark last year supervised installation and operation of first color television apparatus ever used to telecast surgical operations.

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, elected member of national board of directors of Big Brothers of America.

HAROLD CRITTENDEN, manager of CKCK Regina, re-elected president of Regina Chamber of Commerce for 1950-51.

BRUCE BARTLEY, president of KBRO Bremerton, Wash., and Lillian Strnard have announced their marriage.

MAC McCALL, manager of WWPF Palatka, Fla., is the father of a boy.

NAB DUES

Howe, Tackley Give Views

"MOST local stations do not know how to use their own trade association," James L. Howe, president of WCTC New Brunswick, N. J., declared last week in an open letter to the industry.

The Howe letter was written as an answer to charges by WQQW Washington that NAB's services aren't worth the increased dues to be charged April 1 [BROADCASTING, March 20, 6].

Taking the other side in the controversy over the dues increase voted in February by the board was Mitchell C. Tackley, production manager of WICY Malone, N. Y. Mr. Tackley feels the dues are "prohibitively high" for smaller stations and adds that NAB has acted "without doing anything to curtail their own operating expenses.

"It is no secret that many stations have felt for a long time that NAB was not doing the kind of a job we small station broadcasters need," Mr. Tackley wrote. "When BAB came along, we felt that at last a step was being made in the right direction. However, as much as we feel that we would like to be a part of NAB, our position will be untenable when the April 1 dues policy goes into effect. As you suggested in your editorial of Feb. 27 we are staying with NAB through April with the sincere hope that something will be done by that august body."

Last Year's Cost

Mr. Howe recalled that last year NAB cost the station $625.75, including dues, BAB strip film, "Lightning That Talks," and BAB direct mail. "I am satisfied that we got our money's worth,' he said. He praised NAB sales aids, legal assistance, labor relations and pointed to such intangibles as the protection of private broadcasting, the New Mexico tax fight and other benefits.

"We certainly aren't going to meet the cry 'of NAB being for bigger broadcasters' by resigning from NAB and sulking in our tents," Mr. Howe said. "Such actions merely leave fewer small station operators to carry the burden."

1950 BROADCASTING-NAB GOLF TOURNAMENT

— will be held April 16 at the famous —

TAM O'SHANTER COUNTRY CLUB



View of Tam O'Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.



George May

BROADCASTING-*Telecasting* will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

BROADCASTING-*Telecasting*
870 National Press Bldg.
Washington 16, D. C.

ATTENTION: GOLF COMMITTEE

Enter me in the BROADCASTING-NAB Golf Tournament April 16.

Name .....

Company .....

Respects

(Continued from page 38)

affinity for radio to both his father and his foster father. His father, who worked days as a New England Telephone & Telegraph Co. engineer and nights as a radio experimenter, helped him with his first radio sets, which he built for neighbors in Winchester, Mass., where the Bloods were then living. His foster father, an automobile dealer who also sold the first commercial model radio receivers available in Alfred, encouraged the boy to develop his talents.

After earning high-school pin money with a radio repair shop in his foster father's garage and appliance shop, young Plummer entered Hebron Academy at Hebron, Me., a preparatory school. Radio sets were forbidden to students, but he built them for faculty members and thereby made sure he would have one available for his own use.

In college — U. of Maine — he wanted to take several engineering courses but found this impossible. He did the next best thing, concentrating on electrical engineering and putting secondary emphasis on mechanical. His major was in radio and electronics, and he made the pleasing discovery that there are scientific reasons for some of the effects he had been noticing for years in his work repairing and building receivers.

Exceptional Memory

Before he received his Bachelor of Science Degree in electrical engineering in 1935, Mr. Plummer became a "ham"—a hobby he has indulged sporadically ever since. As a student he also won notoriety for his memory. Among other things, he memorized all the electrical characteristics of all the receiving tubes in the "Tube Book."

"It was much easier than looking the stuff up," he explains.

"Curt" Plummer got his first job in late 1935 with WHEB Portsmouth, then owned by the Christian Adventist Church. He was a combination man, the combination being just broad enough to include whatever job needed doing then.

Dropped from the staff because of the short hours of winter, he moved in 1936 to the Radio Receptor Co., New York. By mid-1937 he had concluded there were too many ups and downs in aviation radio and manufacturing, and left Radio Receptor to set up a receiver sales and electrical contracting business in his home town. This he gave up when he found the volume of business too small.

In early 1938 Mr. Plummer went to work installing WGAN Portland. The transmitter installation was completed weeks before the studio, with the result that he was called upon to set up a "quickie" studio in the transmitter building. He finished this assignment in a few hours, incidentally winding up with what he recalls as "the best acoustics job" he's seen.

"I wonder if I could repeat the accident," he muses.

After a year with WGAN he decided he didn't want to be a push-button operator and started taking Civil Service examinations in search of something more to his liking. He "hit" with an application for appointment as an FCC inspector. His notification came while he was doing a remote pickup of a dance band, and he left WGAN at the end of the broadcast.

The following Monday—that was in July 1940—Mr. Plummer reported for FCC work in Boston. He was first assigned to intelligence work, then was given the job of installing sub-monitoring stations for the old Radio Intelligence Division. In January 1941 he was reassigned to Boston, where he helped move the monitoring station from Hingham to the new Millis plant.

"Those were the best working hours I've ever had," he recalls. "Worked from 4 p.m. till midnight five days a week, with four hours extra on Saturdays."

He soon tired of the routine, however, and applied for transfer to Washington. Upon his arrival there in August 1941 he was assigned to the Standard Broadcast Division. With the outbreak of war in December, he was assigned to Voice of America problems and, in 1944, was named assistant chief of FCC's Non-Standa d Broadcast Section of Engineering in addition to his chores for the Voice.

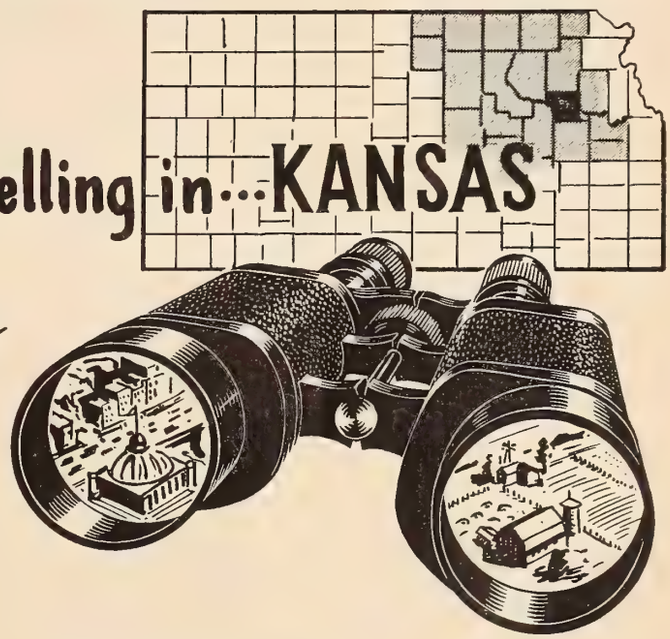
When the TV Division was created in 1945 he was named acting chief, taking the Voice duties along with him. In 1946 he was named chief of the division. Since then the Voice—international broadcasting—has occupied fully half his time.

He has represented the U. S. at three international high-frequency broadcasting conferences—Atlantic City in 1947, Geneva 1948, and Mexico City 1949.

In 1944 Mr. Plummer was married to Miss Helen Hale, a native of Boston who had spent almost all of her pre-college years in China with her parents, who were missionaries. When his dinner-table conversation becomes overloaded with kilowatts and tropospheric interference, she can return the compliment in Mandarin Chinese. They have one son, Lee Curtis, aged 2.

Mr. Plummer is a member of the American Institute of Electrical Engineers and a senior member of Institute of Radio Engineers. He has a cottage in Maine—and a boat to go with it—where the Plummers spend their summer vacations. Between times, he moves from one hobby to another—currently it's a study of economic treatises and cycles.

Let WIBW focus your Selling in...KANSAS



All you need is ONE STATION...WIBW to do the hardest hitting Sales job in both CITY and FARM markets



FOCUS on your CITY market!

It's Topeka—a 21 county market, according to the *Audit Bureau of Circulation,* Topeka has 23% of the state's effective buying power and 22% of all Kansas families. WIBW is the preferred station in this market. It has *three times more listeners than all other Topeka stations combined.**

* Kansas Radio Audience 1949

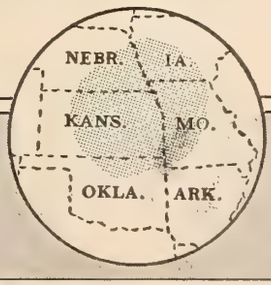
FOCUS on your FARM market!



A glance at *Consumer Markets, 1949,* will show that WIBW's farm market is made up entirely of families on farms and in agricultural communities. In this rich market, WIBW has *ten times more* listeners than all other Topeka stations combined.

For the CITY market
For the FARM market
} ALL YOU NEED IS *WIBW!*

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

FTC HIT

Court Modifies Negative Ad Statement Requirement

FEDERAL TRADE COMMISSION received two setbacks last week when the U. S. Court of Appeals for the District of Columbia modified one FTC order and the Food & Drug Administration failed to support part of the charges against two manufacturers of antihistamine cold drugs.

In the first case, which legal observers feel could have placed widespread restrictions on radio, television and other advertising media, FTC had attempted to require Alberty's Food Products Co. not only to state fully the limits of benefits to be derived from use of its Oxorin Tablets but also to call attention to what the product will not do.

Neither the appeals court nor Alberty's Products Co. denied FTC's contention that the firm should limit its claims of beneficial effect to the causes for which the product is helpful—in the case of Oxorin Tablets, simple iron-deficiency anemia—but the court said FTC was overstepping its powers when it required an advertiser to include additional negative statements regarding his product.

Cites Extensive Scope

Pointing out the ends to which these limitations could have been extended, Judge E. Barrett Prettyman wrote in the majority opinion:

Almost every advertisement of a food, drug or drink, no matter how accurately described and carefully limited in its claims, would fall within the scope of the rule here sought to be established . . .

If it [FTC] has this power, it could, if it chose, require an advertiser of a breakfast food rich in iron to state not only that the food is good for those deficient in iron but also that iron deficiency is less frequent than other ills and that for these others the advertised food is valueless. . . . Such power seems to us to be no less than the power to control the marketing of all such products, because, if particular advertisers, selected by the commission, can be required not only to state accurately the limited benefits of their products but also to call attention to what the products will not do, the effect on marketing is clear enough.

In commenting on charges against another Alberty product, the court majority ruled that the firm did not have to tell the public that the claims made for its Phospho B are made under the principles of the homeopathic school of medicine.

In the second case FTC last Monday charged Bristol-Myers Co. and Anahist Co. Inc. with using false and misleading advertising in selling their antihistamine cold products. The companies are charged with misrepresenting the therapeutic properties and effectiveness of their products in treating and preventing common colds. FTC's complaint also contends the firm's advertising is "deceptive" in regard to the safety of the products and that they "may be unsafe and produce injury or harm to the user."

The charges are directed against Bristol-Myers' Resistabs and Anahist Co.'s Anahist.

It was in regard to the "safety" of the products that the Food & Drug Administration entered the picture. Associate Commissioner George P. Larrick, in a statement, said that despite contentions of FTC his agency has obtained no evidence that the two products are dangerous when taken according to label directions.

Deny Charges

Both companies denied the charges.

Robert R. Brown, vice president and general manager of Bristol-Myers, said the "allegations—and they are purely allegations—are completely erroneous and at variance from the true facts. All advertising of Resistab has been based upon clinical and scientific investigation."

On behalf of Anahist Co., Stanley Lasdon, executive vice president, said "every advertising claim we have made is backed by clinical evidence. . . . Anahist does not claim to destroy the cold virus. It is directed only to the relief of the cold symptoms."

Both firms have 20 days in which to answer the FTC complaints.



NEW TRANSMITTER and studio building housing WJER Dover, Ohio, had its formal opening and open house on March 4 with 1,020 visitors signing the guest book. Building was designed by WKJF (FM) Pittsburgh General Manager Charles E. Dewey Jr. WJER, licensed to Mrs. H. C. Greer, operates on 1450 kc unl. with 250 w. Frank Shaffer is manager.

ADWOMEN MEET

AFA Session April 1-2

THEME of the Eastern Conference of Advertising Federation of America Women's Advertising Clubs, to be held April 1-2 at the Sheraton-Belvedere Hotel, Baltimore, Md., is "Advertising Steps Out!"

Saturday morning speakers at a panel moderated by Richard W. Darrow, Glenn L. Martin Co. director of public relations, include: Lloyd E. Partain, manager, commercial research division, Curtis Publishing Co., Philadelphia; Henry J. Kaufman, president, Henry J. Kaufman & Assoc., Washington; Frederick J. Bell, deputy director of human relations, McCormick & Co., Baltimore. In the afternoon Elon G. Borton, AFA president, will speak, and Helen Carroll Corathers, AFA vice president, will preside. Later Mrs. Corathers will moderate at an open forum on club problems.

Evening events feature a cocktail hour and dinner at which John H. L. Trautfelter, vice president and treasurer, WFBR Baltimore, will be toastmaster. A special event will be WBAL-TV Baltimore's pickup of the clubs' Parade of Hats. WGAN Portland and WGUY Bangor, Gannett stations in Maine, are among sponsors of dinner music. Sunday activities include a talk by Edythe Fern Melrose, of *The House of Charm* program of WXYZ-TV Detroit and president of the Women's Advertising Club of Detroit. Other speakers are Marshall Trippe, advertising director, Baltimore *News-Post;* Betty Hamburger, promotion manager of a retail men's clothing store, Baltimore, and Katherine Mahool, president, Mahool Advertising, Baltimore.

BULLETIN from Rinehart & Co., New York, announces three books concerning radio and television writing, acting and production, are on its list.

AFA CONVENTION

List Additional Speakers

ADDITIONAL speakers for the 46th annual convention of the Advertising Federation of America, to be held May 31-June 2 at Detroit's Statler Hotel, were announced jointly last week by Elliott Shumaker, convention general chairman and general advertising manager, *Detroit Free Press,* and Elon G. Borton, president and general manager of the federation.

Added speakers include:

James M. Mead, member of the Federal Trade Commission; H. M. McCoy, director, Office of Domestic Commerce, U. S. Dept. of Commerce; Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; W. Parlin Lillard, sales promotion manager, General Foods Corp., and Bernard Dolan, advertising manager, Peter Frasse Co.; president of the National Industrial Advertisers Assn., and Walter Weir, president of Walter Weir Inc., New York.

Other speakers, previously announced, include:

Eric Johnston, president, Motion Picture Assn. of America; W. Paul Jones, president and general manager, Servel Inc.; Fairfax M. Cone, chairman, Foote, Cone & Belding, Chicago, and Federation board member; L. B. Sappington, vice president in charge of merchandising and advertising, J. L. Hudson Co., Detroit; Edwin N. Mayer Jr., president, James Gray Inc., New York, a past president of the Direct Mail Advertising Assn., and Harold S. Barnes, director, Bureau of Advertising, American Newspaper Publishers Assn., New York.

General theme of the three-day program will be "Advertising's Responsibilities in a Dynamic Market." Events planned include presentation of the winners of the national high school essay contest sponsored by the Federation, naming the "Advertising Woman of the Year," announcement of elections to the Advertising Hall of Fame and presentation of awards to Advertising Clubs.

Stanton-Storer Nuptials

ANNOUNCEMENT has been made of the marriage March 18 of George B. Storer Jr., son of George B. Storer, president of The Fort Industry Co., to the former Joan Stanton of Birmingham, Ala. The ceremony took place in Birmingham's Independent Presbyterian Church. Mr. Storer Jr. is manager of WAGA-TV Atlanta.



heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Commercial



CHARLES H. SMITH joins sales department of WCCO Minneapolis-St. Paul. He formerly was with BBDO, at whose four western offices he had been radio and television counsel since June 1948. He joined CBS New York in 1939 as assistant to **Frank Stanton**, then research chief for network. Mr. Smith became supervisor of research for CBS owned stations and was market research counsel for network sales when he left to join BBDO.



Mr. Smith

WILLIAM C. O'DONNELL, new to radio, joins sales staff of KXOK-FM, Transit Radio station in St. Louis.

KSAN San Francisco appoints Western Radio Sales, Hollywood, as West Coast station representative.

FEN JOB joins CKEY Toronto as salesman, not commercial manager [BROADCASTING, March 6]. Commercial manager of CKEY is **JACK TURRALL**.

FRANK ATLASS joins WBBM Chicago local sales staff after working at the Chicago *Daily News*.

VERNE W. BEHNKE, formerly with Video Varieties Corp., joins CBS-TV film syndication department as sales representative. He will service TV stations in promotion of local sale of CBS-TV syndicated film packages. He has been active in production and sale of live and film TV programs.

CKCR Kitchener, Ont., appoints Adam J. Young Jr. Inc., New York, as U. S. representative.

RICHARD ROTHLIN, formerly with Western Beet Sugar Producers Corp., San Francisco, joins sales staff of KRON-TV same city.

WILLIAM ENSIGN, eastern sales manager of Transit Radio, New York, to join ABC network sales department as account executive, effective April 3.

H-R REPRESENTATIVES Inc., newly organized station representative firm, appointed by WROK Rockford, Ill., to represent station, effective today, March 27.

CKLD Thetford Mines, Que., and **CKVM** Ville-Marie, Que., appoint Jos. A. Hardy & Co. Ltd., Montreal, as exclusive representative.

JACK MEDER, new to radio, joins sales staff of WIS Columbia, S. C.

NATIONAL BROADCAST SALES, Toronto and Montreal, station representative firm, admitted as associate member in Canadian Assn. of Broadcasters.

RAYMOND TAYLOR, formerly traffic manager and supervisor of announcers at WGN Chicago, transfers to station's sales staff.

JOHN A. SERRAO, manager of network sales service, CBS Hollywood, is on eight-day trip to New York and Chicago in connection with taping of Bing Crosby shows in those cities. He returns March 30.

RADIO REPRESENTATIVES Inc. appointed exclusive national representative for Ottaway stations, WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y., and WVPO Stroudsburg. Representation is effective immediately.

WDTV (TV) Pittsburgh will release rate card No. 4 on May 1.

WILLIAM PARKER SEDGWICK 3d, television promotion manager for Edward Petry & Co., and Ann McCrery Williams have announced their marriage.

KING MITCHELL, account executive at KOMO Seattle, is the father of a girl.

TR ADDS TRENTON

WTOA(FM) Feeds Transitcasts

ADDITION of Trenton, N. J., to the list of cities whose transit systems provide programs to passengers riding city busses, was announced last week by Transit Radio Inc., Cincinnati. Programming will be provided by WTOA(FM) Trenton. According to R. C. Crisler, executive vice president of Transit Radio, Trenton is the 22d community now having the service.

Contracts for the service were completed by Thomas Kerney, publisher of the *Trenton Times* which operates WTOA, and Rankin Johnson, representing the Trenton Transit Co., it was announced. Transit Radio said five receiving units are now installed and will operate for a period of 30 days, after which, if both sides are satisfied, the agreement becomes permanent for a five-year term. The Trenton Transit Co. operates a total of 179 vehicles and it is expected that 150 of them will be equipped in the near future, Transit Radio officials added.

Berlin's Scorcher

NEWSCAST on WMOU Berlin, N. H., on March 19, designed to make citizens aware of fire danger, not only succeeded but also nearly disrupted daily life in the area. For a realistic seven minutes, the radio show depicted a forest first raging out of control in the eastern half of Coos County. "Evacuation orders" given on the program to Berlin residents were carried out by nervous mothers. Boy Scouts offered aid at Fire Dept. stations; WMOU was swamped with more than 100 telephone calls, and the road north of Berlin was jammed some 30 miles with traffic.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Promotion



WHEN flying saucer allegedly flown by midget was reported sighted in Mexico, Alvin Perlmutter, promotion manager of WEOK Poughkeepsie, N. Y., had an idea. One thousand "teaser" cardboard saucers were thrown from an airplane at 9 a.m. one Saturday morning, bearing statement, "Greetings From Mars." Front page publicity was given saucers that afternoon. At 3 p.m., two more airplanes dropped 4,000 more discs on city. Midget dressed in Mars costume spread discs from car window in town. Discs promoted 45 rpm records, saying they were "out of this world." Each saucer bore one of WEOK's call letters, and station announced that first 75 persons bringing in discs with all letters would receive prizes. Remote unit from station was set up in town to interview citizens about "visit from Mars."

Farm Hour Brochure

LATEST promotion of WRAK Williamsport, Pa., describing *WRAK Farm Hour* is brochure mailed to 9,000 rural homes in Lycoming and surrounding counties in north central section of Keystone State. Brochure serves as introduction to WRAK's farm director and to all special guests on program. Complete schedule also is included for benefit of farm folks who cannot tune in for entire hour. Last page is devoted to NBC shows to be heard on WRAK-AM-FM.

Radio Students Operate KILO

RADIO students and staff members of KFJM U. of North Dakota outlet were given opportunity to completely operate KILO Grand Forks, N. D., commercial station for two days recently. Some 15 students took part in training program with one regular member of KILO staff on duty to give help and offer suggestions. Duties assumed ranged from riding the network schedule to preparing news broadcasts and children's programs. Program was under supervision of Quentin W. Welty, instructor in radio at university and KFJM faculty advisor.

KGO-TV Mirrors

EIGHT-by-ten-inch mirrors have been sent to Bay Area radio, television and newspaper columnists by KGO-TV San Francisco to promote *Admiral Magic Mirror Revue*. Written on mirror in white show card paint is information about premiere and photo of show's star, Ruby Hunter.

Station Hails Growth

CITING triple - pronged growth achieved by 50 kw ABC affiliate, WLAW Lawrence, Mass., has launched extensive newspaper advertising campaign. Opening gun was 85-inch spread which featured chart and table to sustain its contentions. Heading used to stress major points was "3 Firsts in 3 Years"—gains in daytime audience, nighttime audience and number of counties served. Claims in promotion involve both Merrimack Valley market and three counties of metropolitan Boston area. Advertisement emphasized gains of 101% in daytime listening, 179% in nighttime listening and 108% in coverage and service, figures being established on comparison of WLAW's 5 kw operation in 1946 and 50 kw operation in 1949.

WDBC Raises Coal

OVER a ton of coal was raised lump by lump by WDBC Escanaba, Mich., in connection with the recent nationwide strike. Station offered to contributors an autographed picture of Dolores Hart, "Queen of the North," and Al LaGuire, WDBC announcer and disc jockey known as "The Lighthouse Keeper" in Upper Michigan. In three days, using an original song, "Buddy, Can You Spare a Lump," as a theme, the pair had stockpiled over 2,000 pounds of coal, with contributions ranging from one lump on up. Calls, telegrams, etc., flooded the station. As promotional campaign, the drive was very successful, WDBC reports.

Mystery Contest

WEEK-long contest, conducted in conjunction with downtown movie showing of "The Third Man," run by WINX Washington recently. Listeners to George Crawford's *WINX Varieties* were invited to enter contest by identifying mystery voices of Hollywood stars and writing, in 25 words or less, why "In Washington, nearly everybody listens to WINX." Merchandising gifts were awarded as prizes.

Grocers' Folder

LARGE multi-colored bulletin sent to grocers in area of WEVD New York urges them to be prepared for large purchases of Bab-O or Glim, due to premium offer aired on WEVD's *My Mother and I*, daytime drama. Offer and show are beamed to large Jewish market in New York.

Show Invitation

LARGE card resembling screen and surrounding cabinet of television machine is background of invitation sent to trade by Gimbel Bros., Philadelphia. Text written on screen announces party celebrating opening of new *Gimbel Handy Man* television show, five days weekly, 3:30-4 p.m. on WPTZ (TV) Philadelphia, and party celebrating beginning of third year of *Handy Man* show with Jack Creamer. Dial on cabinet surrounding screen is tuned to Channel 3, WPTZ's spot.

Personnel

A. RICHARD ROBERTSON, formerly member of public relations staff of U. of Utah, appointed assistant in promotion and merchandising department of KSL Salt Lake City.

LARRY WHITNEY, formerly of continuity acceptance staff of WGN Chicago, joins public relations staff of station.

THOMAS N. DWAN appointed director of national advertising for CJCJ Calgary, and opens office at Toronto.

DONALD GETZ, of WGN Chicago sales promotion department, is father of a girl, Carolyn.

PROMOTION IDEAS

Book Gives 648 Capsules

PRINTERS' INK SALES PROMOTION IDEA BOOK. New York: Funk & Wagnalls Co., 340 pp. $5.

MANUFACTURERS of goods, or those who promote or help others merchandise goods, will find in this volume 648 capsule ideas furnishing data and suggestions for use in promoting sales and stimulating business for years to come.

The second in *Printers' Ink's* "Idea Book" series, this new book gives one the benefit of the combined merchandising and selling experience of the publication's editors and contributors.

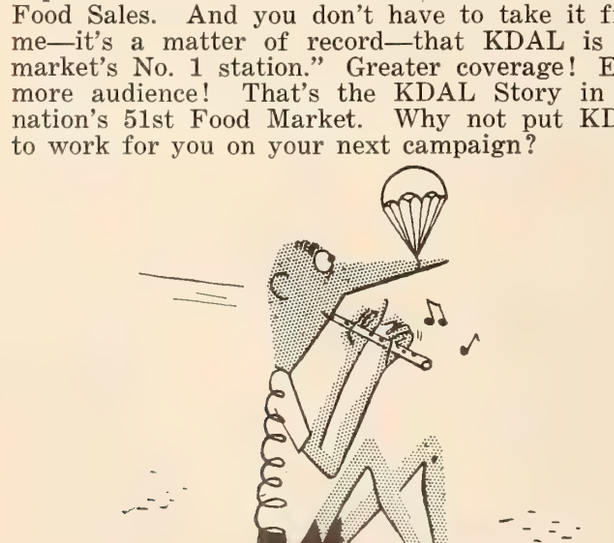
Material, chosen from *Printers' Ink* "Idea File," explains use of money-making cues such as attention-getters, curiosity arousers, teasers, service slants that pay off, better promotion of the package, price, brand names, trade characters, etc.

Kobak Speaks

EDGAR KOBAK, management consultant, addressed the Milwaukee Advertising Club last Thursday during a trip to consult with clients in that city, Chicago and Minneapolis.

PIPE THE PITCH! . . .

DULUTH, MINN.—"No 'tripe and keister' stuff . . . it's strictly on the legit," says chute-snoot Otto Mattick, riding high on his rocketron tubojet. "I ain't just 'whistling Dixie' when I tell you that the Duluth-Superior Market is now America's 51st in Retail Food Sales. And you don't have to take it from me—it's a matter of record—that KDAL is the market's No. 1 station." Greater coverage! Even more audience! That's the KDAL Story in the nation's 51st Food Market. Why not put KDAL to work for you on your next campaign?



Avery-Knodel can give you the full story of KDAL's increased coverage and top audience. Get it before placing your next campaign.

RAZOR BLADES BY THE MILLIONS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

INDIANA BASKETBALL MEET

Coy Cites Record Coverage by Radio, TV

By WAYNE COY

Chairman, FCC (as Told to BROADCASTING-TELECASTING)

WHAT MUST have been one of the heaviest concentrations of radio news coverage in the history of broadcasting marked the Indiana High School Basketball Tournament in Indianapolis on March 16.



Mr. Coy

There were 34 separate aural originations and one for television, feeding the play-by-play simultaneously to a total of 50 AM and FM stations and two television stations out of Indiana's combined total of 70-odd.

By comparison, coverage of even the biggest world news events ordinarily is handled by a relatively small number of newsmen working on a pool basis.

The use of 30 separate feeds from the Presidential stand at Mr. Truman's inauguration in 1949 was hailed as an all-time record for coverage from that vantage point in the quadrennial event.

Radio Representatives

At the 15,000-seat Butler Field in Indianapolis, where the 1950 tournament was held, there were only a few "pools." Two entire court-length rows of seats were given over to the radio newsmen and their engineers. And the stations were charged nothing for the privilege, whether their broadcasts were commercial or sustaining.

The unprecedented—or at least rarely rivalled—demand for coverage was attributed to the various station's insistence upon using their own announcers. They had covered the teams all year, they explained, and their listeners would prefer to hear the home-town announcer do the job.

The Indiana Commissioner of High School Athletics, L. V. Phillips, accordingly opened the gates for all stations. His only stipulation was that, in deference to the teen-age audience and the nature of the broadcasts, there should be no advertising of alcoholic beverages for a half-hour before and a half-hour after the broadcasts of the tournament games.

Each station was allotted three seats—one each for a play-by-play announcer, a "color" man, and an engineer.

There were three games—two semi-finals events in the afternoon and the final at night.

In the first game Madison edged Marion 50-49 in the last 10 seconds of play. In the second Jefferson High School of Lafayette defeated New Albany 41-39 in an overtime period with a shot that was in the air when the final gun sounded. In the final Madison downed Jefferson 67-43.

Originating stations included New Albany High School's 10 w WNAS, an educational FM station.

The television origination was handled by WFBM-TV Indianapolis, which also fed WTTV (TV) Bloomington.

The follow aural stations carried the games (originating stations are marked with asterisks, and all stations are in Indiana unless signified):

***WJOB Hammond; *WOWO Ft. Wayne; *WLBC Muncie; *WHOT South Bend and WKAM Warsaw; *WIRE Indianapolis; *WGBF Evansville; *WIBC Indianapolis; *WSBT South Bend; *WCNB Connersville and WCTW (FM) New Castle, WFML (FM) Washington, WIKY Evansville, WSRK (FM) Shelbyville, WFMU (FM) Crawfordsville, WMRI (FM) Marion, and WRSW (FM) Warsaw.**

***WASK Lafayette and WIMS Michigan City and WFAM (FM) Lafayette; *WTHI Terre Haute; *WIOU Kokomo; *WISH Indianapolis; *WKJG Ft. Wayne and WTRC Elkhart; *WWCA Gary; *WJPS Evansville; *WBAA Lafayette; *WSAL Logansport; *WGRC Louisville, Ky.; *WTOM Bloomington; *WAOV Vincennes; *WTTS Bloomington; *WEOA Evansville; *WKBV Richmond.**

***WBIW Bedford; *WIND Chicago, Ill.; *WBOW Terre Haute; *WCSI (FM) Columbus and WITZ Jasper, WLOI La Porte, WCBC Anderson and WLRP New Albany; *WHBU Anderson; *WFBM Indianapolis; *WTCJ Tell City; *WXLW Indianapolis and WKYW Louisville, Ky.; *WBAT Marion; *WNAS (FM) New Albany.**

CANTOR HONORED

Gets One World Citation

ONE WORLD citation on behalf of the One World Award Committee was presented last Tuesday to Eddie Cantor, during his personal appearance at Carnegie Hall. The citation was presented by prominent radio personality, Mary Margaret McBride.

Recipients of the One World Award and the One World Citations for International Statesmanship will be named sometime next month.

Ellithorp Elected

J. S. ELLITHORP Jr., former executive vice president of the Beech-Nut Packing Co., Canajoharie, N. Y., last week was elected president of the company. Mr. Ellithorp has been with Beech-Nut since 1917. Concurrently, W. C. Arkell, president since 1941, resigned to become vice chairman of the board.

WTIC Hartford, Conn., calls attention to its nighttime program lineup by buying time on WCCC daytimer in same city.

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

"THE CISCO KID"

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

NAB STANDARDS

Mull Recording Additions

ADOPTION of additional standards for recording, mainly in the magnetic tape field, will be considered April 15 by the full NAB Recording & Reproducing Standards Committee. The group will meet Saturday afternoon at the close of the NAB Engineering Conference in Chicago, according to Chairman Neal McNaughten, NAB engineering director.

The proposed standards will augment those adopted at the 1949 NAB convention after a year of work by nine project groups. The standards serve as engineering guides to manufacturers as well as recording engineers and audio specialists, and are a revision of the basic standards adopted in 1942.

New items for the standards will include tape reels, hubs and flanges. Uniformity will permit use of reels on all makes of equipment. Mr. McNaughten described these standards as steps toward complete standardization of tape recording methods, with all tapes playable on all kinds of reproducing equipment.

The Chicago meeting April 15, to be held at the Stevens Hotel, will be open to any interested persons whether NAB members or not. If additional standards are approved at the meeting they will be submitted to the NAB board for approval.

Production



WINSTON JOLLY, assistant public relations director at WGN Chicago, becomes traffic manager and supervisor of announcers at station. He succeeds **RAYMOND TAYLOR** [see Commercial].

CHARLES PAYEN, graduate of New England School of Radio, Bridgeport, Conn., joins WNLK Norwalk, Conn., as disc jockey.

LEE STEWART appointed to handle *Hillbilly Frolic* show on WHAT Philadelphia.

DIK DARLEY, KECA-TV Hollywood program assistant, promoted to post of director for station.

FRANK BADDERS, formerly with WKEY Covington, Va., joins announcing staff of WMBG Richmond, Va.

FELIX GRANT, disc jockey for WWDC Washington, takes over all-night *Yawn Patrol* show on station, replacing **ALAN CUMMINGS,** resigned.

PHIL BERLE, brother of Milton, joins KNBH (TV) Hollywood as producer.

RUTH STONE joins WIS Columbia, S. C., as member of program department replacing **HELEN HILL,** promoted to music director. **VIRGINIA DOLAN** joins station's continuity staff replacing **BETTY FELLERS,** resigned.

WALTER M. LUCE, staff member of WJAX Jacksonville, Fla., resigns, effective April 1, to rejoin WWPF Palatka, Fla., as disc jockey.

ERNEST IVERSON, known to radio listeners as "Slim Jim," begins daily show on WCCO Minneapolis.

TED BYRON named script writer for KECA-TV Hollywood *Mama Rosa* series.

THOMAS J. CARSON Jr., formerly with WSAM Saginaw, Mich., joins staff of WJW Cleveland.

KAL ROSS, formerly with WPWA Chester, Pa., joins WPEN Philadelphia as disc jockey. Also joining station's staff in similar capacity are: **LARRY BROWN,** returning to WPEN from WVNJ Newark; **STU WAYNE,** formerly with KYW Philadelphia, and **SHERI HORTON.**

SHIRLEY SCHUTT transfers from ABC Hollywood continuity acceptance staff to same staff at KECA-TV Hollywood.

VIRGINIA LEE MITCHELL joins continuity staff of KWK St. Louis, replacing **PATRICIA WALSH,** resigned because of ill health. Miss Mitchell worked formerly at WTMV East St. Louis.

JOHN WAGNER, assistant auditor at ABC Hollywood, promoted to auditor. Except for three years service with Army he has been with ABC and its predecessor the Blue Network since 1942.

LLOYD FRASER TWEEDY joins staff of WDTV (TV) Pittsburgh. He formerly was associated with WARE Ware, Mass., and WMNB and WMFM (FM) North Adams, Mass.

CHARLES KOON, formerly instructor in television scenic and costume design and associate art director of Pasadena Playhouse, Pasadena, Calif., joins KTTV (TV) Los Angeles as production manager.

BART BROWN, formerly of CKRC Winnipeg, and CHAT Medicine Hat, joins production staff of CKCK Regina.

BOB (Vaughn) GLASSBURN, cartoonist on *Cartoon Circus,* KRON-TV San Francisco, joins KRON-TV program department as floor director.

WALLY SHUBAT, formerly of CKPC Brantford, joins CKOY Ottawa, as announcer.

JOSEPH W. CONN, director of operations for KTTV (TV) Los Angeles, named executive producer in program department. In new capacity he will oversee all directorial and production procedure.

WALTER PHILLIPS, disc jockey for WCPO Cincinnati, presented scroll by Patricia Stevens School of Models naming him "the disc jockey whose selection of music we most like to model to."

DON OTIS today (March 27) starts two-hour Monday through Saturday record and interview program, *Don Otis Show,* on KLAC Los Angeles.

HARRISE BRIN, co-star of KECA-TV Hollywood *I'll Buy That,* and **BOB FINE,** producer of TV show, were married March 15.

HOBART GRIMES, member of WBBM Chicago staff orchestra, is the father of a boy born March 17.

CAROLYN GILBERT, star of her own show on ABC-TV from Chicago, and James D. Fitzgerald have announced their marriage.

DAWS BUTLER, of KTLA (TV) Hollywood *Time For Beany* show, is the father of a girl.

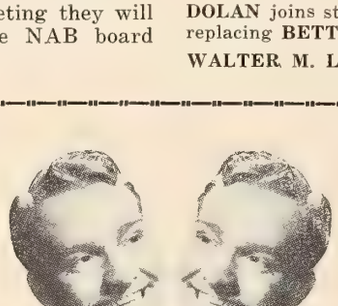
BILL O'CONNER, WGN Chicago sports announcer, is father of a girl, Kathy Dawn.

MILT MITLER, director of programs for WTTT Coral Gables, Fla., and **DONA DANE,** of WTVJ (TV) Miami, have announced their marriage.

GEORGE M. CAHAN, KECA-TV Hollywood executive producer, and **Alice Talton,** actress, were married March 18.

Bank Heads Ala. Group

BERT BANK, WTBC Tuscaloosa, has been elected president of the Alabama Broadcasters Assn., succeeding Howard E. Pill, WSFA Montgomery. Emmett Brooks, WEBJ Brewton, was elected vice president, succeeding Mr. Bank. Graydon Ausmus, WUOA (FM) Tuscaloosa (U. of Alabama), was elected secretary-treasurer. Officers were elected at the spring convention held March 10-12. The association adopted a resolution commending BMI for its 10 years of service [BROADCASTING, March 20].



WVAM ALTOONA
FIRST
You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

WARD JOHNSTOWN
FIRST
LATEST MORNING RATINGS
WARD 38.1
ABC Station 29.2
NBC Station 29.4
BIGGEST audience at LOWEST cost
Conlan—Oct. '49

Represented by Weed & Company

covers 25 states and Canada
World's Largest Square Dance
WLS
(See 2nd Cover)
CHICAGO 7
Clear Channel Home of the National Barn Dance

NARBA Hopes

(Continued from page 21)

would be accomplished by executive agreement or some other procedure which would become binding without further ado.

When Senate radio leaders were assured the agreement would not become effective without the Senate's consent, the protests which had mounted began to subside [BROADCASTING, March 13].

In other quarters, political pressures within Cuba were given the blame. Elections are slated in Havana in May to name a mayor—Cuba's second-ranking elective office, long regarded as a stepping-stone to the Cuban presidency—as well as Havana's representatives in the Cuban Congress.

Thus it was felt that in reversing their position on the proposed agreement and submitting Wednesday's counter-offer the Cuban radio authorities were acting in fear that otherwise they would incur the ill will of Havana radio station owners at a time when they need access to radio facilities.

The Wednesday proposal was rejected Thursday after lengthy conferences within the State Dept. and between State Dept. officials and Comr. Hyde. Mr. Hyde reported he and the other delegates considered the proposal unacceptable and insisted that, in their view, it would be useless to prolong the discussions.

Butler-Prio Talks

In a high-level attempt to seal the rift—which had become obvious two weeks earlier—U. S. Ambassador Robert Butler had conferred Monday with Cuban President Prio to make clear that the terms which had been tentatively agreed upon represented the maximum concessions the U. S. could make.

President Prio was said to have replied that the terms appeared to give Cuba fewer rights than she had under the NARBA Interim Agreement which expired last March 29. Cuba delivered its counter-proposal two days later.

'Talking Magazine'

PROGRAM directed at blind listeners will be started by WNEW New York, at the suggestion of a blind person. WNEW has obtained permission from leading magazines to read material on its program, bearing the name *Talking Magazine*. Name actors will be used as readers. The program will be heard Monday, 10-10:30 p.m. Only two popular magazines are available in braille.

BOOKLET describing sound equipment produced by Cinema Engineering Co., Burbank, Calif., currently being distributed by company.

SHOW PRIZE EXCHANGE

Robbins Proposes Trade of Spots for Products

EXCHANGE deal by which stations would pay for program prizes on a due-bill basis is proposed by Richard S. Robbins, merchandise consultant, 551 Fifth Ave., New York.

In a letter to stations, Mr. Robbins says the usual air mention for quiz programs is no longer "feasible." His fee for prizes is 15% of the retail value, payable as soon as shipment is received, he states.

Describing the plan, he declares that in exchange for prizes "you would give that manufacturer an equivalent value in spot announcements at your prevailing station rates, over an agreed period of time. The manufacturer would supply you with the copy he wished used or with transcription records, and affidavits of air time would be sent to him just as in a regular transaction.

"The manufacturer has the right to specify Class A or Class B time, but the actual hour in that class would of course be determined by the station. This is being done already on about 200 stations and being utilized by national manufacturers who would not otherwise buy time on these local stations. If you wish to receive prizes on this basis, send your letter of confirmation and your rate card, and we will add your station to the list which we are presenting our clients."

Among new per inquiry projects reported is one offered stations by Lincoln Loan Service Inc., Pittsburgh, submitted by M. Belmont Ver Standig Advertising, Washington. Under this plan, inquiries are transmitted by phone to the loan company's Pittsburgh office, with stations paid a $10 fee for each loan completed less agency commission.

WANN Annapolis, Md., submitted its rate card to LeBlanc Corp., Lafayette, Ind. (Hadacol) after receiving a P. I. offer on a 40% basis.

WQXR-FM Pickup

WQXR-FM New York announced last week it would continue indefinitely its feeding of its evening program schedule to WFMZ (FM) Allentown, Pa., a project begun on an experimental basis Feb. 1. The New York station said that WFMZ (FM) listener response was enthusiastic to the arrangement.

SOUTH BEND IS A MARKET—

NOT JUST A CITY—AND

WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is *two* adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-*billion* dollars!

WSBT — and only WSBT — gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it — all of it — only with WSBT.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

MORGAN NAMED
Is Senate Probe Legal Head

EDWARD P. MORGAN, an attorney practicing before the FCC, will head up the legal staff of the Senate Foreign Relations subcommittee looking into Sen. Joseph R. McCarthy's (R-Wis.) charges of alleged disloyalty by certain State Dept. personnel. Mr. Morgan, member of the Washington law firm of Welch, Mott and Morgan, and also member of the Federal Communications Bar Assn., has been appointed special counsel for the subcommittee by its chairman, Sen. Millard E. Tydings (D-Md.). In that capacity, Mr. Morgan will serve as legal advisor and direct the investigation and hearings dealing with accusations.



Mr. Morgan

A former chief inspector of the FBI in Washington before joining the law firm three years ago, Mr. Morgan had served as associate counsel of the Joint Congressional Committee investigating Pearl Harbor.

Native of St. Louis, he received his BA and MA degrees from Maryville State College, Maryville, Mo., in 1934 and 1936 respectively, and his LLB and LLM from Georgetown U. in Washington, in 1939 and 1942.

Allied Arts



RICHARD H. GORDON, executive vice president, elected president of World Video, New York. He succeeds **HENRY S. WHITE,** who joins CBS-TV March 27 but retains stock interest. **JOHN STEINBECK** remains vice president. **WALLACE A. ROSS,** publisher of Ross Reports, elected sales director. He acquires stock interest in firm.

J. DONALD WILSON, formerly ABC New York vice president in charge of radio and television programs, joins Don W. Sharpe, Beverly Hills, Calif., radio and television packager. He will supervise production for firm.

WORLD BROADCASTING SYSTEM announces extensions of contracts for its service by WLPO La Salle, Ill.; WKJG Ft. Wayne, Ind.; KTSW Emporia, Kan.; WDLP Panama City, Fla.; WBKB (TV) Chicago; WTMV East St. Louis, Ill.; KIMV Hutchinson, Kan.; WSFC Somerset, WSON Henderson, WVJS Owensboro, all Ky.; KMLB Monroe, La.; WFBR Baltimore; WOOD Grand Rapids, Mich.; WEW St. Louis and KGHL Billings, Mont.

RAY RICE publicity office moves to 150 East 50 St., New York. Telephone: ELdorado 5-0436.

HERALD BECKJORDEN, former vice president in charge of research for AAAA and member of executive staff of Market Research Co. of America, joins Fact Finders Assoc. Inc., New York, as senior research associate.

VIDEO SCRIPT SERVICE Inc., syndicated script program service for independent television stations and advertising agencies, formed in Hollywood. Offices are at 6331 Hollywood Blvd. Principals are **BOB STOCK,** formerly program promotion director of Don Lee Broadcasting System, **LEROY E. STOCK** and **DAVID J. SACHS. ROBERT LEDER** is New York representative with offices at 366 Madison Ave. Firm offers service for payment based on per show percentage of station's rate card.

NATIONAL SAFETY COUNCIL announces film, "Easy on the Eyes," available from council in 35mm sound slidefilm and for 16mm sound-motion projectors.

HAROLD HIGGINS Co. opens offices in Guaranty Bldg., 6253 Hollywood Blvd., Hollywood, to handle special product promotion. Mr. Higgins, head of firm, formerly was with Adolph Wenland & Assoc., Los Angeles advertising agency.

HENRY A. GILLESPIE, DAVID B. ROGERS and **WILLIAM T. DAVIES** appointed southeast, northcentral and southwest field sales representatives, respectively, for RCA's Thesaurus.

ASSOCIATED PROGRAM SERVICE, New York, has prepared "Associated Program Manual," booklet made up of merchandise, program notes and promotion-publicity sections. Service is given to subscribers. Firm announces three new shows featuring Vic Damone, Mindy Carson and Evelyn Knight. Shows are 15-minutes, thrice weekly. Westminster Choir of Westminster Choir College signed to record exclusively for firm's library service.

Equipment

R. C. DOVE, with RCA Victor for past four years, and **H. V. SOMERVILLE,** with company since 1929, appointed operating assistant to vice president and technical assistant to vice president, respectively.

HARRY S. GOULD, former merchandising executive for Magnavox Co. and Yale & Towne Mfg. Co., joins John Meck Industries Inc., Plymouth, Ind., as director of merchandising.

HENRY GOLDSMITH named national sales manager of Jackson Industries Inc., Chicago. He will supervise all advertising and promotion. He has worked for Jackson Industries for the past six years.

NORTH-AMERICAN RECORDING Co. moves to new Chicago address, 100 E. Ohio St., Room 436. Telephone: DElaware 7-1644. **GEORGE TASKER** is manager.

RCA (Laboratory Division) sets up Industry Service Laboratory at 1560 N. Vine St., Hollywood. New lab will offer clinical engineering service to manufacturers and others licensed by RCA.

GEM CITY APPLIANCE Co., Dayton, named distributor of Stewart-Warner radio and television products in seven Ohio counties. **URBAN F. GOCHOEL** is president and treasurer.

'MERCY' TRIAL
Covered By Granite Network

EXTENSIVE radio coverage of the so-called "mercy killing" trial of Dr. Hermann N. Sander, 41-year-old Candia, N. H., physician, who was acquitted of first degree murder March 9, has been reported by the Granite State Network.

With fulltime broadcast lines into the Manchester courthouse, the network reported it went on the air three times daily with resumes by Norm Bailey of trial testimony. The programs were heard over the network's WKBR Manchester, WTSV Claremont, WOTW Nashua and WWNH Rochester.

In addition to straight news broadcasts, Mr. Bailey also interviewed members of the press, both from this country and abroad, who were assigned to cover the trial. Connie Stackpole, the network's home economist, interviewed prominent women visitors including Novelist Fannie Hurst. After the "not guilty" decision was made known, interviews were made with Dr. and Mrs. Sander and the prosecuting and defending attorneys, the network reported.

BROADCASTING activities of WHAY New Britain, Conn., are extended to 24 hours per day.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from
FREE & PETERS

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

SALESMEN!
For BIG Results
In This BIG Market
Use The BIG Station!
POPULATION: Over 4 Million
RETAIL SALES: Over 2 Billion
SO. DAKOTA
MINN.
IOWA
NEBRASKA
COLO.
KANSAS
1110 KC.
KFAB
50,000 WATTS OMAHA BASIC CBS
FREE and PETERS Representatives
HARRY BURKE Gen'l. Mgr.

CENSUS

Advertising's Role Detailed

ADVERTISING'S role in plans for the forthcoming 17th decennial census, slated to get underway next Saturday, were detailed last week by the Advertising Council in New York City.

Simultaneously, Dr. Roy V. Peel, newly-confirmed director of the Census Bureau, outlined major highlights of the census project which includes provision for radio and TV set counts in living units throughout the U. S. Dr. Peel held his first news conference at council headquarters Wednesday.

Radio and television campaigns get away officially today, with spots to be aired by the four major networks and by individual stations throughout the country. The next three weeks census radio announcements are part of the council's network regional or spot allocations plan.

TV Plans

Filmed 20-second announcements, prepared by Benton & Bowles Inc., which volunteered to handle all material for the census advertising phase, are being made available to TV stations. Prop material includes sample forms used by census enumerators, their identification cards and photographs of American towns and cities. In addition, census-takers are available for guest appearances on TV programs. Radio-TV material stresses that all data given enumerators is "confidential."

The council's census campaign, initiated in mid-March in newspapers with use of mats and other materials, will continue until mid-April.

"By explaining to Americans the need to answer willingly and truthfully the census takers' questions, radio can help make the 1950 census more accurate and hence more useful," council officials stated in describing the campaign as "vitally important to the public interest."

Dr. Peel expressed hope that 140,000 census enumerators throughout the country would extend the count on radio and TV sets to each dwelling unit rather than on a sampling basis. Set figures, and especially breakdowns, may not be available before next year, he added.

A television training program, to be conducted by the Navy in New York, will train some 100 enumerators in the techniques of census-taking, Dr. Peel noted. He said that while the program would be launched merely as "an experiment" at this time, its adoption by the bureau eventually would result in huge savings.

Technical

ROSS H. BEVILLE, chief engineer of WWDC-AM-FM Washington, nominated as candidate for mayor of Takoma Park, Md.

RICHARD ECKLES, chief engineer of WKAN and WKIL (FM) Kankakee, Ill., is the father of a boy.

PHILCO Corp.'s feedback-type microwave repeater for use in communication networks now being manufactured on production basis, company announces.

Stanley E. Baldwin

STANLEY E. BALDWIN, 68, a founder and first manager of WTAM Cleveland, then owned by the Willard Storage Battery Co., died March 19 in Cleveland. Mr. Baldwin joined Willard in 1920 and was its advertising manager when he and two others founded the station, operating it on storage batteries. From 1930 until his retirement in 1947, he served as Willard's director of merchandising.

News

JOHN A. PARKER, formerly with WLVA Lynchburg, Va., joins WTRR Sanford, Fla., as sports director.

JAMES WILLERTON, new to radio, joins news department of KXOK St. Louis in part-time capacity.

LES WHITE joins CKNW New Westminster, B. C., as night news editor.

ART HEDGES, assistant news director of WMTR Morristown, N. J., is the father of a girl, born March 17.

SAM MOLEN, sports director of KMBC-KFRM Kansas City, Mo., was honorary coach of East Central Oklahoma Teachers College Basketball team during National Assn. of Intercollegiate Basketball tournament. Team members and Mr. Molem were visited by **Bob Hope.**

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

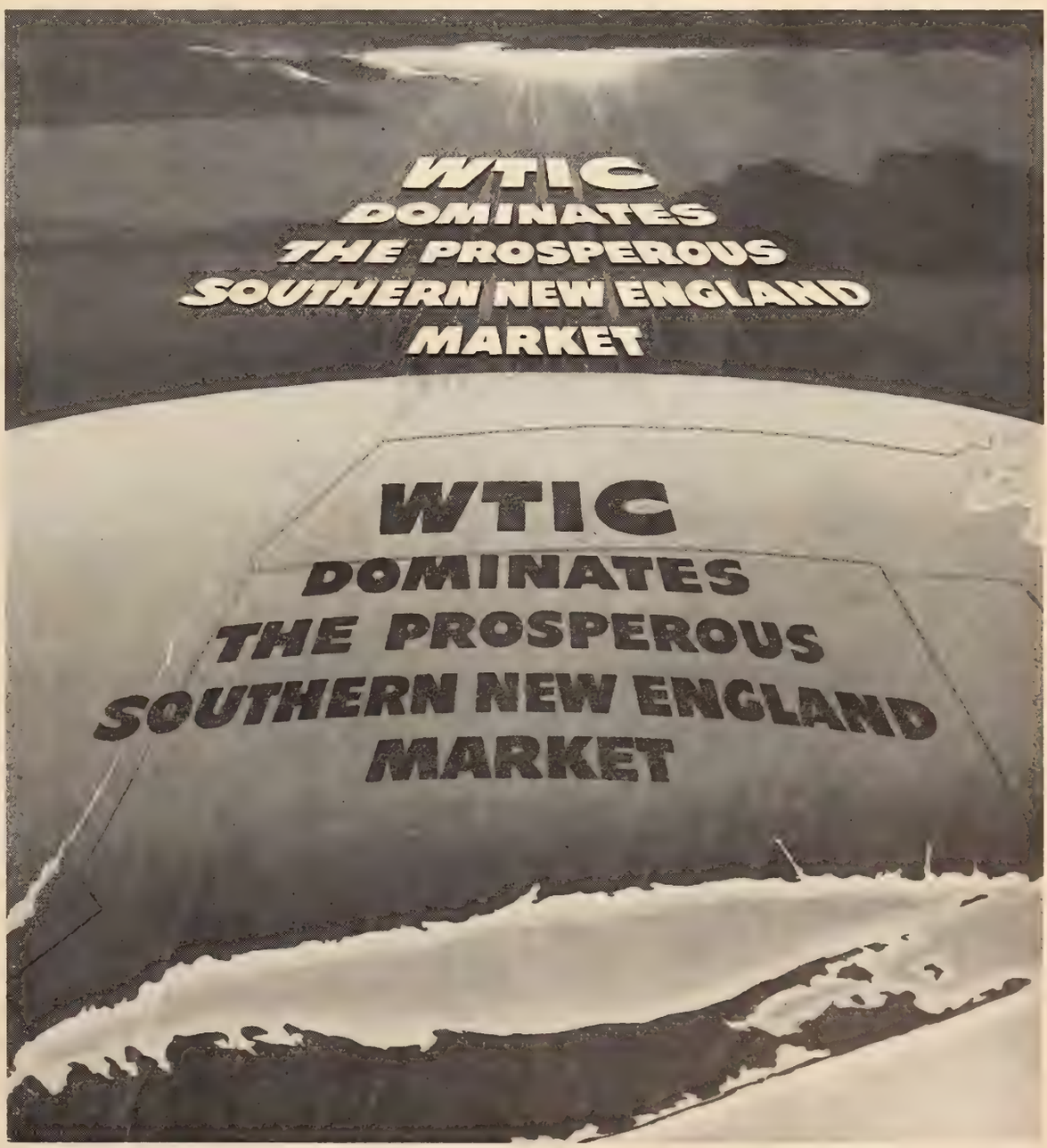
You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds Farm Story

EDITOR, BROADCASTING:

. . . A fine job of telling the story of the *National Farm and Home Hour* [BROADCASTING, Feb. 27]. We have received many favorable comments. . . .

. . . Thanks very much for this excellent treatment. . . .

Gerald L. Seaman
Radio Executive
Bert S. Gittins Advertising
Milwaukee

* * *

Happy With Day-Only

EDITOR, BROADCASTING:

WEOK has made money every week since going on the air—so we'd rather you ask Mr. Suggs (WMGY) to speak only for himself when he talks of daytime stations losing money [OPEN MIKE, March 6].

We're happy with the FCC, the NAB and all other commissions and organizations with which we are affiliated or do business. It's our thought that station owners would do much better to concentrate on programming and sales rather than spending so much valuable time getting angry with this person or that organization.

We appreciate our daytime only franchise. We wouldn't want a fulltime station in this TV infested area. After doing a good radio broadcasting job during the day we like to go home at night and watch our favorite TV program on one of the seven TV channels available to us.

In our area the folks have radio ears daytime—and TV eyes nighttime. WEOK is going ahead with the business of informing and entertaining our listeners and getting topnotch results for our advertisers who pay us more than enough money to make ends meet.

Put us on the list of those who appreciate our daytime only license.

H. W. Cassill
President
WEOK Poughkeepsie, N. Y.

* * *

WCON Profitable

EDITOR, BROADCASTING:

Your article, "Cox-Howell Merger" [BROADCASTING, March 20], stated: "It is understood the radio properties barely broke even in 1949." In the preceding paragraph, you stated: "WCON began in 1947, and is managed by David Carpenter."

WCON had a very profitable 1949. With allowances for the cost of special engineering, the station compared favorably with any in its class in the South.

I came here in August 1947 and have hired every person on the staff. We have more local and Atlanta-placed regional business than any other Atlanta station.

The February Hooper Share of Audience shows that we lead all stations in the morning and are showing steady improvement in all other periods. We have built and sold more live shows than this town's seen in many a day.

David Carpenter
General Manager
WCON Atlanta, Ga.

[EDITOR's NOTE: BROADCASTING regrets the inference that WCON was not a money-maker. It's understood the station did in excess of a half-million-dollar gross in 1949, with net in the $50,000-$60,000 category, exclusive of heavy AM engineering expenses and installation of TV plant and equipment.]

* * *

WSSV's Thespians

EDITOR, BROADCASTING:

In your March 20 issue of BROADCASTING, on page 46, you mention a Little Theatre production in Portsmouth, Ohio, in which three members of WPAY-AM-FM were featured. Well, we can go them one better:

Little Theatre production of "George Washington Slept Here" in Petersburg, Va., featured Paul Hennings, program director; George Lund, announcer; Wilbert Keys, copywriter; and James Lowell, promotion director, all of WSSV that city.

There you have four—who'll make it five?

James Lowell,
Promotion Director
WSSV Petersburg, Va.

* * *

Defends 'Read'

EDITOR, BROADCASTING:

Mr. Norman Lassetter's letter of your March 20 OPEN MIKE in which he verbally chastises (and how!) the luckless announcer who asked his audience, "Did you READ about the Leopard," certainly has a point—but there are limitations. Some 535 AM stations are owned or operated by newspaper publishers. It is hardly reasonable to expect the announcers of these stations to completely eschew that word "READ."

John F. Clagett
Clagett & Schultz
Washington.

* * *

KNX-CPN CHANGES

Realigning Sales Staff

REALIGNMENT of KNX Hollywood and the Columbia Pacific Network sales staff will become effective between April 1 and April 15 according to an announcement by Merle S. Jones, general manager of KNX, and Wayne R. Steffner, CPN salesmanager.

Ole G. Morby, CPN account executive in San Francisco, transfers to KNX-CPN headquarters in Hollywood, with Clark George, KNX-CPN account executive transferring to San Francisco to handle network sales there. Arthur W. Mortensen, CPN merchandising manager, and Frank Orth, formerly KPHO Phoenix sales manager, joins KNX-CPN sales staff. No replacement has been named yet for Mr. Mortensen.

OLYMPIC Radio and Television Inc., Long Island City, N. Y., reports its net sales of television and radio receiving sets in 1949 were almost three times those of 1948 and that net income after provision for federal income tax was $578,163.





National Nielsen-Ratings Top Programs

FEBRUARY 5-11, 1950 NIELSEN-RATING*

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average For All Programs)			(4,242)	(10.8)	(—0.4)
1	2	Lux Radio Theatre (CBS)	10,017	25.5	0.0
2	1	Jack Benny (CBS)	8,603	21.9	—3.6
3	3	Godfrey's Talent Scouts (CBS)	8,328	21.2	—0.5
4	13	Fibber McGee & Molly (NBC)	7,856	20.0	+3.0
5	5	Amos 'n' Andy (CBS)	7,463	19.0	—1.7
6	11	Walter Winchell (ABC)	7,267	18.5	+1.3
7	6	Charlie McCarthy (CBS)	7,188	18.3	—2.4
8	4	My Friend Irma (CBS)	7,071	18.0	—2.8
9	7	Mystery Theatre (CBS)	6,874	17.5	—1.8
10	17	Mr. Chameleon (CBS)	6,756	17.2	+0.7
11	37	Bob Hope (NBC)	6,717	17.1	+2.5
12	10	F.B.I. in Peace & War (CBS)	6,638	16.9	—0.8
13	9	Mr. Keen (CBS)	6,599	16.8	—1.3
14	19	You Bet Your Life (CBS)	6,599	16.8	+0.5
15	14	Dr. Christian (CBS)	6,560	16.7	—0.1
16	23	Mr. District Attorney (NBC)	6,521	16.6	+0.6
17	20	Inner Sanctum (CBS)	6,481	16.5	+0.2
18	8	Red Skelton (CBS)	6,285	16.0	—2.7
19	32	Fat Man (ABC)	6,089	15.5	+0.6
20	24	Gene Autry (CBS)	6,089	15.5	—0.3
EVENING, MULTI-WEEKLY (Average For All Programs)			(2,828)	(7.2)	(—0.2)
1	1	Beulah (CBS)	5,971	15.2	—0.6
2	3	Lone Ranger (ABC)	5,185	13.2	+0.8
3	2	Counter-Spy (ABC)	5,067	12.9	+0.4
WEEKDAY (Average For All Programs)			(2,514)	(6.4)	(—0.1)
1	1	Arthur Godfrey (L. & M.) (CBS)	4,596	11.7	—1.7
2	9	Pepper Young's Family (NBC)	4,125	10.5	+0.7
3	2	Romance of Helen Trent (CBS)	4,085	10.4	—0.9
4	8	Right to Happiness (NBC)	4,046	10.3	+0.3
5	13	Backstage Wife (NBC)	4,046	10.3	+1.2
6	14	Stella Dallas (NBC)	4,046	10.3	+1.4
7	18	Young Widder Brown (NBC)	3,967	10.1	+1.7
8	19	When A Girl Marries (NBC)	3,889	9.9	+1.5
9	4	Wendy Warren (CBS)	3,850	9.8	—0.6
10	5	Our Gal, Sunday (CBS)	3,850	9.8	—0.5
11	7	Aunt Jenny (CBS)	3,771	9.6	—0.4
12	10	Road of Life (NBC)	3,732	9.5	0.0
13	3	Arthur Godfrey (Nabisco) (CBS)	3,653	9.3	—1.9
14	12	Ma Perkins (CBS)	3,575	9.1	—0.2
15	11	Big Sister (CBS)	3,575	9.1	—0.3
DAY, SATURDAY (Average For All Programs)			(2,239)	(5.7)	(—0.2)
1	1	Grand Central Station (CBS)	5,185	13.2	—1.4
2	2	Stars Over Hollywood (CBS)	4,910	12.5	—1.2
3	3	Armstrong Theatre (CBS)	4,714	12.0	—0.9
DAY, SUNDAY (Average For All Programs)			(1,453)	(3.7)	(—0.2)
1	1	True Detective Mysteries (MBS)	5,421	13.8	+0.5
2	2	Shadow (MBS)	4,871	12.4	+0.5
3	3	Martin Kane, Private Eye (MBS)	3,967	10.1	—0.8

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CBS Affilates Suit

CBS filed a motion to dismiss a $223,000 damage suit Wednesday in Federal District Court, Chicago, and was given five days in which to file a supporting brief [BROADCASTING, Mar. 20]. Salt River Broadcasting Co. (for KTUC Tucson and KOY Phoenix) is suing the network for money damages allegedly sustained after the affiliation contract was cancelled Jan. 1.

Upcoming

March 28: American Marketing Assn., Hotel Shelton, N. Y.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 31-April 1: South Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. D.

April 1-2: Eastern Conference Advertising Federation of America Womens' Advertising Clubs, Sheraton-Belvedere Hotel, Baltimore.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

April 24-28: Sixty-sixth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Sesac Script Service

—STEPS UP SALES!

Continuity shows that bring you $ $ $!

Quality scripts in quantity
Highlighted by *music of lasting value*
from the SESAC Transcribed Library.

Many of these superior scripts
come in complete series of 39 shows
. . . additional scripts for holidays
and special events.

Sponsored coast to coast!

Hundreds of outstanding American Folk — Band — Concert — Religious — Hawaiian — Novelties — South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

MISTER MUGGINS
LITTLE WHITE CHAPEL
STARLIGHT SONATA
HERE COMES THE BAND
GIT ALONG COWBOY
MAGIC MUSIC BOX
MUSIC WE REMEMBER
AMERICAN FOLK MELODIES
FIESTA TIME
POLYNESIAN NIGHTS
VARIETY SOIREE

THE BEST MUSIC SESAC IN AMERICA

SESAC, INC.. 475 Fifth Avenue . . New York 17, N. Y.

Network Accounts

(Continued from page 12)

last half of *Arthur Godfrey Talent Scouts* simulcast on CBS and CBS-TV. Ruthrauff & Ryan, New York, is agency for Frostee. Young & Rubicam, New York, handles other Lipton products.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins), starts alternate-week instead of weekly sponsorship of *Quiz Kids* on NBC-TV (Friday, 7 to 7:30 p.m. CST) starting June 2 for June, July and August. NBC expected to keep remainder of show sustaining. Miles plans to return to weekly schedule in fall. Agency: Wade Adv., Chicago. Miles Labs., also Ind., through Wade renew sponsorship of Monday, Wednesday and Friday broadcasts of Edwin C. Hill, ABC news commentator, heard Monday-Friday, 7-7:05 p.m. EST. New schedule is for 22 weeks and is effective April 3.

PETER PAUL Inc., Naugatuck, Conn. (candy), will begin sponsorship April 15 of *Buck Rogers* over 19-station ABC-TV network, Saturday, 7-7:30 p.m. (EST). Initial contract is for eight weeks. Agency: Maxon Inc., New York.

Adpeople • • •

R. M. BUDD, with Campbell Soup Co., Camden, N. J., for 25 years, appointed to newly created position of general advertising manager. **H. M. STEVENS**, formerly with Lever Bros., appointed advertising manager of soups, and **J. R. JOHNSON**, formerly assistant to advertising manager, appointed advertising manager of Franco-American products.

FRANK M. ROGERS appointed sales manager of Elgin American, Div. of Illinois Watch Case Co. He has been with company since 1945, and assistant sales manager since 1947. Firm places business through Russel M. Seeds Agency, Chicago.

LEE PHARMACAL Co. combines with **OGILIVIE SISTERS**, hair beauty products company, to form **OGILIVIE SISTERS-LEE Inc.**, which will produce new home permanent and hair conditioner kit. Lee Pharmacal also will be exclusive retail sales agents for all Ogilivie Sisters products. **JOHN A. ROOSEVELT** is president and **RAYMOND LEE**, chairman of board of Pharmacal Co. Advertising agency to handle new product not yet appointed.

ROBERT G. SPEARS, formerly product manager of Standard Brands Inc., appointed vice president and general manager of Jelke Good Luck Products Div., Lever Bros.

LAWRENCE A. FLAGLER, in charge of domestic production for William R. Warner, Richard Hudnut and Standard Laboratories, in both New York and St. Louis plants, elected vice president of Warner-Hudnut Co.

WFIL Cuts

(Continued from page 20)

vertising medium. WFIL's new rate structure is based on this thinking."

In the meantime, the station announced it has completed a move to strengthen WFIL's nighttime radio schedule while attracting new business. This has been done, Mr. Clipp said, by revising the evening program lineup and scheduling a number of "low-cost transcribed shows" providing increased revenue for the station and giving large savings for the sponsors.

To make room for the low-budget packages, Mr. Clipp said, the station discontinued about six hours of local and network sustaining broadcasts weekly. Only two of the 12 newly-scheduled programs remain unsold, he said.

WDUZ
GREEN BAY, WISC.

PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnet Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PACIFIC GROUP

XL Stations Meet at Spokane

PACIFIC Northwest Broadcasters, which is comprised of the eight XL stations, held its second meeting of 1950 in Spokane March 18-19. All of the XL stations were represented except KXLE Ellensburg, Wash.

Managers attending were: Ernie Neath, KXLQ Bozeman, Paul Hatton, KXLK Great Falls, Barclay Craighead, KXLJ Helena, Arne Anzjon, KXLF Butte, Pat Goodover, KXLL Missoula, all Montana, and Bryan Woolston, KXLY Spokane, who acted as host. Also present were Jimmy Mount, sales manager of KXL Portland, Ore.; Tracy Moore, West Coast sales manager, and Ed Craney, manager of Pacific Northwest Broadcasters. Between business sessions, the members visited Sears Farm Store where KXLY helped conduct a three-day sale.



PEGGY LEE (3d l), songstress and author of hit tunes, who got her start at WDAY Fargo, N. D., in the late 30s, and her husband, Dave Barbour (4th l), are greeted at the airport on their arrival to pay a visit to WDAY. The group includes (l to r) Ken Kennedy, WDAY program director; Mrs. Kennedy; Peggy Lee and Mr. Barbour; Earl C. Reineke, president and general manager of WDAY; Mrs. Reineke; Bill Moher, WDAY announcer, and Glenn Flint, news editor.

Agencies

(Continued from page 11)

SLADE, formerly writer and producer with KSTP-AM-TV St. Paul, and before that with WBBM Chicago and WWJ Detroit, also joins radio-TV staff of agency.

GARRETT E. HOLLAHAN joins San Francisco office of Brisacher, Wheeler & Staff as radio-TV director. He was formerly commercial program director for KARM Fresno, Calif., and before that radio director of Beverly Hills office of Lennen & Mitchell, producer at ABC New York, radio director of Chicago office of Erwin, Wasey & Co. and assistant to vice president in charge of program department of World Broadcasting, New York.

RUTH SMITH, formerly with Knox-Reeves, Minneapolis, joins copy department of Kenyon & Eckhardt, New York.

ROBERT SHULER of Young & Rubicam Inc., New York, is in Hollywood in connection with filming of *Silver Theatre* television series at Jerry Fairbanks Inc.

MAURICE LIONEL HIRSCH Co., St. Louis, elected to membership in American Assn. of Advertising Agencies.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, moves to new offices in Clark Bldg., effective April 1. Company was formerly Pete Wasser Co.

ALBERT FRANK-GUENTHER LAW Inc., San Francisco, moves to new quarters in Wall Street Journal Bldg., 425 Bush St. Telephone remains YUkon 6-4641.

RRN RELAYS

Permits FM Quality—Hanna

RURAL RADIO (FM) Network in New York is operating the largest radio-relay broadcasting network in the country, Michael R. Hanna, general manager of RRN and of WHCU-AM-FM Ithaca, N. Y., said last week.

The operating efficiency and standards of the system—which conveys regular programming to an 11-station network using only radio relays—"permit the entire capabilities of FM quality to be realized," Mr. Hanna said.

His statement on the technical worth of the radio-relay system was made to clarify reports last week in BROADCASTING, that a projected deal for the RRN to carry broadcasts of Yankee baseball games had fallen through because the Yankee management had questioned the practicability of radio-relay feeds.

The Yankee question did not arise in respect to the technical competence of radio relay. What the baseball officials had questioned was whether it might not be more desirable to use lines which could carry closed-circuit information to participating stations preceding the games. Radio-relay, of course, does not permit closed-circuit distribution.

WFGM DEDICATED

Formal Ceremonies Are Held

FORMAL dedication of WFGM Fitchburg, Mass., was held on Feb. 25, 10 days after its opening broadcast day.

Ceremonies featured a dedicatory broadcast and open house. Speakers included State Senator George W. Stanton, Mayor Peter J. Levanti and Police Chief Carlisle F. Taylor, all of whom were introduced by Program Director Edward J. Penney. Owned and operated by the Wachusett Broadcasting Co., WFGM is assigned 1 kw daytime on 1580 kc.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

To Air BAM Plans

(Continued from page 25)

announced [BROADCASTING, March 20], a talk by Maurice B. Mitchell, director of Broadcast Advertising Bureau. His topic is "Selling the Program," and will be included in a discussion on development of new program resources. Final event Sunday afternoon will be a sports clinic with Patt McDonald, WHHM Memphis, as director.

Tentative agenda for the Monday morning FM meeting, to be chaired by Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, includes Howard Lane, WJJD Chicago and Field Enterprises Inc. and retiring NAB board member, on "Functional Music"; Chet L. Thomas, KXOK St. Louis and president of Transit Radio Inc., on "Transit Radio—A Retail Medium"; Stanley Joseloff, president, Storecast Corp. of America, on "Advertising's Biggest Challenge to Radio and How FM Will Meet It"; Mr. Bonebrake on "FM Networking"; Edward A. Wheeler, WEAW Evanston, Ill., on "FM's Special Services, How to Use One or All."

Duplication Question

Merrill Lindsay, WSOY Decatur, Ill., retiring NAB director for small stations, will discuss "Why I Duplicate." Robert Dean, KOTA Rapid City, S. D., will take the opposite position and discuss "Why I Do Not Duplicate." Winding up the FM meeting will be an FM panel including Messrs. Lane, Thomas, Dean, Joseloff, Lindsay and Bonebrake; Everett L. Dillard, WASH (FM) Washington, retiring NAB board member for FM; Frank U. Fletcher, WARL-FM Arlington, recently re-elected a NAB board member for FM; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Josh Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Convention week opens Wednesday April 12 with registration for the annual NAB Engineering Conference [see BROADCASTING, March 13, for complete agenda]. Winding up the engineering meetings will be the annual NAB-FCC Roundtable.

The annual equipment exposition in the lower level of the Stevens will open April 12, with light equipment to be displayed on the "Magical Fifth Floor."

Principal Management Conference speakers will be Carlos Romulo, UN General Assembly president; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, U. S. Chamber of Commerce president; Wayne Coy, FCC chairman; H. E. Babcock, director of Avco Mfg. Corp. and widely known farmer, businessman, educator and author. Theme of the Management Conference is "The American Broadcaster's Responsibility in the World Today."

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

COINAGE PLAN

Propose 2½, 7½ Cent Pieces

PROPOSED minting of 2½ and 7½-cent coins met mixed reception last week at a hearing before a Senate Banking & Currency subcommittee, which is considering a series of bills. Fate of the proposal is of unusual interest to several major radio advertisers dealing in soft drinks and other low-priced products.

Edward Walsh Mehren, Beverly Hills, Calif., appeared on behalf of the American Institute for Intermediate Coinage, of which he is chairman. He also is president of Squirt Co., Beverly Hills soft drink manufacturer.

Mrs. Nellie Tayloe Ross, director of the U. S. Mint, opposed the plan and said every cash register would be outmoded. No condition now exists which would justify such coins, she testified, adding "How would you make change for a 3-cent stamp if you paid for it with a 7½-cent piece."

Change Reply

In reply, it was explained that this change could be made with two pennies and a 2½-cent piece.

Mr. Mehren explained the institute is a non-profit organization backed by a number of business and industrial leaders. Soft drink purveyors, he said want to raise prices but the public doesn't like to pay two coins for a drink and the next step above a nickel is a dime.

Inflationary trends since World War II have aggravated the need for intermediate coins, he said, suggesting effects of inflation "will remain with us in the establishment of a permanent new economic base." He declared the new coins will eliminate waste in the distribution process and promote efficiency.

A saving of $5 billion to $8 billion a year is possible, he said. In the case of the 20 billion bottles of soft drinks sold annually the public would be saved $516 million, he said. Similar savings were cited for beer and coffee as well as transit services. Other savings would be found in sales and luxury prices as well as through split-cent pricing, he contended.

Hearings on the coinage proposals were completed Thursday by the Senate subcommittee. Further support of minting the odd-denomination coins was expressed. Objection was voiced by the U. S. Independent Telephone Assn., finding the coin system not practical for telephone industry uses.



GOV. Herman Talmadge of Georgia (r) congratulates Frank White, president of MBS, after Mr. White received a commission as lieutenant-colonel on the governor's staff. The presentation was made March 17 when Mr. White was in Atlanta to conduct a meeting of MBS affiliates.

Juke Box Officials

The juke box interests, represented by J. W. Haddock, of AMI Inc., Grand Rapids, Mich., and Edward H. Renner, of the Northern Virginia Music Co., said the 7½¢ piece would aid them in combatting high cost factors in their industry.

MUTUAL BASEBALL

Florida Group Hears White

EXECUTIVES from 10 Mutual affiliates in Florida have met with the network's president, Frank White, to hear details of the proposed MBS major league baseball broadcasts. The session was held March 20 in Ft. Pierce.

Mr. White, accompanied by E. M. Johnson, Mutual vice president, and Charles Goodwin of its station relations department, outlined the background for "Game of the Day" broadcasts which start April 18 [BROADCASTING, March 13]. The trio also presented a general discussion of sales techniques for local cooperative sponsorship of the games.

Arrangements for the event were handled by Doug Silver, co-owner-manager of host station WIRA Ft. Pierce. O. H. Peacock, co-owner of WIRA, took the Mutual officials deep sea fishing on his yacht the following day.

Those attending the session included:

Mr. Silver, Kingsley Butt and Frank McDowell, WIRA Ft. Pierce; Reggie Martin, WJHP Jacksonville; Robert S. Taylor and Ted Covington, WONN Lakeland; A. Frank Katzentine, WKAT Miami Beach; T. S. Gilchrist, WTMC Ocala; J. Allen Brown, WLOF Orlando; Jack Faulkner and Herb Anderson, WTSP St. Petersburg; Joseph S. Field, WIRK West Palm Beach; Larry Rollins, WSIR Winter Haven.

SIXTEEN CBS network shows per week have been switched from New York to Washington, bringing total of Washington CBS originations to 30, aired from WTOP studios after April 3.



Bigger by 120,590 (18.5% MORE) listening families in the daytime and 112,780 (16.1% MORE) listening families at night than in 1946 . . .

. . . *WFIL is the* only *Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.*

WFIL has increased its *actual* listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia's most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB's Philadelphia Report.

Better Buy WFIL . . A BETTER BUY THAN EVER . . .



Represented by THE KATZ AGENCY ABC AFFILIATE

Richards Probe

(Continued from page 24)

he labels his opinions as such."

In response to Mr. Fulton's demand that he produce complaints received by KMPC from listeners, which he was unable to do, Mr. Roberts said he believes news can be cleverly "slanted" so that listeners would not be aware of the fact and the thought desired "subconsciously registered in their minds."

Further Revelation

Under cross-examination, Mr. Roberts said that in direct opposition to Mr. Richards' instructions, David Lilienthal and Bernard Baruch were not always given the worst end of the deal in his broadcasts.

Objecting to what he termed Mr. Fulton's attempt to "smear" Mr. Roberts, FCC chief counsel said the newscaster was not on trial and was not the complainant in the case. Radio News Club was, he reminded.

At the conclusion of Monday's hearing, Mr. Fulton questioned the newsman about files purportedly belonging to Mr. Richards, and cautioned that if he had certain papers, it was illegal and criminal.

Charges by Mr. Ford that Mr. Roberts was being "intimidated" and "impeached" by defense counsel highlighted the Tuesday session.

This developed when Mr. Fulton proposed that FCC chief counsel join him in requesting an official investigation into possible perjury, theft of documents, fraud and false statements before a federal agency by Mr. Roberts.

Mr. Fulton questioned the witness at length on a promotional broadcast he had made for Davis Motor Co. of Van Nuys, Calif., shortly after he left KMPC in 1948.

Released over four California stations via transcription, the broadcast was "strictly advertising," Mr. Roberts maintained when questioned as to whether every statement in it was true. Pressed on one statement in particular, he said he did not know for certain whether it was true any more than he would know "absolutely" about the complete truth of any commercial he might be handed to read on the air. Mr. Fulton contended Mr. Roberts had described a small plant as "massive."

Davis Co. Issue

Under further questioning, Mr. Roberts testified that he was aware of the current Davis Co. probe and that he was also "cooperating with the district attorney."

"Then," said Mr. Fulton, "I now invite counsel for the Commission to join me in asking the examiner to send to the district attorney of Los Angeles County a transcript of all Mr. Roberts' testimony for investigation of possible perjury in this proceeding, possible theft of documents, possible fraud, and possible violation of federal statutes against making false statements in a matter within the jurisdiction of a federal agency."

Mr. Ford angrily rejected the invitation, charging this action was an "attempt to smear the witness."

"This is slander in cross-examination," he said. "Counsel has announced he is trying to impeach this witness and he has had five days to do it."

Charges Intimidation

At Mr. Fulton's request that Examiner Johnson send a transcript of Mr. Roberts' testimony to the Los Angeles County district attorney, Mr. Ford again exclaimed:

"Counsel is trying to intimidate this witness. This is highly improper. I object to this motion and move it be stricken from the record."

Mr. Fulton again interrupted with an offer to strike out all of Mr. Roberts' testimony so that the Commission "won't be in the position of vouching for this witness."

More words followed between Messrs. Fulton and Ford when Mr. Richards' counsel claimed scripts introduced by FCC were property of the station. Mr. Fulton, after securing them for use in questioning, refused to return them to Mr. Ford unless it was specified they belong to KMPC and should remain in his possession when not being used by the FCC examiner. Examiner Johnson finally ordered scripts returned to Mr. Ford with a stipulation that both parties should have free access to all records at all times.

Personal Criticism

Mr. Roberts during earlier cross-examination admitted he expressed personal criticism of the Republican controlled 80th Congress in 1948, "contrary to Richards' orders." He also said he praised the Republicans when he felt they were right.

Beginning a brief redirect examination of Mr. Roberts, FCC chief counsel was sustained in a motion to strike from the record Mr. Fulton's motion that the witness be investigated for perjury.

Under redirect examination, Mr. Roberts read broadcasts he made concerning Gen. Douglas MacArthur for which he claims to have been fired from KMPC because they were not wholly complimentary in accordance with Mr. Richards' orders.



Lauds Richards Stations

COMMENDATION of the public service achievements of the G. A. Richards stations was voiced in a March 16 letter to FCC Chairman Wayne Coy from Clyde A. Lewis, national commander-in-chief of the Veterans of Foreign Wars. The letter, in part, stated ". . . the three stations, particularly WJR Detroit have always given exceptional public service support to the patriotic and Americanism projects of the VFW. . . . It is my opinion that stations are judged by the public service they perform, rather than the private utterances and notes of the principal stockholder."

Telecasting Insert
Pull Out for Filing

Sets Near 89 Million

(Continued from page 19)

tion of factories not members of RMA, the total number of FM sets produced is estimated as of the present date to be over 5,000,000. This total includes TV sets with FM-band tuners.

In the joint NAB-RMA analysis it was found that 14,500,000 radio and television sets were purchased in 1949. Home radio sets accounted for 7,956,000 of the total, with another 3,964,000 auto radios and 2,594,000 TV sets. The sales figures, of course, are below the actual factory production which consisted of 7,456,000 radios and 3,029,000 TV receivers, with differences accounted for by dealer-distributor stocks.

Last year 78% of all cars manufactured were equipped with radios, a total of 3,964,000 sets that went into autos.

Average for '48-'49

Average number of radio sets, including TV, was 1.70 per home at the end of 1949, the same average as that found for 1948. The ratio of auto sets to cars hit a peak of 88% in 1947 before dropping to the 78% figure for 1949. However, a million more auto sets were turned out in 1949 than in 1947.

In the process of compiling the NAB-RMA figures it was found that some unofficial estimates of the total number of radio homes had been based on misunderstanding of U. S. Census Bureau data.

The Census Bureau estimates there were 42,843,000 families in the United States as of Jan. 1, 1950. It figures that 95% of these families have radios, a total of 40,701,000 radio homes. The bureau's estimate of radio saturation in 1948 was 94.2% of homes.

Radio-home estimates ranging as high as 42,000,000 are believed to have been computed on a Census Bureau estimate of 45,000,000 housing units, but this 45,000,000 figure covers all dwellings whereas only 42,843,000 are actually occupied by families.

The Federal Reserve Board estimates there are 50,000,000 "spending units" in the United States, compared to 42,843,000 families, but this spending unit figure is based on the number of persons who earn income and it does not allow for families having more than one wage earner, according to board officials.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

MARCH 27, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Dwindling returns casting a shadow?



See Daylight with Du Mont Daytime Television

Move to the sunny side of the street with Du Mont Daytime Television—modest in time and talent costs, ostentatious in results. Daytime television is Du Mont's baby. And Du Mont can show you how to apply it locally or on a network basis, on budget appropriations you can look at without wincing.

America's Window on the World

515 Madison Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-2600

TELEVISION DUMONT NETWORK

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

What's New in Television? **Take a Look at WPTZ!**



the Newest and Most Economical Buy in Television!

THANKS to "Hollywood Playhouse", Philadelphia area television families are watching a full length, feature movie every afternoon. Naturally, it's on WPTZ—another Philadelphia first on Philadelphia's first station.

The 700 or so theatres which run daily matinees in our area attest to the fact that Philadelphians like movies, day or night. And a review of Pulse over the past year shows that feature films on television have averaged a rating of 17.3.

Musicals, detective stories, comedies, dramas now are served daily in thousands of television homes via WPTZ at 2:00 o'clock. Philadelphians like movies and "Hollywood Playhouse" is your calling card to these thousands and thousands of customers.

We don't mean for one visit a day, or two, or three, but six messages each day—*all for the price of a single participation!* Yes, it's WPTZ's new six-for-one "Hollywood Playhouse" package. It's hour long coverage for the cost of a spot! It's the newest and most economical buy in television.

For full information on this "plus" program, drop us a line here at WPTZ or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MARCH 27, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR WINDUP

Mid-April Completion Date Seen

HOPES that FCC may complete its contentious and protracted color television hearing not later than mid-April arose last week as these developments brought the presentation of direct testimony near an end:

● Development of a color set which will receive RCA color transmissions and, without additions, may also receive transmissions by the Color Television Inc. and CBS systems was reported by FCC Comr. Robert F. Jones. He said he had seen such a set but did not say where.

● CBS President Frank Stanton called for a "clean-cut decision" on color "at the earliest possible moment," promised to be airing 20 hours of color weekly within three months after a decision adopting CBS standards, and foresaw a possibility of almost 100% colorcasting in two years. He opposed multiple standards on grounds that public and industry confusion would result and color might be delayed.

● President Joseph H. McConnell of NBC, RCA subsidiary, said NBC would increase its present 8-hour-week schedule of Washington colorcasts to 12 hours a week "immediately" if the RCA system is adopted, and would be networking at least 18 hours a week a year later.

● The outlook for cross-examination dropped from a total of about 30 hours to a little less than 20 when CBS announced it will waive cross-examination altogether. FCC cancelled this week's sessions, but it was hoped direct testimony would be completed early next week if not in last Friday's sessions (see late story page 86), with cross-examination getting underway about April 3-4.

● FCC signified an interest in a lenticular color photography process which had been suggested by W. E. Celestin and which the Commission felt "may be capable of adaptation" to color TV transmission. FCC pointed out, however, that Mr. Celestin must make "actual television tests" and provide "definite information."

Western Union Plans

● Western Union outlined contingent plans for establishment of TV network facilities (video only); and a Bell System representative, appearing at FCC request and speaking on his own behalf on compromises necessary for 6-mc color, said he felt further experimentation was preferable to establishment of a single color standard.

Both Dr. Stanton of CBS and Mr. McConnell of NBC urged adoption of their respective systems.

Though opposed to multiple standards, Dr. Stanton said CBS would cooperate "whole-heartedly" if they are adopted, but was unable to predict the CBS color program if another system is adopted.

Mr. McConnell, said NBC's color program would not be on as broad a scope if non-compatible (CBS) standards were approved.

The NBC executive was questioned sharply by Chairman Wayne Coy on this point. Did he mean, Mr. Coy wanted to know, that NBC would prefer to "follow rather than keep even" in event of standards which would not permit present sets to receive color transmissions in monochrome without adaptation.

Made No Decision

Mr. McConnell reiterated that NBC hadn't reached a decision on the extent of its color programming in that case, except that it couldn't launch as broad a color program as it would if its own compatible system were chosen.

Neither Dr. Stanton nor Mr. McConnell would concede the existence of a workable "combination" set which, as Comr. Jones described it, is based on the RCA system and will also receive CTI color and reportedly may be arranged to receive CBS color—all with no additions to the equipment needed to receive RCA color.

When Comr. Jones asked the CBS president whether he would accept his word that he had seen such a set, Dr. Stanton replied: "I'll take your word for it but I won't take the engineer's word." If such a set existed, he claimed, it would have been—or should have been—exhibited in the hearings before now.

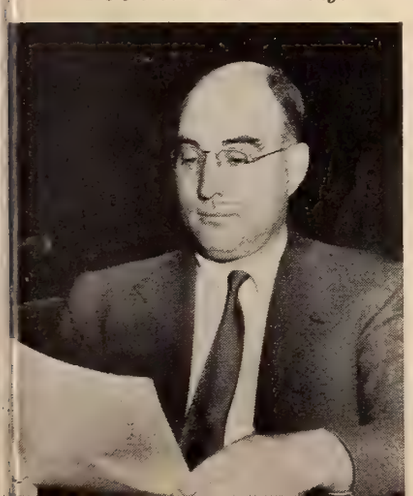
Cites 'Ifs' of Issue

But he conceded that if such a receiver exists, and "if it works and if the cost is right," the public would not be harmed by adoption of dual or multiple standards. At that point he had been contending that approval of more than one system would cause confusion among the public by requiring them to choose "programs" in advance, since they could not receive on

(Continued on Telecasting 16)

* * *

NBC's President McConnell at FCC's color TV hearing.



Columbia's President Stanton testifies in color sessions.



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HARPER DEFENDS TV

Cites Marketing Successes

TWO CURRENT appraisals of television—that it is suited only for "big-time" advertisers willing to meet "high price tags," and that its market coverage is "too thin, too sectional"—were challenged last week by Marion Harper Jr., president of McCann-Erickson Inc.

Stressing television in a general media discussion last Thursday before the Radio Executives Club at the Hotel Roosevelt, New York, Mr. Harper found little support for either thesis, which he denied on the basis of other media histories and TV's already established marketing accomplishments.



Mr. Harper

"To the contrary, indeed, there seems every indication that TV is now and will continue to be a strong, valid, new kind of medium qualified . . . for the use of practically any advertiser," Mr. Harper asserted, adding that some observers tend to overlook TV's potential impact.

He cited McCann-Erickson's list of 23 TV clients whose budgets range from $14,000 to over $1 million, and noted that "each of these advertisers is in this medium to accomplish a marketing advance."

He observed further that each uses TV with other media and that most of them can show "good money's worth in sales results."

Mr. Harper coupled his challenge with a plea for more and better media sales case histories in support of his contention that all media can be properly measured only "in the nude" though they are usually seen only "when dressed to kill." His subject was "the naked medium," which he described as "the net, clear demonstrable ability . . . to bring home the kind of bacon the purchaser lives on."

Television is especially suited to take the lead in development of concrete data because it is sharply sectional and homes within any area are readily located to make possible "matched samples" of those homes. This is no longer possible in radio, he added.

He concluded, ". . . until the 'naked medium' itself can be seen and appraised, neither media seller nor media buyer has lived up to his obligation. . . ."

ASCAP REVISIONS

Acceptance Put to Vote

"ACCEPTANCE" of the new ASCAP-government consent decree, which provides changes in the society's licensing procedures with TV stations, will be put to a vote among the organization's some 12,400 members in the next fortnight before ASCAP evolves its revised charter or by-laws.

The charter (articles of association) would then be approved by membership prior to submission to the Justice Dept. for its approval sometime in the next two months.

Meanwhile, TV industry and ASCAP attorneys last week were still weighing the potential ramifications of the new decree which supersedes the 1941 agreement [TELECASTING, March 20].

While they declined to be quoted directly, these opinions appeared to emerge after early consideration of the new decree:

(1) ASCAP's practice of claiming fees for non-ASCAP music programs immediately preceding and following a program using its music apparently would be curtailed.

(2) The conflict between payment for participation and spot programs using ASCAP music still appeared to hang in the balance. ASCAP has exacted payment for commercial participation shows and has contended that use of spots in effect, renders the programs commercial.

TV Licensing Process

(3) Decree spells out procedure which provides for licensing of TV stations by the TV network thus clarifying the radio - as - distinguished-from TV issue. Accordingly ASCAP is restrained from negotiating individually with stations affiliated with any TV network whose commercial programs it carries.

(4) Synchronization—the right of incorporating ASCAP music into motion picture film—and performance rights are plainly separated with one exception.

(5) Performance rights from ASCAP are deemed to carry with them synchronization rights as well where stations record and air delayed broadcasts, such as by kinescope. Generally, the two rights involve clearance from the publisher, acting for the author or composer, and ASCAP.

(6) Previous decree is further clarified to the extent that use of existing motion picture film originally designed for theatre purposes would be excluded from TV, and film prepared for TV performance would not be shown in theatres.

(7) Provision that ASCAP would be prohibited from entering into any contract over five years, such as is now in force with the radio networks. The second ASCAP-radio nine-year contract governing use of the society's music went into effect last Jan. 1. Ruling does not affect the existing contract, however.

(8) ASCAP could not levy different charges for delayed and simultaneous TV programs.

The decree specifically provides that TV stations may clear "at the source" for use of motion pictures and music on network telecasts with ASCAP asked to issue a single license for all performances; enjoins and restrains ASCAP from "requiring or influencing" a broadcaster or telecaster to bargain for a blanket license before negotiating for a per-program license; requires changes in ASCAP membership eligibility, and cease "monopolistic" practices in licensing of foreign music in the U. S.

SADLAK TAX STAND

Says TV Needs Encouragement

THE TELEVISION industry needs encouragement "not a tax burden to retard (its) progress," Rep. Antoni N. Sadlak (R-Conn.) told his House colleagues last week. His statement came in connection with his announced stand against the administration's proposed tax on TV sets.

Rep. Sadlak also offered for Congressmen's inspection an editorial printed by the Bridgeport (Conn.) *Sunday Herald*, entitled "Television Revolution Will Be Digested Too." Editorial points out the art of video is slowly becoming "another adjunct to a full life" and parental objection to TV is decreasing because as time goes on "selectivity returns, even to children . . ."

New Scene Changer

NEW technique to change from one TV scene to another, a "horizontal wipe" as used in movies, has been made possible by John Wilner, director of engineering for WBAL-TV Baltimore. The electronic device developed by Mr. Wilner to produce the change permits two sources of TV signals to occupy the same space usually taken by a single camera signal. Device was introduced by WBAL-TV on March 11 birthday show.

ASCAP LICENSES

Extend Interim Basis To May 1

ASCAP representatives and a TV broadcasters committee have agreed to extend stations' interim per-program licenses from April 1 to May 1 and also have deferred further negotiations on license terms until later next month.

This action resulted from two-day sessions of the society's officials and the telecasters' committee meeting in New York March 15 and 16. It was the first conference since negotiations were held last December [TELECASTING, Dec. 12, 5, 1949] when committee members settled on indefinite extension of TV licenses.

Attending this month's meetings was a subcommittee composed of Dwight Martin, vice president and general manager, Crosley Broadcasting Corp.; Roger Clipp, WFIL-TV Philadelphia; Howard Lane, Field Enterprises Inc., Chicago, and Stuart Sprague, attorney for TV broadcasters. Fred Ahlert, ASCAP president, also sat in briefly at the meetings.

Considerable discussion on per-program license terms produced "nothing acceptable" by either ASCAP or industry representatives, Mr. Sprague reported after the meetings. Also aired was the recent ASCAP-government agreement, which directs changes in the society's licensing methods for TV stations and provides for a single license for all performances of a motion picture or entire network telecasts [TELECASTING, March 20].

Provides Court Review

Conferees generally felt, Mr. Sprague said, that the new agreement will serve to implement provisions of the original 1941 decree with respect to per-program licenses subjecting any rate disputes to court review.

ASCAP and TV broadcasters will convene again sometime after mid-April. Negotiations will resume pending the return of Mr. Ahlert from the West Coast and the convenience of committee members.

Mr. Sprague said that 11 network owned-and-operated TV outlets currently hold blanket licenses for ASCAP music, while substantially all of the remaining active video stations are on an interim basis.

The present interim fee scale ranges from $50 to $250 per month, based on station income. Scale provides that TV stations with gross revenue from non-network advertisers of under $50,000 pay $50 per month; those with annual gross of $50,000 to $150,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made once per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.



ALDEN JAMES (seated center), director of advertising, P. Lorillard Co., was the guest of NARSR's first TV clinic held in New York last month. Luncheon group includes (l to r): Seated—Keith Kiggins, Edward Petry & Co. Inc.; T. F. Flanagan, managing director, NARSR; Mr. James; Jack Brook, Free & Peters Inc.; Fred F. Hague, George P. Hollingbery Co.; standing—Russell Walker, John E. Pearson Co.; Don Kearney, The Katz Agency Inc.; Lewis H. Avery, Avery-Knodel Inc.; Norman Farrell, Weed & Co.; Ted Kruglak, The Katz Agency; John Porterfield, Paul H. Raymer Co. Inc., and William Faber of Headley-Reed.

Cable and Relay to Triple Size of Present Connected Audience in Year...

The Outlook as AT&T's Network Expands

By J. FRANK BEATTY

TELEVISION sponsors will have a vastly expanded audience available via network cable and relay facilities when the fall-winter season opens next autumn.

Under the Bell System intercity construction program, TV advertisers will be able to use a network running from Boston to Jacksonville, Fla., on the east; across the south to Atlanta, Memphis and Birmingham, and bounded on the west by Kansas City, Omaha and Minneapolis-St. Paul (see map).

On the West Coast a microwave relay will connect Los Angeles and San Francisco.

This greatly broadened service area for live TV networking will be accompanied by advances in TV recording processes and program sources, bringing to viewers improved sight-sound quality far in advance of that available in the fall of 1949.

The TV audience available next fall via interconnected network will be nearly triple that of last October, judging by estimates of the audience reached at that time and the audience to be available next autumn.

When the 1949 autumn-winter season opened, the interconnected Bell System network operating in the eastern half of the country was able to serve fewer than 2 million TV sets, according to industry estimates. At that time set production was starting to skyrocket. The pace has continued to increase right into the early spring weeks and weekly TV set output now is over the 100,000 mark.

Audience Grows

Total TV circulation is nearing 5 million. As the cable and microwave facilities of Bell System continue to reach into new areas, the audience reached by the network grows accordingly.

By next October, when the present networking construction program is to be nearly complete, the TV stations linked by coaxial and microwave facilities will be serving an estimated 5½ million video receivers with chance that the figure will exceed 6 million if present factory output and dealer sales continue to mount.

Latest additions to the Bell System network are a microwave link from Richmond to Norfolk, Va., and a coaxial extension from St. Louis to Memphis.

Scheduled for summer completion are microwave relays expanding New York-Chicago service, via Philadelphia, Pittsburgh, Cleveland and Toledo; Pittsburgh-Johnstown, Pa., microwave; more New York-Washington service by microwave.

September completions, under Bell System's schedule, are to include more Washington-Richmond coaxial facilities; coaxial service from Richmond to Charlotte, N. C., and Charlotte to Birmingham via Jacksonville and Atlanta.

In October the telephone company plans to add Dayton-Indianapolis microwave; Indianapolis-Louisville coaxial; Chicago-Des Moines microwave; Des Moines-Minneapolis coaxial; Des Moines-Omaha microwave; Omaha-Kansas City coaxial. Ames, Iowa, will be added in December.

The Los Angeles-San Francisco radio relay, consisting of two northbound channels, is scheduled to open in September.

Microwave Link Underway

Construction of a cross-country microwave link from Omaha to San Francisco is in the early stages, according to AT&T officials. Engineering work is underway and much of the basic construction work has progressed into Colorado, it is understood.

AT&T will not hazard a guess on the date this telephone facility will be open to TV, providing an interconnected transcontinental network. Some informal estimates have suggested possible completion in 1951 but AT&T says its own planning officials have no idea when the channels can be opened. Best guess is that the channels will be opened to TV some time in 1952, assuming there is a demand for what obviously will be an expensive service.

Transcontinental Service

Some regional telephone company officials have been quoted as saying transcontinental service can be provided within months by installing relay and terminal facilities on the southern cable running from Atlanta through Dallas-Fort Worth (with Houston leg), to El Paso and Phoenix to Los Angeles.

At AT&T headquarters, however, it is pointed out that the job adapting the cable to television requires vast amounts of equipment and installation expense. They appear to doubt if there is a present demand for this service that would justify the cost.

While Bell System is engaged in its extensive 1950 coaxial-microwave construction it also is expanding present facilities by adding channels and providing two-way service in a number of cases.

Present coaxial facilities are rated by AT&T at 2.7 mc bandwidth, a limitation that has brought frequent complaints about quality of the signal transmitted. Radio relay facilities are rated at about 4 mc.

According to AT&T, 47% of its TV network channels will be microwave by the end of 1950 and the remaining facilities will be coaxial cable. It was indicated informally that first TV channels have been of the coaxial type because cables already existed and conversion to TV was easier and quicker than construction of new microwave towers and related facilities.

In two or three years, according to AT&T, as much as 75% of the network will be of the microwave type.

And what about cities that won't be connected to the eastern network or the California link under the 1950 AT&T construction program?

Texas telecasters have informed TELECASTING they see little chance of network service in the next two years. The same situation applies in the case of Oklahoma City, Phoenix, Albuquerque and other areas. Miami is less than 300 miles from the Jacksonville connection but AT&T isn't expected to install TV equipment on the existing telephone cable until service is ordered by a subscriber.

Concerned Over Cost

Telecasters in many cities told TELECASTING they were concerned over cost of the service, especially with the improvement in sight-sound recording techniques.

In one city, where service will soon be installed, two operators voiced concern over the cost of the cable and the inconvenience of sharing channels. They also commented on the problem of constantly changing from network to recorded telecasts and the danger of audience dissatisfaction.

Some stations said they hoped the cable never comes to town. If costs run as high as predicted, they agreed, recorded and local programs are fine.

Lewis Allen Weiss, chairman of the board, Don Lee network on the West Coast, said the charge "for a one-way service from the South to the North on an eight-hour day will run approximately $15,000 per month which, under present conditions, would make that cost prohibitive to us."

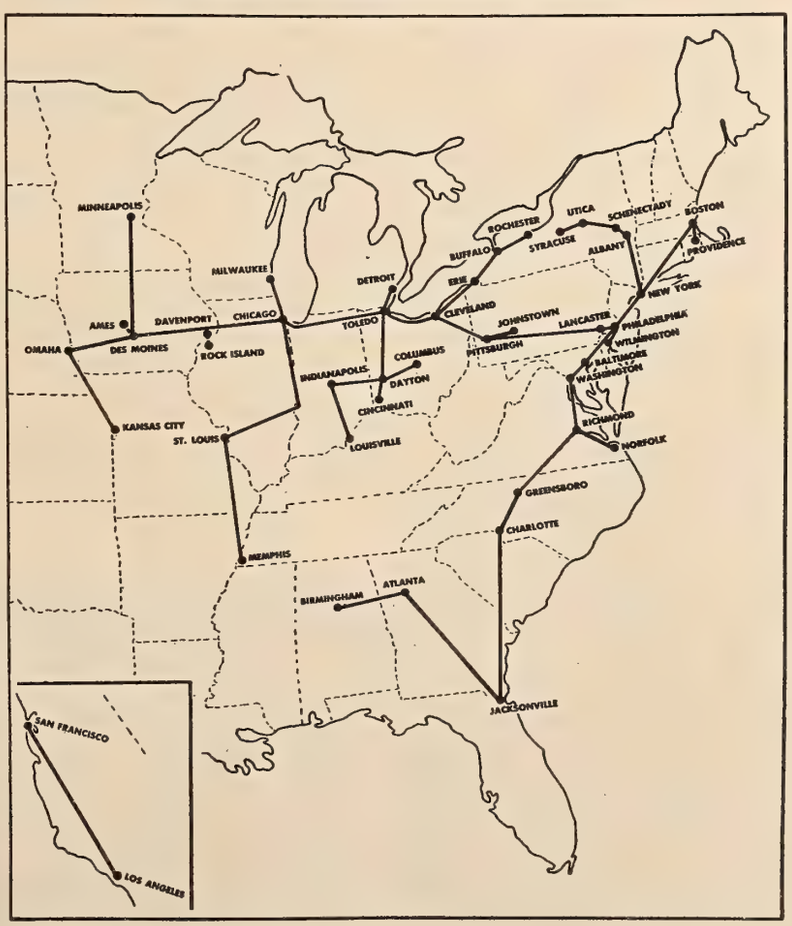
Rex Schepp, president and general manager of KPHO-TV Phoenix, said, "Frankly, we think it will be quite a while before the cable is

(Continued on Telecasting 17)

* * *

BELL SYSTEM TELEVISION NETWORK ROUTES

(Planned for completion by Oct. 1, 1950)



Note—Includes both coaxial cable and microwave relay. Ames, Ia., link to be ready by Dec. 1, 1950.



Telefile:

Two Years of Accomplishment For The 'Tribune's'

WGN-TV CHICAGO

A YEAR AGO, Frank P. Schreiber, manager of *Chicago Tribune* broadcasting activities, generalized about television as he surveyed a year of achievement by WGN-TV Chicago, youngest of the illustrious *Tribune* offsprings.

"An open mind; the courage to take a chance; the ability to learn quickly from trial and error—these are television's prime requisites," he declared.

Last week, Mr. Schreiber was more specific as he spoke with pride of the approaching second anniversary of WGN-TV. He called the station "our more glamorous and beautiful baby."

"Much emphasis" is put on WGN-TV in the current multi-million dollar building program of WGN Inc., he revealed. Mr. Schreiber cautiously added, however, that AM facilities likewise are being improved and WGN's overall expansion program "exemplifies faith in the future of both radio and television."

Nevertheless, observers see in Mr. Schreiber's enthusiasm for television an indication that, in WGN-TV, the *Tribune* has as great a money-maker in the TV field as WGN is among AM operations. With 105 local advertisers; every minute of its five sports programs sold out; success stories and testimonials coming in by the dozens; more viewers for such pooled telecasts as the World Series than for all other Chicago TV stations combined—this two-year-old "baby" seems to have hit its stride.

WGN-TV was a million-dollar investment even before it took the air April 5, 1948. Its premiere, in WGN's famous radio theatre—Studio One—featured a parade of the best talent then available in Chicago, plus speeches by a United States Senator, the governor of Illinois, and the mayor of Chicago. There were 17,000 receivers in the Chicago area at the time.

With the influential *Tribune* promoting it to the hilt, WGN-TV was an important factor in bringing up receiver sales in the Chicago area by nearly 100,000 during the station's first year of operation. The *Tribune* not only published a record-breaking television edition on the eve of WGN-TV's premiere, but earlier had invited hundreds of Chicagoland dealers to a "TV Open House."

Heavy Opening Schedule

Station started out with an unprecedented schedule of 42 hours weekly. Such events as the International Golden Gloves, Chicago Cubs baseball games, exclusive White Sox baseball telecasts, other local sports features and special programs were included in the first month's operation. Succeeding months brought Chicago televiewers the Alexander Korda productions. President Truman was televised the first time in Chicago when he appeared at the Swedish Pioneer Centennial.

The summer of 1948 brought the first telecast Big League night baseball games, as well as the nation's first complete 154-game major league schedule. Other mid-summer highlights were from the Chicago Railroad Fair and a Lincoln Festival in nearby Park Ridge, Ill. In August, WGN-TV was a natural selection to telecast two mammoth *Tribune* extravaganzas — the Chicagoland Music Festival and the All-Star Football game. The latter drew an estimated 500,000 viewers.

Throughout its two years, WGN-TV's *Chicagoland Newsreel* has been one of the station's most popular offerings. It is the only locally prepared TV newsreel, with 35 commercial spots in 10 showings per week. With a large staff of photographers and technicians, many of them *Tribune* news-trained, *Chicagoland Newsreel* is one of the most costly TV projects in the nation, but Chicagoans hail it as an unrivaled public service, giving them their only opportunity to *see* the city from all aspects.

In late August 1948 the station joined DuMont network, and in November became affiliated with CBS-TV as well. DuMont's *Original Amateur Hour*, plus Friday night wrestling and CBS' *Toast of the Town*, were among the first eastern network shows to be seen in Chicago by tele-transcription.

On Jan. 11, 1949, WGN-TV joined other Chicago video outlets in the first telecast on the east-midwest cable, and the next day started its regular schedule of eastern telecasts from CBS and DuMont.

Other memorable telecasts of the first year were Roy Rogers' Rodeo, International Livestock Exposition, National Television and Electrical Living Show and the International Kennel Club Dog Show.

* * *

AS if in preparation for its first anniversary celebration, the station averaged 51 hours per week on the air during March 1949, and increased its weekly commercial time to 60%, as compared with 24% at the outset. The average March program week broke down as follows: 29% live studio shows; 15% remotes (outside the studio); 30% film; 26% network feeds.

In step with program and commercial developments, WGN-TV made long strides engineering-wise during the latter part of its first 12 months, and early in its second year moved its antenna tower and transmitter from a temporary location at the Chicago Daily News Bldg. to Tribune Tower. However, delays in construction of a spacious new WGN building, adjacent to the "Tower," made it impossible to move all of WGN-TV's facilities from the Daily News Bldg. until recently.

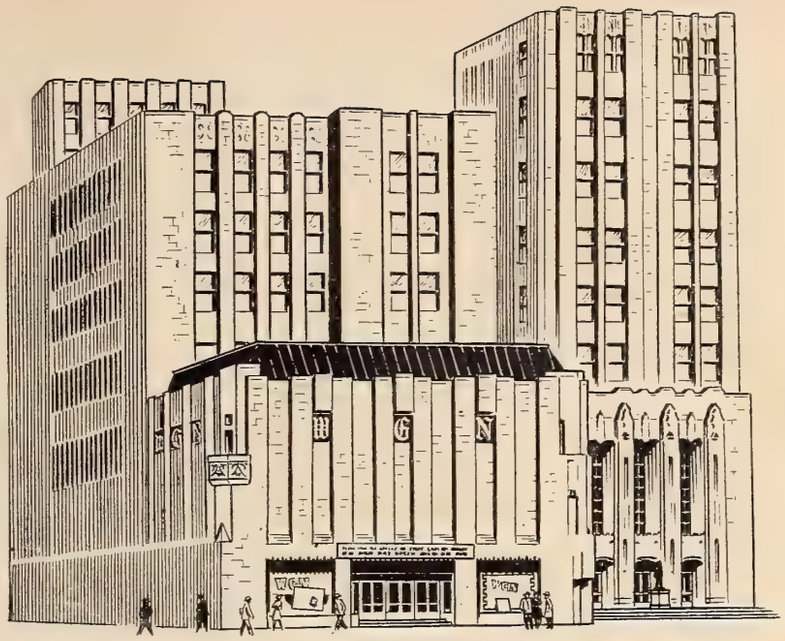
The 100-foot combination TV-FM antenna, supported by a steel mast rising 33 feet above Tribune Tower, puts the top of the present antenna 610 feet above ground level. This represents an increase of more than 180 feet over the height of the temporary installation. The station is on Channel 9 (186-192 mc) with 7.2 kw aural, 11.2 kw visual.

Station started its new year with a full Chicago Cubs schedule and exclusive White Sox baseball telecasts. Chicago retailers became increasingly active as the station promoted its "second year on the air." Rosen's Men's Wear took on Friday night boxing and reported sales increases from the first telecast. By the third week enough customers were brought in by TV for this advertiser to break even.

One of the most encouraging reports of the station's new year came late in April when *Mystery Players* was shown by two rating services to be only two points be-



Mr. MEYERS | Mr. COOK | Mr. SCHREIBER | Mr. BROOKS | Mr. FARAGHAN | Mr. BRICKHOUSE



This new building, housing WGN-TV as well as other Tribune *broadcasting operations, is nearing completion on property adjacent to Tribune Tower.*

* * *

hind the second highest rated network drama in the nation, and well ahead of all other local productions of this type. That same month the station started wooing women's audiences with a Friday afternoon show sponsored by a ladies' foundation manufacturer. It was the first time in the Midwest that such a concern had used television to promote the sale of its products.

In June a rating group gave the station occasion to crow when it revealed the results of a survey showing what products viewers had purchased after seeing them advertised on television. The top four products were all network advertised, but the fifth product was WGN-TV advertised Tavern Pale Beer. Two places below Tavern Pale was Dad's Root Beer, an advertiser that allocated 50% of its appropriation to WGN-TV.

During this same month station officials were pleased when DuMont offered a commercially sponsored, hour-long Saturday night variety show, *Cavalcade of Stars.* WGN-TV had planned to leave the CBS-TV network by fall, so this program-building by DuMont fitted nicely into its plans. Walgreen Drug Co. picked up the local tie-ins.

By August another survey revealed that five out of the top six TV shows in the country were on WGN-TV, and nine out of the highest 13 were telecast by the station. Important from the local advertisers' viewpoint was that five programs were local WGN-TV originations.

* * *

LAST fall WGN-TV gradually moved into prominence as one of the nation's most successful "local" operations. It leveled off with more than 85% of its time non-network and 67% commercial. By October its local status became even stronger when it was revealed that commercial programming from two networks accounted for only 11% of all its time. When CBS-TV was dropped later that month, station had only four hours of unsold time during the period 6:30-11 p.m., Monday through Sunday.

Early this year *Chicago Cooks with Barbara Barkley* loomed as one of the nation's most successful TV shows. Mail count of 3,015 in November and 3,350 in December moved up to 5,098 in January and had passed 6,700 by the third week of February. Starting as two half-hour shows per week, *Barbara Barkley* now has five 45-minute shows weekly with 31 announcements paid for by 19 clients. All of Friday's show, plus one announcement on Wednesday, is sponsored by Kelvinator, which recently was moved to send in a testimonial letter.

"We have received more direct returns from this program than from any other advertising we have used," wrote A. G. Whitmer, advertising and sales promotion manager. "Our advertising dollar spent in television has gone further than in any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done."

Another recent commercial achievement was the avalanche of votes pulled by a contest to select "Miss Tavern Pale of 1949." A total of 1,642,000 ballots were received, and the sponsor, Tavern Pale Beer, has started another contest for 1950.

One advertiser tried WGN-TV for a test last year and soon found it necessary to expand from a 4,000 sq. ft. location with three employes to a 25,000 sq. ft. layout with 70 people. Dulane Inc., a 1949 newcomer in the electrical cooking appliance field, uses Harold Isbell, with 26 years of broadcast experience, on both *Spell with Isbell* and *Stop, Look, and Learn.* Dulane plans to put the Isbell shows on the network to back nation-wide distribution.

"Although we sold only 100 units in January 1949, our October sales were 15,000 units," wrote Robert Dusek, president. "Television is ideal for the little fellow with the modest income. The only city in which we purchased advertising was Chicago. Sales in Chicago have soared four times faster than in other major cities."

WGN-TV now is on the air 57 hours a week. Its hourly live rates range from $750 (Class A) to $375 (Class C).

* * *

STATION soon will be settled in headquarters equal to any in the world. Seven of the 14 studios now available or under construction in the new WGN Bldg. will be used for TV. Largest will be Studio One, for many years scene of WGN's *Chicago Theatre of the Air.* This famous radio meeting place, with a marquee on Michigan Blvd., now is being remodeled for TV as well as AM.

An outdoor bandshell — transplanted indoors—would quite logically describe the recently opened Studio 5A. Three stories high at one end, one-and-a-half at the other, it contains a complete bandshell and is planned for broadcasts of symphony orchestras, large bands and other over-sized productions. A floating studio, it is 41 ft. wide and 70 ft. long. A client's booth, 23 x 9 ft., can accommodate 25 persons. Permanent seats will not be installed on the main floor of this studio, making it as flexible as possible, but 250 portable chairs are available.

Another studio now ready is 6A, also built on the floating principle. It is 24 x 50 x 22 ft. and is encircled by a catwalk 15 feet from the floor to provide additional space for scenery, lights and other equipment. Lighting is accomplished by 12 banks of fluorescent tubes suspended from the ceiling on accordion-like supports. They can be adjusted to any level from 5 to 20 feet from the floor. Additional banks of special lights rated up to 2,000 watts are mounted on floor dollies.

An ultra-modern kitchen has been permanently installed in Studio 6A for use in afternoon programs designed for homemakers. It has a 1950 model electric range, deep freeze, refrigerator, double sink and lighted cabinets. At least five other stage sets can be dovetailed into this studio simultaneously for one or several shows.

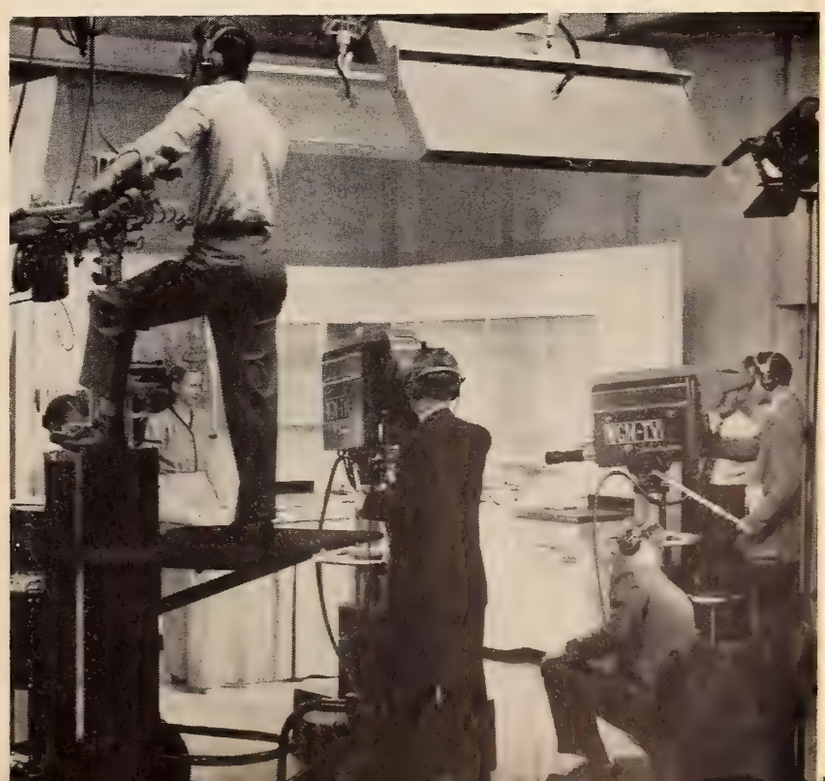
The only other TV studio completed is 6B, a unique music and organ room. The organ installation is a $50,000 project in itself. Only the console is visible. Pipes and shutters have been concealed behind a perforated wall, creating the illusion of sound permeating the studio from the innermost recesses. Two stories high, Studio 6B, which measures 33x45 ft., will also be used for AM.

WGN-TV's staff of 115 is headed by Mr. Schreiber, a *Tribune* man for more than 30 years. He covered sports for the newspaper as early as 1918 while in high school. Within 10 years he was named assistant general purchasing agent of the *Tribune* company, and three years later joined WGN as public relations director. He has been in charge of all WGN Inc. broadcasting operations since September 1940.

Director of engineering for WGN-TV, as well as the *Tribune's* AM and FM stations, is Carl J. Meyers. His first assignment on joining WGN in 1925 was to re-

(Continued on Telecasting 18)

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From WGN-TV's new Studio 6A Barbara Barkley (l background) presides over Chicago Cooks With Barbara Barkley.

Telestatus



Caldwell Estimates TV Investment

(Report 104)

TELEVISION INDUSTRY, despite its relatively tender years, already represents an investment of over $2.5 billion. This estimate was released last week by Dr. Orestes H. Caldwell, former U. S. Radio Commissioner and now editor of the Caldwell-Clements magazines, *Tele-Tech* and *Radio & Television Retailing*.

Dr. Caldwell figures that the approximately 5 million television sets, with their installation costs, repairs, etc., make up the bulk of the investment—$2 billion. With their inventories and places of business, TV dealers and distributors represent approximately $300 million. Another $100 million may be added for television service.

The 101 television stations now on the air represent an investment of approximately $50 million, Dr. Caldwell estimates, with another $50 million invested in coaxial cable.

Adding the huge sums that the television industry has spent in research, patents, FCC hearings, legal controversies, etc., Dr. Caldwell feels that another $50 million is easily accounted for.

Combining all these items, Dr. Caldwell sets the present television investment at $2,680,000,000. By the end of 1950, he estimates this total will have increased to $4.5 billion.

* * *

ARB Expansion To Issue Monthly Report

EXPANSION of service to two new cities and the proposed issuance of a national television rating were announced last week by American Research Bureau, Washington.

The first issue of "The United States Television Audience" is slated for release in October, according to James W. Seiler, ARB director. The report will be issued monthly thereafter and will be based on a probability sample representing all television homes in the U. S. Network program audiences will be shown in terms of actual number of homes and men, women and children viewing.

The ARB diary method is to be used with the diaries placed in all TV areas—urban and rural—on the basis of actual set ownership. An entirely new sample will be selected for each month's report.

As in the case of ARB city reports, audience duplication, cumulative audience, audience composition and data flow will be available.

Two new areas have been added for regular city reports—Cleveland and Chicago. City reports hereafter will be issued monthly for New York, Philadelphia and Chicago and quarterly for Baltimore, Washington and Cleveland. First reports for the two new cities will be released next month.

Top television shows in New York and Philadelphia during the March 1-8 test week are reported by American Research Bureau as follows:

NEW YORK

1.	Star Theatre	68.8
2.	Toast of Town	60.6
3.	Talent Scouts	57.6
4.	The Goldbergs	53.3
5.	Godfrey and Friends	50.7
6.	Studio One	41.1
7.	Saturday Revue	38.3
8.	Boxing—N.Y. (NBC Fri.)	35.8
9.	Children's Hour	33.8
10.	The Lone Ranger	32.4

PHILADELPHIA

1.	Star Theatre	78.4
2.	Talent Scouts	69.8
3.	Toast of Town	63.4
4.	Boxing—N.Y. (NBC Fri.)	63.0
5.	Godfrey and Friends	56.6
6.	Cavalcade of Stars	55.9
7.	Film Theatre (WFIL-TV Sun.)	52.8
8.	Lights Out	51.7
9.	Stop the Music	50.6
10.	The Goldbergs	50.1

* * *

Three Video Outlets Revise Rate Structure

WABD(TV) New York raises its Class A time rate from $1,500 to $2,000 an hour, effective April 1. Class A time is 6:30 p.m. to 11 p.m. Monday through Friday, 12 noon to 11 p.m. Saturday and Sunday.

KFI-TV Los Angeles, moving into nighttime operation, has announced the following basic rate structure: Hourly rate, $300; one-minute announcement, $52.50; participation, $60.

Station's daytime rates remain the same—$210 per hour; $35 for one-minute or less; $40 per participation.

On March 19 the rate structure of WEWS (TV) Cleveland was revised. New rate for one hour of Class A air-time (7-11 p.m. Monday through Saturday and 4-11 p.m. Sunday) is $600, including use of studio facilities. Old rate for the same time and facilities was $500.

* * *

WHIO-TV Dayton Surveys Student Viewing

IN A recent survey at Madison Trotwood Elementary School, Dayton, Ohio, it was found by WHIO-TV Dayton that over 35% of the students have television sets in their homes. Another 7% visit neighbors regularly to watch TV.

Among the children in set owning families it was found that almost 90% of them now stay home more than before the TV set entered the home. First choice in programs among the small fry was *Hopalong Casidy*, WHIO-TV reports. *The Lone Ranger* and *Texaco Star Theatre* ranked second and third, respectively. Average viewing is reported as better than four hours per day per child.

Children also were asked for any comments from their parents. Most freqeunt one reported was that television should remind children when to go to bed. Another was that alcoholic beverages and tobacco should not be advertised until after 8 or 8:30 p.m.

* * *

States File Bills Governing TV in Cars

BILLS governing the use of television in motor vehicles have been introduced for legislative action in Massachusetts, Mississippi, New York and Virginia, according to the legislative reporting service of the Automobile Manufacturers' Assn.

The bill filed in Virgina would make it unlawful for anyone to install any TV set in automobile, truck, bus or other vehicle where it would be visible to the driver. In New York, a bill would make it unlawful to equip or operate a motor vehicle with a television receiving unit. The Mississippi bill would make it unlawful to install a TV set in any motor vehicle. And in Massachusetts, the bill reads that no person shall drive any motor vehicle equipped with any TV viewer, screen or other means of visually receiving a telecast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle.

Weekly Television Summary—March 27, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	5,611
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	276,980
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	32,532
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	9,557
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.....	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563

* Lancaster and contiguous areas.

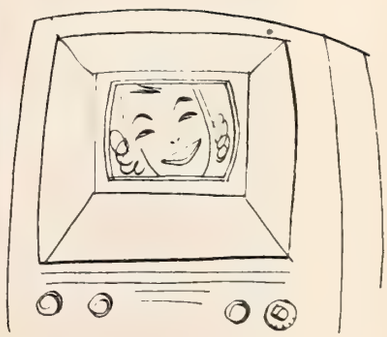
** New station in this report.

City	Outlets on Air	Number Sets
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV**	25,901
Memphis	WMCT	24,172
Miami	WTVJ	20,125
Milwaukee	WTMJ-TV	89,419
Minn-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	25
New Haven	WNHC-TV	71,100
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,060,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	.....	4,192
Oklahoma City	WKY-TV	21,541
Omaha	WOW-TV, KMTV	19,107
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	80,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	23,581
Rochester	WHAM-TV	31,056
Salt Lake City	KDYL-TV, KSL-TV	11,000
San Antonio	KEYL, WOAI-TV	12,133
San Diego	KFMB-TV	23,160
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	62,500
Seattle	KING-TV	24,450
St. Louis	KSD-TV	101,254
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	37,000
Tulsa	KOTV	16,730
Utica-Rome	WKTV	9,300
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360
Wilmington	WDEL-TV	30,322

Total Markets on Air 59 Stations on Air 102 Sets in Use 4,658,757

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.





Every survey has shown WSB-TV to be the overwhelming choice of viewers in the Atlanta market. Latest report—*by more than 2 to 1.*

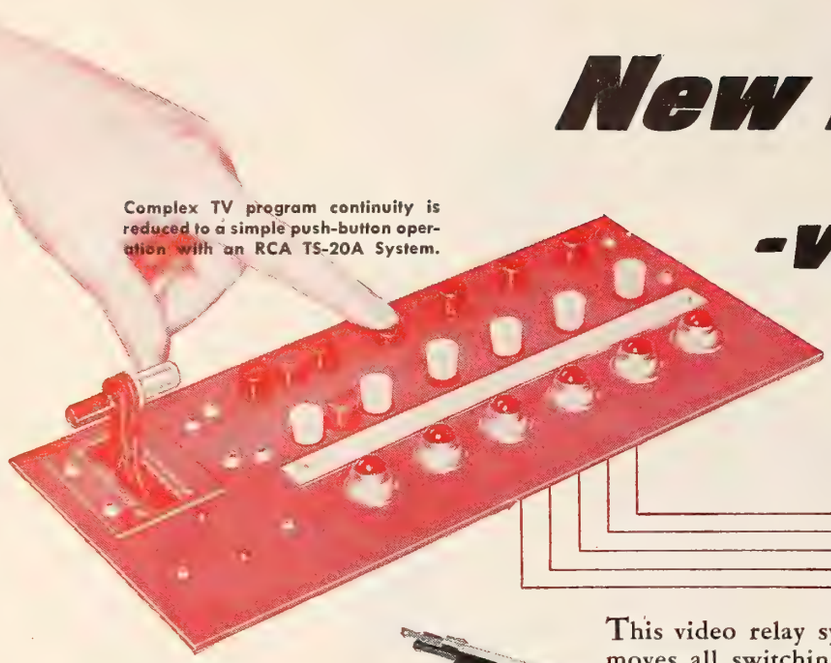
Note to Advertisers and Advertising Agencies: *If your television plans include Atlanta, get the full facts from your Petry man.*

wsb-tv

ON PEACHTREE STREET

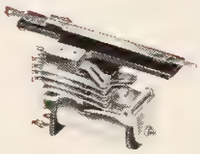
Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

New Era in Video -via REMOTE



Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have



This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

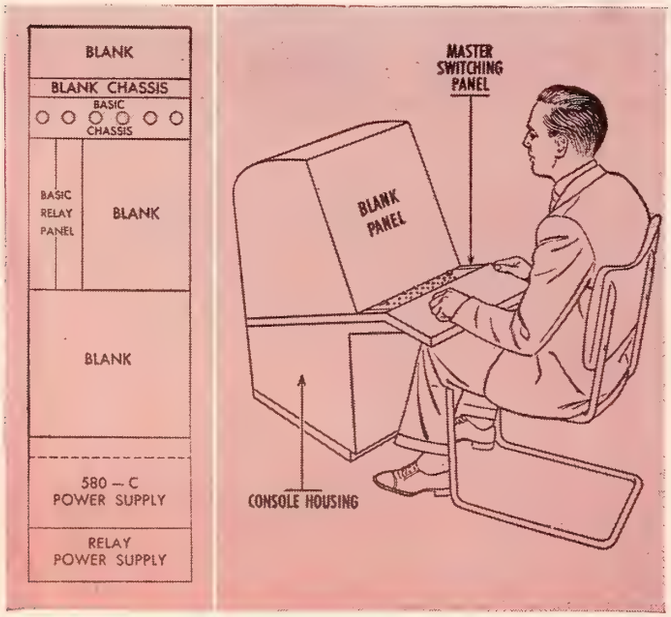
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

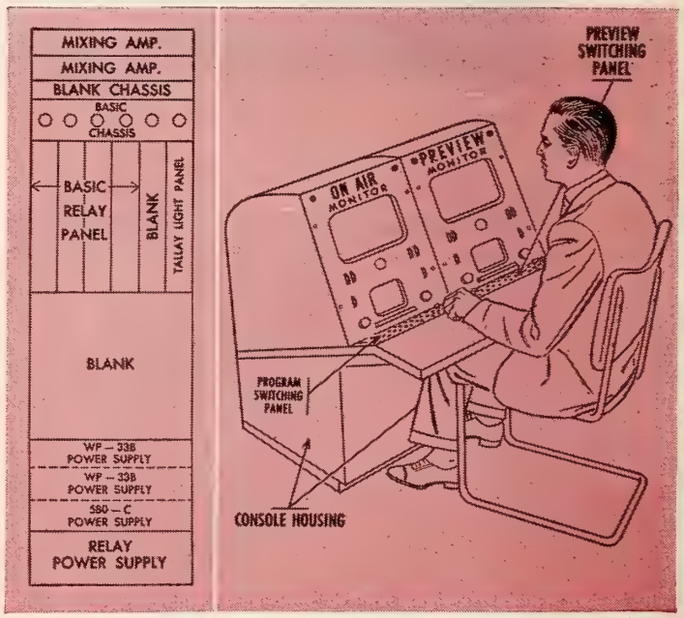
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH



1. Minimum Master Control arrangement. Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.



2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.

Switching RELAYS!

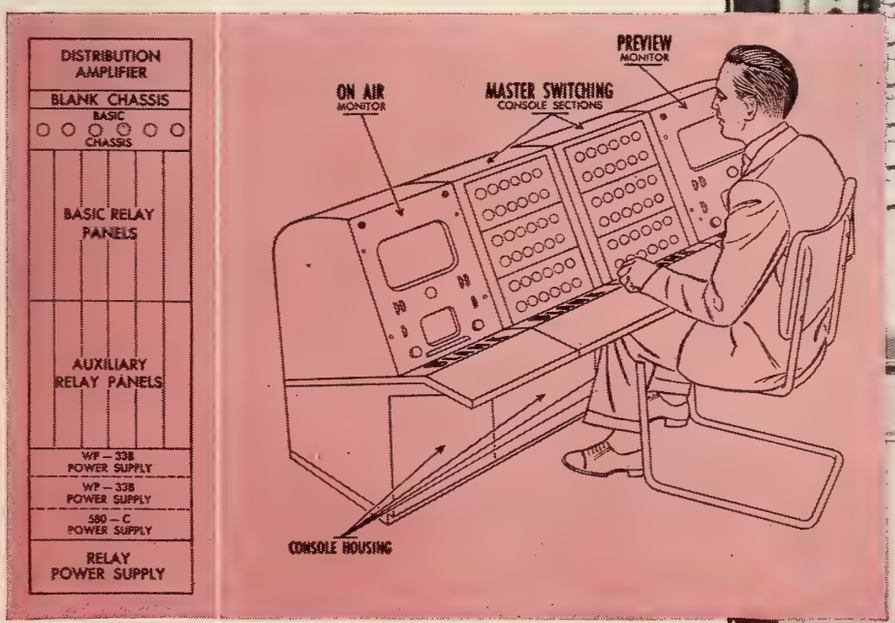
for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching *and presetting,* so that the sound switches with the picture *automatically!*

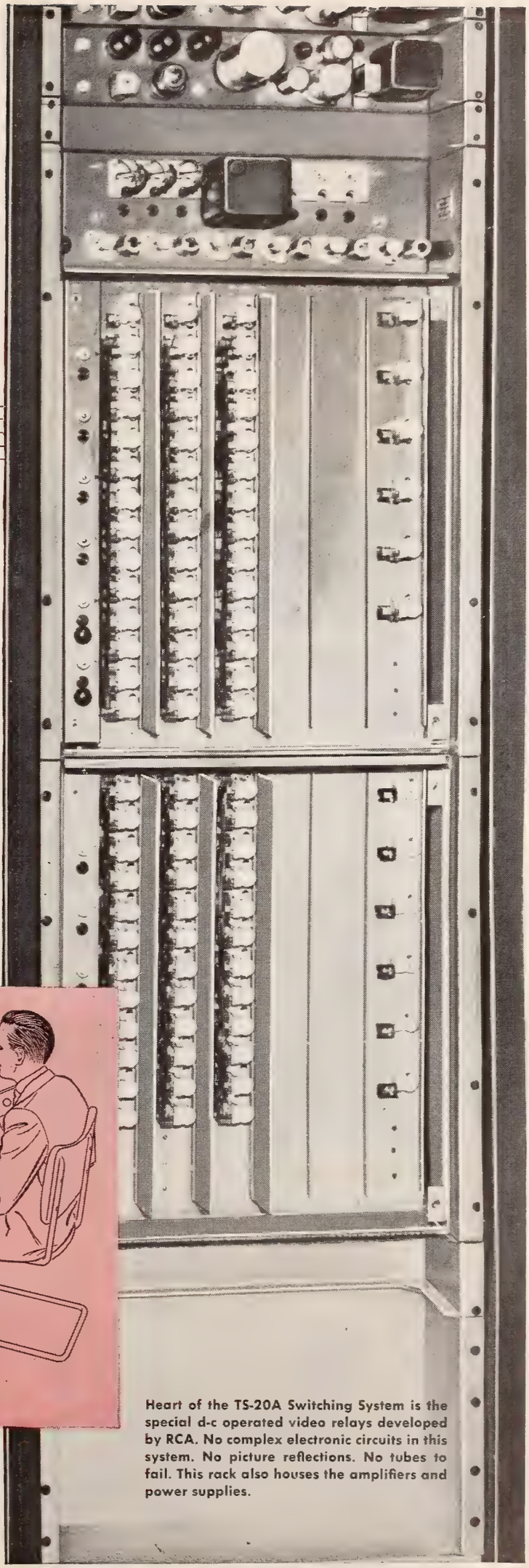
• • •

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. **19 CD**, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.



3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.



Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.



On the dotted line . . . . .

CONTRACT for talent show, aired on KTTV (TV) Los Angeles, is completed by Harry L. Shane (seated, center), Sentinel Corp., TV and radio distributor. Looking on (l to r): E. J. Jordan, Sentinel factory representative; George N. Laws, David S. Hillman Adv. Agency; Ernest Alschuler, Sentinel president.

WXEL (TV) Cleveland telecast of all Cleveland Indians baseball games at the Stadium this year is set by (l to r): Seated, John T. Feighan Jr., vice sponsor; Franklin Snyder, general manager, WXEL; standing, Arthur Gerst and Edward Walsh, Gerst Advertising Agency.

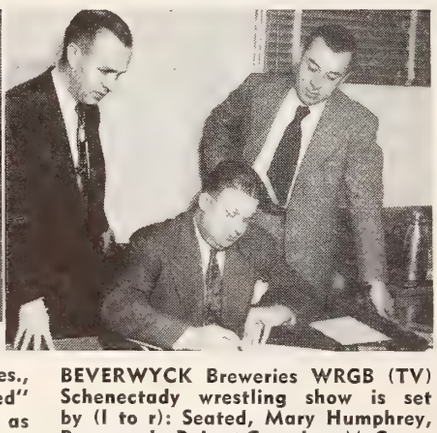




AGREEMENT for affiliation of WTAR-TV Norfolk, Va., with NBC is completed by Campbell Arnoux (l), president and general manager, WTAR-AM-FM-TV, and Sheldon Hickox, manager of NBC's station relations department. The contract between NBC and the Virginia outlet was negotiated in New York last month.

TELECASTING rights of all home games of the Dayton Indians and special games played at Hudson Field, given to WLWD (TV) Dayton exclusively for second year, are set by (l to r): Robert A. Gill, Indians business manager; Dr. Warren G. Bradford, Indians president; R. E. Dunville, WLWD.





HERBERT POSNER (seated), pres., Dr. A. Posner Shoes Inc., is "covered" by "Laugh Sheriff" Danny Webb as he sets sponsorship of Webb-narrated *Six Gun Playhouse* on WPIX (TV) New York, which started March 1. Standing are Martin D. Corbett (l), Posner adv. mgr., and William Clark, WPIX acct. exec.

BEVERWYCK Breweries WRGB (TV) Schenectady wrestling show is set by (l to r): Seated, Mary Humphrey, Beverwyck; Robert Congdon, McCann-Erickson; James L. Carey, Beverwyck pres.; Philip Voss. Beverwyck; standing, William Lyddan, M-E; E. Lampman, Beverwyck; Eugene P. Weil, Robert H. Hanna, R. W. Welpott, all WRGB.



TV'S STATUS

Mullen Predicts Increase In Film Use

FILM eventually will make up 50% of the total television programming, it was prophesied by Frank Mullen, chairman of the board of Jerry Fairbanks Inc., Hollywood, speaking on "Films on Television" at the March 20 meeting of the Hollywood Advertising Club. Topic of the day was "Television: Where Do We Stand?"

Taking up other phases of the television picture were Ralph Lovell, head of NBC kinescope operations, who spoke on kinescoping, and Lownds Worthington, of Pacific Telephone & Telegraph, who discussed the coaxial cable and microwave.



Mr. Mullen

Mr. Mullen's prophecy followed an earlier prediction that television stations would "in no time at all" double their present average of 50 hours of operation a week to 100 hours weekly.

The film industry, Mr. Mullen further predicted, can look forward to a "tremendous demand" for film and "tremendous talent" for it. Basing his calculations on demands fulfilled by the motion picture industry, he stated that the television industry will require 10,000 hours of film per year. All the present combined facilities in the United States could not meet that kind of demand, he stated.

Will Stimulate Media

In conclusion Mr. Mullen said that not only will television not kill radio, motion pictures, reading and various other things, but it will stimulate them.

Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lay in their being relatively fast, simple and economical as compared to other methods of TV programming. Kinescopes, he feels, are presently serving as the core of program material for non-connecting TV stations. Further, with the coming improvement in kinescope recording as to techniques, cameras, tubes and film, kinescoping has "great possibilities for the future," he said.

It is just a matter of time before all cities are interconnected by television lines, according to Mr. Worthington. Such connections, he said, awaited only the demands of broadcasters. He did not venture a guess as to the date of completion of transcontinental facilities. By the end of 1950, he stated, 18 additional cities will be linked, with Los Angeles to San Francisco microwave radio relay installation ready by the fall of the year.

Speaking of the phone company's efforts toward television, Mr. Worthington announced a new system being developed for coaxial cables to increase band width to about eight million cycles. Band would be divided between telephone and television service. The latter would get as wide a band as it requires and the remaining portion would be used for phone circuits.

Regarding the use of coaxial cable and microwave relay, he said that, both systems will have their place in the television picture.

TV DISPLAY

RMA Host to Europeans

LEADING types of TV receivers will be displayed March 28 at the Hotel Commodore, New York, by set manufacturers for benefit of a group of European radio dignitaries invited to visit U. S. television facilities. The European officials will be guests of the State Dept. and will spend the coming two weeks inspecting factories, studios and transmitters [TELECASTING, March 20].

Dr. W. R. G. Baker, General Electric Co., has worked out details of the demonstrations as director of the RMA Engineering Dept. RMA was invited by Willard L. Thorp, Assistant Secretary of State, to serve as industry host. The plans have been approved by Donald S. Parris, assistant chief of the Consumers Merchandise Branch Office of International Trade, Dept. of Commerce. RMA President Raymond C. Cosgrove is in charge of entertainment plans.

The program opens in New York today (Monday) with a Hotel Statler reception. Visits will be made tomorrow to DuMont TV studios and transmitter in New York; Paramount theatre (TV equipment); TV receiver display at Hotel Commodore; visit to NBC studios and transmitter. On the March 29 agenda are IT&T's relay facilities at Nutley, N. J.; AT&T plant in New York; Phonevision exhibit by Zenith Radio Corp. at Waldorf-Astoria.

Delegates will visit the RCA tube plant in Harrison, N. J., March 30. The next day they will inspect DuMont facilities at Clifton, N. J., and the CBS studios and transmitter in New York.

The second week includes April 3 demonstration at RCA Labs., Princeton; April 4 at RCA plants, Camden, N. J.; April 5, Philco Corp. facilities, Philadelphia; April 6, conference at State Dept. at which color TV proponents will explain systems; April 7, demonstrations of three TV color systems in Washington.

KSTP-TV Baseball

TWO Minneapolis breweries, the Gluek Brewing Co. and the Minneapolis Brewing Co., have contracted with KSTP-TV St. Paul-Minneapolis for co-sponsorship of the Minneapolis Millers baseball telecasts for the 1950 season, it was announced last week. There are no financial, advertising or other interlocking agreements between the two firms, it was stated. Agency for Gluek is Vance Pidgeon Assoc. and for the other, BBDO.

TV DIRECTORS

RTDG, SDG Seek Jurisdiction

JURISDICTIONAL dispute over television directors was set off in Hollywood last week following announcement by Screen Directors Guild that it was taking immediate action to establish jurisdiction over directors of both filmed and live programs.

Move was challenged by Radio and Television Directors Guild whose ranks include 36 of the 45 television directors connected with local stations. Representatives of both groups were scheduled to meet to discuss the problem last Friday. No results were available as TELECASTING went to press.

The screen guild based jurisdictional claim on Section 9 of the Labor Management Relations act that named it bargaining representative of television directors. Guild further stated that the action was prompted by "five years' research of the television field and by the rapidly increasing employment of SDG members in preparation of film material for world's television screens."

Guild's Contention

The guild also adds that men who are directing live TV programs, as viewed on home screens, are directing moving pictures, in that they deal with same visual and aural elements common to all screen techniques.

Special meeting of the board of directors of Screen Directors Guild was called for tomorrow (March 28) to plan action in taking over jurisdiction of television directors and assistants. In the meantime, Radio and Television Directors Guild was holding meetings with network and station representatives on behalf of television directors, most of whom are members of RTDG.

Support was given the SDG stand for jurisdiction with a statement last Thursday by Frank Capra, movie producer-director, that the SDG action is the first major step in what must become "a concerted cooperative movement by picture makers to recognize the TV industry and join forces with it."

30-INCH TUBE

DuMont Reveals Development

DEVELOPMENT of a 30-inch direct-viewing television tube designed for use in restaurants, schools and other public places was revealed last Wednesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at a luncheon marking the official opening of DuMont's Allwood tube plant in Clifton, N. J. The tube probably will be released after next September, according to Dr. DuMont.

More than a million standard tubes of various types will be produced this year, according to Irving G. Rosenberg, manager of the tube division of DuMont Labs. Overall, he predicted, six million sets would be turned out.

WABD MOVES ANTENNA

5th To Use Empire Tower

THE FIFTH of seven television stations in the New York metropolitan area last week decided to move its antenna to the Empire State Bldg. tower. WABD (TV) New York, the DuMont station, announced it would install its antenna and transmitter in the world's tallest building as soon as the FCC authorized it. A new transmitter will be built.

The station will maintain its present transmission center atop its headquarters, 515 Madison Ave., indefinitely for emergency purposes. Other New York stations which will use the Empire State tower are WNBT (TV) WCBS-TV WJZ-TV WPIX (TV). Only WOR-TV, which has its own tower on the Hudson Palisades, and WATV (TV) Newark will remain at other locations.

NBC Leases TV Space

NBC has leased three floors at 517 West 56th St., New York, to house television scenic design facilities, it has been announced by Carleton D. Smith, network's director of TV operations.

TELEVISION "Isotap," test instrument designed to bring safety and efficiency to testing and servicing of TV and radio receivers, announced by RCA Tube Dept.

TRAINING BY TV

Census Bureau Plans Course

EFFICIENCY of television as an educational medium will be tested by the Navy Dept. and U. S. Census Bureau through use of a four-day TV training course in connection with the 1950 decennial census [CLOSED CIRCUIT, March 20, also see page 49].

Fifty census enumerators will be trained for their data collection via a TV film recorded by the Navy. Another 50 enumerators of similar educational attainment will be trained in live classes. Work will be evaluated by Fordham U.



Spots are more Effective

WHEN PROPERLY MERCHANDISED



In Cincinnati



the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners *Riders
*Viewers *Readers

More Than 2 Million Impressions Daily!





Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By

The Katz Agency—WKRC (AM and TV) Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM

WHAS-TV BOWS

Second Louisville Outlet

WHAS-TV Louisville, makes its debut today (Monday), adding a second TV station for the Kentucky city. Victor A. Sholis, WHAS-AM-FM-TV director, said the station would "concentrate on quality of programming" rather than on quantity, expanding its facilities as experience and performance warrant. At present the station will program 2-10:30 p.m. six days weekly.

WHAS-TV, like its parent AM station, Mr. Sholis said, is a primary CBS affiliate. Station operates on Channel 9 (186-192 mc) with 7.2 kw aural, 9.6 kw visual.

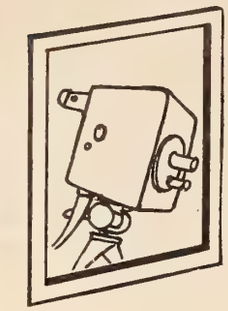
The newest and latest technical equipment has been used in the construction and installation of WHAS-TV, Orrin W. Towner, technical director, said. The tower supports a 12-bay GE TV antenna which, along with a three-section transmitter, would eventually permit the station to transmit a 54 kw signal, Mr. Towner added. Also employed is a fluorescent lighting system automatically controlled for its main studio, six skyhooks and a rear screen projection unit. In addition to this large studio, the station has an audience-participation and organ studio.

Studios are maintained on the sixth and seventh floors of the Louisville *Courier-Journal-Times* Bldg. Kinescope recordings of network shows will be presented until about Oct. 1, date when the coaxial cable is expected to reach Louisville.

WKY-TV Policy

P. A. SUGG, manager of WKY-TV Oklahoma City, has announced adoption of a general policy against the telecasting of any programs based principally upon "horror story" plots until after 9 p.m. when "the younger children should normally have retired." Pointing out that sponsors have been "most cooperative" in agreeing to program revisions to fit the new policy, Mr. Sugg said two NBC-TV shows featuring "mystery-violence dramatization" have been moved from 7:30 and 8 p.m. spots to 9:30 on Monday and Wednesday.





Reel Takes

FREDERICK A. NILES

FRED NILES has watched TV activity at Kling Studios, Chicago, grow in the same proportion that TV set sales have skyrocketed in the area. In 1947, when he originated the video branch of the film production firm, there were 12,000 sets in Chicago. Now there are more than 380,000.

Since mid-1947, when Kling had produced only one television commercial (Goebel beer, Detroit), Television Director Frederick A. Niles has supervised more that 100 film spots for such clients as Standard Oil of Indiana, Stewart-Warner, Elgin-American, Motorola, Reddi-Wip, Old Colony (Orange Crush), Fox DeLuxe beer, Magnavox, Minute Mop, Fehr beer, Pinafore chicken and Griesedieck Bros. beer.



Mr. NILES

* * *

His methods are improved, but his theories remain the same. Fred gathered a lot of both while training and teaching in an information education division organized by the War Dept. as a propaganda unit for U. S. troops. He conducted four-week courses for GIs, teaching production of slides, films, radio shows and newspapers.

From 1942 until 1946 he taught procedure at Carlisle Barracks, Pa., after originating, writing and editing a news sheet at Ft. Sill, Okla., in which he stressed foreign policy. News had been of prime interest to him since college days at the U. of Wisconsin.

After he was graduated, he combined news writing and commentary with announcing and continuity at WMAM Marinette-Menominee, Wis., moving on to KVFD Ft. Dodge, Iowa., KGLO Mason City, Iowa, and WAAF Chicago as news editor, the last in 1942

College Radio Work

At college, Fred majored in speech and psychology, and—less officially—radio at the university station, WHA Madison. Collaborating with such persons as Cy Howard (*My Friend Irma*) and Ben Park (*Report Uncensored, It's Your Life*), he produced, announced, wrote and acted.

For his acting ability, he was chosen "best actor of the year" when he was a senior, and was elected to the Haresfoot Club, men's drama group. He toured Wisconsin for public performances with Haresfoot and the Wisconsin Players. He is a member of Alpha Tau Omega fraternity.

Until Fred went to Chicago in 1941, he spent most of his life in Wisconsin. He was born in Milwaukee. For three years however, his father (banker) moved the family to California.

Fred again worked at WAAF Chicago after the war as news editor, handling his own commentary five nights weekly for a year before joining Kling. He knew Kling had considered establishment of a TV department, inasmuch as it had specialized in most other visual media several years. Always a photography enthusiast, he once thought of starting his own package firm for TV commercials.

Fred still thinks the ultimate future of a TV production firm lies in shows, but only after it has been grounded in creation and development of commercials. "There is a definite trend toward film in TV, and eventually a tremendous number of program hours will be on film," he says.

An active partner in the TV division with Jack Lieb, who heads the motion picture section, Fred built the video department from an idea. The firm now offers all kinds of commercials, but insists always and primarily on quality.

Films are shot on 35mm film, with 35mm sound reproduction, on a stage about a block long on Chicago's near north side. Only union technicians (from four locals) are employed, and each person creating a TV commercial works closely with other personnel.

Primarily a Chicago concern, Kling Studios has branched out to New York, Detroit and Cincinnati in the past 15 years. Most of the video work, however, is done in Chicago.

Fred is married to the former Jane Turner. They met in Oklahoma when he was in the Army, and now have a four-month-old daughter, Stephanie Jane. When he isn't on the job, he's home watching TV—reaffirming his convictions that video will revolutionize the advertising world in five years. He believes too often too much attention is placed on the show and not on the commercial. Pacing is the most important factor in production of a TV film spot he concludes.

Monkey Business

MORE MONKEYS having a barrel of fun was the order of the day on *This Is Your Zoo* over WAAM (TV) Baltimore, March 21. "Babs the Baboon" celebrated her first birthday, with eight of her simian friends from the zoo, on the regular Tuesday afternoon program. She was the recipient of some 992 cards and many gifts from her WAAM audience. Of a lace trimmed slip replete with sash, which she received, Babs says: "I simply can't appear on TV in that, no one is going to make a monkey out of me."

TEXACO THEATRE

Tops Hooper TV Ratings

WITH a rating of 65.4, *Texaco Star Theatre* was first place in the top 10 Hooper TV-Network Teleratings for February, it was announced last week.

The February ratings are the last network television ratings to be issued by C. E. Hooper Inc. Under terms of the recent sale of National Hooper Services to A. C. Nielsen Co., Hooper will continue to conduct television network ratings but they will be issued through the Nielsen Company.

February Leaders were:

1.	Texaco Star Theatre—Milton Berle Show (30 NBC-TV cities)	65.4
2.	Arthur Godfrey's Talent Scouts (9 CBS TV-cities)	48.2
3.	Toast Of The Town (19 CBS-TV cities)	42.7
4.	Godfrey and His Friends (40 CBS-TV cities)	41.0
5.	Stop The Music (8-9 p.m.) (18 ABC-TV cities)	38.9
6.	Lone Ranger (25 ABC-TV cities)	35.8
7.	Kraft TV Theatre (18 NBC-TV cities)	35.8
8.	Philco TV Playhouse (39 NBC-TV cities)	35.2
9.	Robert Montgomery Presents Your Lucky Strike Theatre (13 NBC-TV cities)	34.1
10.	Fireside Theatre (16 NBC-TV cities)	33.3

LIVE OR FILM?

No Labeling Needed—FCC

FCC REFUSED last week to grant a request that television stations be required to announce at the beginning of each program whether it is live, a film, or a kinescope recording.

Denying a petition of Charles W. Curran of Jackson Heights, N. Y. [TELECASTING, Jan. 30], the Commission held that its present rules on the subject (3.688) are adequate.

The rules already require stations to make it known when "mechanical reproductions" are used. Thus, FCC held, it should be obvious that a program is live if it is not otherwise announced.

Film Report

TELEFILM INC., Hollywood, reports signing of three additional stations to carry its *Roving Camera* series. **KGO-TV** San Francisco and **WNAC-TV** Boston have renewed for 13 weeks. Firm has temporarily ceased production of series following completion of 65 films. Telefilm also doing second television commercial for **French Sardine Co. Inc.**, Terminal Island, Calif. Agency: **Rhoades & Davis**, San Francisco.

Dick Strome Television, Philadelphia, has released one-minute and 20-second spots for **Goldenberg Candy** through **Clements Agency**, and spots for **Porto Rico Beverages** through **Deane Klein Davidson Co.** Goldenberg Candy anticipates enlarging spot campaign to cover several markets on eastern seaboard. Firm has also completed six 20-second films for **Adam Scheidt Brewing Co.**, through **Lawrence I. Everling Adv. Agency.**

* * *

Thirty-two feature length western films have been leased by KLAC-TV Hollywood from **Olio Video Productions**, that city, at undisclosed price. Included are 12 Tex Ritter films, 10 Ken Maynard, six Bob Steele and four Jack Perrin films. First of series which were telecast earlier this month are being serialized in half-hour segments to be followed by complete hour length films.

Production of 34 additional half-hour TV films for **Procter & Gamble** NBC-TV *Fireside Theatre* series scheduled by **Bing Crosby Enterprises** about May 1. Crosby firm recently completed 10 of half-hour films. New series to be telecast on NBC eastern and mid-western stations next fall and winter. Agency: **Compton Adv.**, Hollywood.

* * *

Lou Croxton, formerly with RKO Hollywood, joins **Jerry Fairbanks Inc.**, that city, as art director. **Fairbanks** is expanding TV production operations to New York. Firm will set up complete studio facilities at 157 E. 69th St. and present New York office will be moved to new location. Eastern facilities will include three large sound stages and latest type sound and camera equipment. Trained personnel of Hollywood staff will be transferred to New York. **Russ Johnson**, vice president in charge of sales and distribution, will head N. Y. operations. New York firm is currently producing new series of commercials for **Camels** featuring Fran Warren, singer, and Bill Stern, sportscaster. Agency: **William Esty Co. Inc.**, N. Y.

Filmtone Productions, Hollywood, has started production on first of 52 half-hour TV films based on *Cosmopolitan* magazine story by Larry Moore, "Ding Howe and the Flying Tigers." Series will incorporate 40,000 ft. of combat shots of Gen. Clair Chennault's Flying Tigers, made available by Chinese news service, with shooting of original film. **Les Goodwins** is director. National sponsor is said to be interested in series.

FOR first time in area, "St. John's Passion Play" was telecast in its entirety this year by WCPO-TV Cincinnati. Lenten institution in Cincinnati since 1918, three-hour religious drama was picked up yesterday (March 26) from church auditorium.

ENGINEERS MEET

SMPTE Convenes April 24-28

MOTION picture and television engineers will meet in semiannual convention at Chicago's Drake Hotel April 24-28, with the TV technicians attending for the first time. The group's name, Society of Motion Picture and Television Engineers, was adopted early this year, when TV was included. Technical sessions are planned for the opening (Monday) afternoon, followed that evening by a seminar sponsored jointly by the society and the Chicago section of the Institute of Radio Engineers.

Tuesday morning and afternoon members will discuss TV production techniques, including lighting, staging, optical and electronic methods of introducing special effects. High-speed photography will be outlined Wednesday morning and afternoon, with 16mm projection equipment slated as the Thursday afternoon subject.

Operation of high-intensity projection lamps, carbons and the problems of screen lighting will be demonstrated on location at Wilding Studios Thursday evening. The following morning, members will hear about sound recording and studio production.

WFIL-TV SIGNS

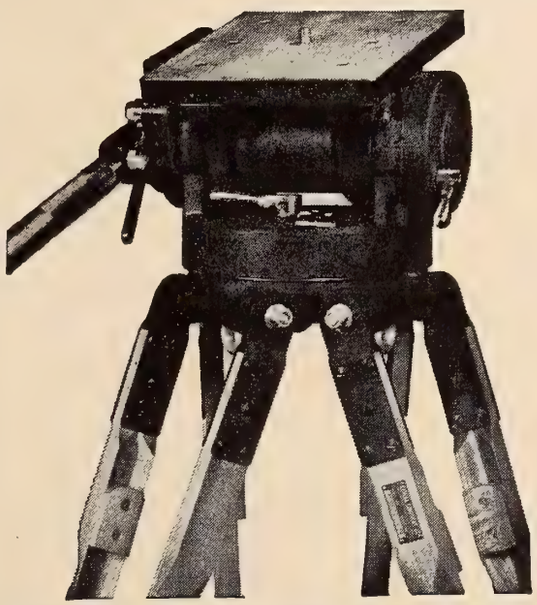
With Paramount TV Network

WFIL-TV Philadelphia has signed as an affiliate of Paramount Television Network, Roger W. Clipp, general manager of WFIL-AM-FM-TV, has announced. Under terms of the agreement, WFIL-TV acquires rights for local showing of Paramount's special programs which are produced and film-recorded in Los Angeles.

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This tripod was engineered and designed expressly to meet all video camera requirements.

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Color Windup

(Continued from Telecasting 3)

one set the programs broadcast under all systems.

Even if a combination set eliminated this argument, he continued, each broadcaster would still have to choose the one system he wished to employ.

Mr. McConnell also conceded the public would not be harmed by adoption of multiple standards—"assuming the accuracy of your statements," he told Comr. Jones.

The NBC executive told FCC that if it approved RCA standards the network "immediately" would extend its WNBW (TV) Washington color programs from the present eight hours a week to at least 12. "The programs would include commercial as well as sustaining shows, in choice time as well as at other hours," he said.

Outlines Transmission

Further, he reported, the Washington color programs would be sent to New York by "existing relay facilities as well as AT&T relays, which the telephone company has said will be available this summer," for color broadcast there. Work would be started "at once" on equipping WNBT (TV) New York studios for color originations, he asserted. He continued:

Since the RCA color system presents no problem of reception on present sets, our color programs would be selected from our regular schedule. . . . Our stations in Chicago and Cleveland would receive color programs over the AT&T radio relay, which the telephone company has said will be available this summer. Thus these stations would be able to transmit in color before they have their own facilities for originating color broadcasts.

Mr. McConnell noted that all NBC colorcasts would be available for color broadcasts by "stations reached by radio relay" (the present coaxial cable passes RCA color only in monochrome.)

He said he understood that by the end of the summer radio relays will extend from Boston to Omaha, "serving such intermediate points as Providence, New York, Philadelphia, Pittsburgh, Cleveland, Toledo, Chicago, and Davenport-Rock Island."

Wilmington, Baltimore, Washington, Detroit, and Milwaukee also will be served by radio relay by that time, he reported, adding that Albany, Schenectady, Utica and Syracuse also could be served if the General Electric relay to Schenectady were restored. RCA-NBC's experimental UHF "booster" at Bridgeport also would carry color pickups, he said.



INTERESTS of Color Television Inc., which was moving its color equipment from Washington back to San Francisco, were repersented at FCC's color TV hearings by Attorneys Samuel B. Smith (l) and Carl I. Wheat. CTI will seek a formal demonstration of its system in San Francisco.

* * *

Adoption of a non-compatible system, he said, would mean a station "would lose its entire circulation" during the time it was colorcasting, except for persons "who had bought adapters, converters or new color receivers." He felt economic considerations accordingly would mean that "most color programs, under a non-compatible system, would be broadcast in fringe time" and would not include "choice programs."

Sees 100% Color

Dr. Stanton, however, contended that CBS might well be broadcasting almost 100% in color within two years after approval of the CBS standards. This belief was premised on early and quantity production of reasonably priced color equipment, and prompt production of internally adapted sets.

He said if the CBS system is approved, CBS would start originating color programs in New York "within a few days," offering the colorcasts to all interconnected markets. Within three months he said the total could be expanded to at least 20 hours a week, including both studio and remote programs.

Of the 20 hours, three hours daily, five days a week, would be carried before 6 p.m.; 30 minutes daily, five days a week, would fall in the 6-8 p.m. period, and another 30 minutes daily would come at the close of the monochrome transmissions or at some other time after 8 p.m.

For promotion, he said, each interconnected affiliate would be provided with at least one color set for demonstration purposes. Sponsors for the color programs will be sought, he continued, adding that "several requests" for priority have been received. Additionally he said CBS would conduct educational clinics for licensees, manufacturers, and sponsors and agencies.

But Columbia's plans, he noted, assume FCC will decide the color question "in the near future." He said that "necessarily Columbia cannot commit itself to plans the execution of which, by reason of a delay in this decision, cannot be inaugurated until next year, or the year after."

'Normal' Conditions

He said he also was assuming that color will develop "under conditions of a normal economic climate"; that other networks will feed color programs to their affiliates and that their affiliates will carry them; that manufacturers will supply the demand for equipment including black-and-white sets internally adapted to receive CBS color in monochrome, and that sponsor support will continue as in black-and-white.

If FCC decides to adopt multiple standards, he contended, the various systems should be approved only after demonstrating that they meet minimum performance requirements. The CBS system, he claimed, already has done so.

Dr. Stanton told the Commission that color, if put off now, will "rear its head again." He said CBS would not abandon its color system in any event, because it is useful for many non-broadcast purposes, but that he saw little use to press again for its adoption as a broadcast service since "we've pressed twice" already.

He submitted an exhibit reporting CBS has spent $4.2 million on color—$2.7 million on its old 12-mc system, and $1.5 million on the present 6-mc technique.

He said he didn't think it possible for the industry to get together voluntarily on standards, and that he didn't think the CBS system could be made completely compatible.

Would Accept CTI

Mr. McConnell was not as emphatic as Dr. Stanton in rejecting the idea of multiple standards. After prolonged questioning during which he said the CTI system would be acceptable to NBC because of its compatibility, the NBC chief said he could find no particular reason why multiple standards would not "encourage color television to the public."

To questions by Comr. Jones, he said the necessity of installing studio equipment would be the main preventive to 100% color programming by NBC one year after FCC adoption of standards.

Opening the Thursday session, W. B. Sullinger, Western Union radio research engineer, noted that the company has video facilities between New York and Philadelphia but said the facilities have never been used commercially and are only for the transmission of video. Audio would have to be transmitted by the Bell System or otherwise, he said.

Mr. Sullinger presented proposed plans of Western Union to expand its present facilities. These expansions are, he said, dependent upon the outcome of the interconnection question, economic questions and demand for the company's service.

Considering resolution of these factors, he presented a company plan to install facilities between New York, Washington and Pittsburgh—with all three cities to be interconnected by two reversible TV channels—which he said could be in operation within 10 months of the date started. Most of the towers now are in place, he said, but television relay equipment would have to be installed.

Three additional plans—only one of which would be used at present with demand the determining factor—also were presented. These services proposed interconnection of (1) New York, Hartford, Boston, Albany, Syracuse, Buffalo, Cleveland and Pittsburgh; (2) Pittsburgh, Cleveland, Toledo, Detroit, Jackson, Kalamazoo and Chicago; (3) Pittsburgh, Cincinnati and St. Louis. Branches would be included to intermediate TV cities if service were required.

Sees Completion by '52

Mr. Sullinger said the company felt one of these added services could be completed by the end of 1952 although the installation would depend on the resolution of the three determining factors of interconnection, capital and demand.

At the request of the Commission, Alex G. Jensen of Bell Telephone Labs appeared to present information on compromises necessary for a color system to fit a 6 mc band. Mr. Jensen appeared as an individual and not as a representative of Bell. Basis for his testimony was a paper delivered by him on the subject at the recent IRE convention.

During cross-examination by the Commission, Mr. Jensen conceded that under ideal theoretical circumstances a dot-interlace system of video transmission would cut the necessary video band for black-and-white to approximately half its present 4 mc width. He pointed out, however, that he has never seen this system used in black-and-white transmission and doesn't

* * *



FCC ATTORNEYS in the color case include Assistant General Counsel Harry M. Plotkin (r), chief counsel, and John E. McCoy, chief of the television branch of the Commission's Law Bureau. They're shown here at the Commission counsel table at last week's sessions.

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know of any such equipment that has been developed.

Under questioning by Comr. Jones as to the cost of dot interlace in black and white, Mr. Jensen said he felt the cost would be approximately equal to that of color. He said this was only his own opinion after rapid consideration since no black and white equipment of this type had been developed.

Asked by Comr. Frieda B. Hennock whether setting standards for only one system would delay development of the television art, Mr. Jensen said he felt experimentation should be continued.

The bulk of Thursday afternoon testimony was consumed by the remainder of Mr. Jensen's prepared statement and clarification of his remarks under cross-examination by members of the Commission and counsel representing the three color systems under consideration.

In reply to Comr. Jones, Mr. Jensen stated he felt the writing of color standards could be done now only in a broad statement and that more exact standards would have to wait for some future date.

Joseph V. Heffernan, RCA vice president and general attorney, proposing a theoretical color system combining dot interlace, time multiplexing and the present FCC standards, asked Mr. Jensen if he felt such a system would be compatible. An affirmative answer was given.

Hugh M. Beville Jr., NBC director of research, appeared to present information which his department had gathered on the reception of RCA color television tests on black and white receivers. The information was based on mail response received following the start of color transmissions on WNBW (TV) Washington and outlined the reaction of viewers on the question of compatability.

L. A. WRESTLING

MCA Signs 20 Grapplers

IT LOOKS like local wrestlers will be throwing their weight around again on Los Angeles television with taking over by MCA Agency of representation of 20 top wrestlers last week. There has been no telecasting of local matches since promoters slapped on ban Feb. 9, charging that telecasting cut box-office receipts. According to an MCA spokesman, the plan is being considered to allow telecasting of matches only once a week and from a small arena, in order not to hurt large spots.

Affected by the ban are KTLA KTSL KLAC-TV KECA-TV and KNBH.

KTSL has met the problem with kinescopes of Sunnyside Garden, New York, wrestling; KTTV has a weekly kinescope of matches from St. Nicholas Arena, New York, with lady wrestling on its future calendar, and other Los Angeles TV stations have turned to either film or live talent shows. None lost a sponsor as a result of the ban, it was reported.



REHEARSAL of *Sports for All*, telecast by DuMont Television Network Friday at 9 p.m., and sponsored by Mail Pouch Tobacco Co., Wheeling, W. Va., for Kentucky Club pipe tobacco and Melo-Crown cigars, is attended by (l to r): W. P. Smith, director of radio and television, Charles W. Hoyt Inc., agency; Thomas M. Block, president of Mail Pouch Tobacco; Raymond E. Nelson, director of the program; Bill Slater, m.c.; and Gail Borden, outdoor sports authority and one of the panel of experts.

The Outlook

(Continued from Telecasting 5)

set up for use through Phoenix. I would say three years and then the big question is whether or not we would want to pay the price for the service with the continued improvement in kinescope plus film service and local shows. I question whether or not we will ever want to use the coaxial cable in Phoenix. Certainly it is not in the cards for our television station in Phoenix to pay for a 1,000-mile haul for this cable."

David Carpenter, general manager of WCON-TV Atlanta, said there is little about the average TV program that demands immediate viewing for full enjoyment. "With the gradual improvement of tel-transcriptions," he said, "Atlanta stations could be served in a manner which would give reasonable satisfaction to the listeners and enable the stations to do a better all-around program job because of the easing of overhead.

"Another aspect is that three stations in Atlanta must share the line equally and the contrast from kinescope to live will add to the dissatisfaction," he said.

Economic Question

Robert D. Swezey, general manager of WDSU-TV New Orleans, also is concerned about the economic angle. He said AT&T had indicated it would take 12 or 18 months to adapt the southern cable for TV service to New Orleans. "I gather that an order could be placed tomorrow," he said, "but whoever placed it would have to undertake to meet the tariff for airline mileage between New Orleans and Memphis—some 360 miles—which, as I recall, is $35 per mile per month.

"In all the circumstances the entry date of the TV coaxial in New Orleans seems to depend pretty largely on the practical economics of working out an arrangement to support it financially. At best, it looks as though it is two or three years removed."

Thad Holt, president of WAFM-TV Birmingham, said, "We have been approached by the local office of Southern Bell Telephone & Telegraph Co., stating that DuMont and ABC did not sign up for 'shared' video service to Birmingham by the deadline date of Jan. 15, 1952.

Local Channels

"We are also told that we are to order local channels from toll office to individual television stations, which is a departure from radio network service. This was transmitted to the local office on Feb. 14, but I understand may have been countermanded.

"The matter of furnishing network video service seems to be between the networks and AT&T. We have not been advised that any network has signed up for the cable into the Southeast, and if the costs are what we hear, then we are very happy with TVR."

The economics of network television are also important in smaller cities, judging by replies from a dozen station operators not yet on the network. For example, Marshall Rosene, general manager of WSAZ-TV Huntington, W. Va., described the AT&T cost estimate for a Cincinnati-Huntington link as "prohibitive."

"We are working very seriously toward the establishment of a relay connection of our own, privately owned and operated," he said. "We have made all the necessary studies preparatory to building such a system and a final go-ahead decision is now largely dependent upon administrative matters." He added that new techniques were being studied, and hoped to have service in operation this summer so big league baseball as well as direct network services could be provided local viewers.

George S. Johnson, manager of KOB-TV Albuquerque, N. M., said the station is interested in one-time service for special events. "We do not see how we could support service direct on a continued basis," he said. "If we could tell our audience they might get one football game or a world series game direct plus the regular kinescopes we now have, I believe it would have a tremendous influence on the sale of receivers," he said.

Future Outlook

Harrison M. Dunham, general manager of KTTV (TV) Los Angeles, feels that network facilities may be used by Pacific Coast stations only in the case of national emergencies or outstanding public events because of the cost. "It is our further feeling," he said, "that as Hollywood's motion picture industry becomes more closely allied with television broadcasting, the coaxial cable throughout the east will become less important to the television industry."

Station managers in all parts of the nation not now getting network service reflect views generally similar, in many cases, to the above comments. Their estimates of network service to be provided this year paralleled AT&T's own published schedule.

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Telefile

(Continued from Telecasting 7)

build the station. During three wartime years as a commander in the Navy's Bureau of Aeronautics, he had a part in the development of television by the military forces. All WGN-TV studio and mobile equipment was designed and installed under his direction.

Vernon R. Brooks is director of operations. At one time traffic manager and supervisor of announcers at WGN, Mr. Brooks was assigned to the planning and development of WGN-TV on his return from the war. He attended TV clinics and workshops throughout the country during the months preceding station's debut and has studied all phases of television broadcasting and techniques.

Jay Faraghan, former production manager at KSD-TV St. Louis, became traffic manager two months before station took the air. Five months later he was named program director. In addition to holding this position today, Mr. Faraghan personally directs some shows.

Harvey Called In

George W. Harvey, sales manager, is responsible for many of the station's commercial achievements. In July 1948 he was recalled from New York where he headed WGN's eastern sales office. He has been associated with *Tribune* broadcasting activities since 1935, with the exception of a brief period with Mutual in Chicago.

Jack Brickhouse, one of the nation's outstanding sportscasters, is sports service manager. Originally at WMBD Peoria, he developed into a popular basketball announcer as he followed Bradley Tech's champions. But he is best known today as a baseball, football, boxing and wrestling announcer. He joined WGN in 1940, but left during the war to enter the Marines and later freelance in New York and Chicago. He returned to Tribune Tower in 1948 to occupy the position he now holds.

Field director is one of the most important jobs at WGN-TV because of the station's coverage of many special events and sports programs. In charge of this department is Don Cook, who learned television from the apprenticeship level at Chicago's pioneer WBKB (TV). Mr. Cook directs all remotes from the interior of a specially designed and constructed mobile unit. He was assistant stage manager before becoming a director. He produces the station's daily baseball telecasts, weekly wrestling and boxing bouts, and frequent remote special events.

ROACH STUDIOS

Reorganizes for TV Filming

REORGANIZATION of Hal Roach Studios Inc., Culver City, Calif., in anticipation of broadened TV film activities, has been announced by Hal Roach Sr., president. The studios are being re-financed, following general creditors' approval, Mr. Roach said.

Under the new setup, the board of directors includes Mr. Roach, Sid Van Keuran, Hal Roach Jr. and H. R. P. Lytle. Mr. Lytle also was named vice president and treasurer. Hugh Huber, vice president and treasurer, and Fred Wilkins, secretary, who also served as directors, have resigned.

Hooper To Speak

C. E. HOOPER, head of C. E. Hooper Inc., will be guest speaker at the March 31 Los Angeles Chamber of Commerce Television Committee meeting at the Chamber's offices, 1151 S. Broadway. Topic has not yet been named, it was announced.

DALLAS JONES

Firm Adds Studio Space

DALLAS JONES Productions, Chicago, has bought all assets of Frank Lewis Inc., same city, increasing its television and motion picture studio space from 10,000 to 25,000 square feet. The firm, headed by Dallas Jones and his wife, will specialize in production of TV films.

New quarters are located at 1725 N. Wells St. Mr. Lewis, who produced slide films and illustrations, remains as head of the new illustration department.

EXCLUSIVE television rights to games of Girl's Professional Softball League of Los Angeles, have been acquired by KTTV (TV) Los Angeles. Series play starts in May.

SCIENCE AND DRAMA

WTVJ (TV) and U. of Miami Are Rewarded in Joint Effort

MUTUAL cooperation between WTVJ (TV) Miami and the U. of Miami in Florida is combining educational value with entertainment in video programming.

The university's radio and television department says the collaboration is responsible for TV shows of unusual local interest and for quality training of its students. WTVJ receives two regular feature programs from the department, both sponsored by the Taylor Construction Co., a local building firm. The school uses the station's studio six hours a week for student instruction in a TV workshop course in which WTVJ personnel augment faculty teaching.

On-the-air production experience is gained by students while aiding weekly university-produced shows and setting up and breaking down equipment on remote telecast locations. The cooperation grew out of an arrangement made between Col. Mitchell Wolfson, WTVJ president, and Sydney W. Head, chairman of the radio and TV department, before the station went on the air last March.

The university produces a half-hour show each Tuesday at 9 p.m., at present alternating a dramatic program with a science show every other week. Additional special programs are produced frequently.

Most unusual is the science series, called *Science Show Window*, that brings to the camera interviews on plant and animal life peculiar to the subtropical, southernmost reaches of the peninsula. Professors of the various "ologys" are interviewed by Oliver Griswold, member of the department, and live mammals, loaned by the zoo, are exhibited on the show.

In the dramatic series, the first production was outstanding in the choice of a play and in the manner of presentation, Mr. Griswold explains. Hans Rothe's (professor and formerly with Max Reinhardt in Europe) modern version of Shakespeare's "The Comedy of Errors" was telecast remote from the stage of the U. of Miami drama department's Box Theatre. Prof. Head supervised video production; Mr. Rothe directed the play. Audience could see stage action or by turning their heads watch the telecast on receivers placed in the theatre. Backstage, a receiver presented on-stage action to members of the cast not performing at the moment.

* * *



REPTILE is displayed to viewers by Prof. Julian D. Corrington, of the Zoology Dept. L to r: Profs. Grant Shepard and Sydney W. Head (seated); Mr. Griswold, Prof. Corrington and Lloyd Gaynes, WTVJ cameraman and student.

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Programs



WORK of group of speech and hearing clinics in Oklahoma is highlighted on *Out of the Silence*, series of eight public service programs on WKY Oklahoma City. Shows dramatize efforts of clinics to rehabilitate youngsters with speech and hearing defects. Purpose of series is to acquaint public with work of state clinics and recruit teachers in field. Programs will culminate in conference of clinic workers and parents at U. of Oklahoma in April.

Personal Touch

PLAYING personal angle for all it's worth is Mark Sheeler, m.c. of morning show on WPIK Alexandria, Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries

NEW studio program at WBAP-TV Ft. Worth, Tex., is *Dance Parade*, starring Mary Parker. Show is built around dances of different countries and features costumed cast and live music. Aired 8:30-9 p.m., Friday, show is sponsored by Stromberg-Carlson and Gibson Electric.

Distant Coverage

NATIONAL Amateur Hockey tournament in Lewiston, Me., recently was covered by KROC-AM-FM Rochester, Minn., 1,099 airline miles away. KROC sent its sports director, Bernie Lusk, to Lewiston to give play-by-play accounts of meetings between Rochester Mustangs and Lewiston's team. Rochester *Post-Bulletin*, sponsor of KROC broadcasts, also sent its hockey writer, Ozzie St. George, on trip.

Exploiting Exposition

FIVE-minute interviews were sold to exhibitors by WOC-TV Davenport, Iowa, at city's recent Annual Home and Food show. Exhibits were telecast with interviewees telling their sales stories and explaining their products. Program Director Charles Freburg and his camera and lighting crews dollied from booth to booth with Ran Jensen and Norman Bacon doing running commentaries and interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

Bi-Lingual Shows

LIVING up to its French title, *Alouette* show on WSRS Cleveland, is bi-lingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, interspersed with talk in both French and English. Show is aired Mon. at 7:45 p.m. Due to its success with persons of French extraction and students in Cleveland, another show, *Fiesta Tropical*, has been started on WSRS by Mr. Thompson. Format of program is similar, with Spanish being substituted for French, and Spanish guest welcomed to program weekly. Show is piped over public address system at Kent State U. students union.

'Hands That Speak'

FIFTEEN-minute show over WLWD (TV) Dayton, Ohio, has format specially constructed for deaf mutes. Entitled *Hands That Speak*, program is made up of devotional message delivered by minister. Message is interpreted in sign language as are hymns sung for listening audience. Idea for show originated with Mrs. Peg Kylstra, local school teacher, who worked out production details with A. Donovan Faust, assistant general manager in charge of programs at WLWD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until after Easter.

Catering to Tastes

VARIETY of music to suit his listeners' preferences is aired Mon.-Sat. on *Milkman's Matinee* by Larry Brown, m.c. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classics, hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. *Milkman's Matinee* is heard from 2:05 to 6 a.m.

New Controversy

NEW quarter-hour weekly program *Seven Seventy on The Air-TV* taking up discussion of controversial subjects, starts April 3 on KTTV(TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severance, in addition to authorities on science, business and communications. Leonard Shane will produce program with Robert S. Howell as associate producer. Bob Breckner will direct.

Play-By-Play Checkers

WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, John Lutwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsman.

Calling All Cabs

ACTUAL workings of taxi meter are shown as part of two week series on *Calling All Citizens* program over WTVR (TV) Richmond, Va. Series, composed of two shows, is designed to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Dept. Enforcement steps taken by police in regulation of taxis and drivers were shown.

Spot Reporting

LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Clellan Card and Phil Lewis, of station's staff, were on scene shortly after accident and phoned on-the-spot report to station. Telephone coverage was recorded and aired on 10 p.m. newscast, just 58 minutes after tragedy.

Club Duo

SECOND late evening disc show broadcast by WNJR Newark, N. J., from night club has been inaugurated by station. First program was *Hello From the Ivanhoe*, featuring Carl Ide and broadcast from Ivanhoe Club in Irvington, N. J., from 11 p.m. to 12 midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest stars from Club Diana, Union, N. J. Mr. Bonner is heard from 10-10:30 p.m., nightly, except Monday.

Prize Party Popularity

NEW TV show on WFIL-TV Philadelphia recorded 6,758 mail pieces in one week, station reports. Half-hour show, *Wiffil Ranch Prize Party*, is aimed at children viewers and aired Mon.-Fri., 5 p.m. Daily telephone question and answer sessions with youngsters who have written station asking to be called, is format of show which immediately follows *Wiffil Ranch Theatre*, hour-long feature-length Western movie. Children who successfully answer questions asked by "Ranch Boss" Pete Newman, appear on show following day and receive prizes.

Weekly Beauty Queens

WEEKLY TEEN-AGE beauty queens are picked by CKOY Ottawa, on *Club 1310* Friday show. Paul Allen, m.c. of program, chooses four men from audience and each in turn picks one girl from audience as his choice. All five then cast ballots for winner who receives beauty kit, and is qualified to take part in spring finals for CKOY *Club 1310* "Tops in Teens" title.



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Mr. Phil Bowman
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Dear Phil:

I've alluus sed thet when folks in Charleston, West Virginny, thinks uv radio they thinks uv WCHS, an' now I'm durned sure uv it. In fack, I had to work late temite on account uv it. First off, one uv th' local colleges wanted help in perducin' a radio show, so where did they come? Ter WCHS, uv course! An' Phil, when they got through it wuz so good we put hit on th' air! Next, four girl scout troops decided they wanted ter see a radio station. Where did they come? Ter WCHS, uv course! So, I couldn't clean up some uv th' places I wanted 'cause they wuz girl scouts all over th' place, so I started on th' big studio. And what did I find? They wuz a meetin' goin' on with some business men wantin' ter know sumpthin' else 'about radio. So, I work late, but I tho't this wuz jest th' sort uv thing folks like you wants ter know 'bout a station. You fellers wants ter know th' station in a town folks thinks uv when they thinks uv radio, an' in Charleston hits WCHS!



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National Representative—John E. Pearson Co.

ACTIONS OF THE FCC

MARCH 17 to MARCH 24

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP AM station to change power, install DA etc. for extension of completion date: WGAD Gadsden, Ala.; WPRA Mayaguez, P. R.

KWBB Wichita, Kan.—Mod. CP AM station for extension of completion date.

WBCC-FM Bethesda, Md.—Mod. CP new FM station to change to Ch. 292 (106.3 mc).

WXHR Boston, Mass.—Mod. CP new FM station to change ERP to 4.95 kw.

APPLICATIONS RETURNED

KCHI Chillicothe, Mo.—RETURNED March 14 license to cover CP.

Georgetown, Del.—Rollins Bcstg. Co. RETURNED March 10 application for new station on 900 kc 1 kw D DA.

South St. Paul, Minn.—South St. Paul Bcstg. Co. RETURNED March 10 application for new station on 1590 kc, 1 kw D.

March 20 Decisions . . .

BY A BOARD

Modification of CP

KYMA Yuma, Ariz.—Granted mod. of CP to change frequency from 1240 kc to 1400 kc, operating unlimited time with 250 w power; provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Hearing Designated

KTKR Taft, Calif.—Designated for hearing in Washington June 28 application for CP to change facilities from 1310 kc 500 w D to 1490 kc 250 w unl. made KDB Santa Barbara, Calif., party to proceeding.

KXOK St. Louis, Mo.—Designated for hearing in Washington June 30 application for CP to change from DA-2 to DA-N made WLAP Lexington, Ky., party to proceeding.

Request Denied

KSGN Centerville, Calif.—By letter, denied request that KSGN (authorized to operate particular daytime hours) be permitted to sign off at 6 p.m. PDST during summer months, explaining: Under Communications Act of 1934 as amended, this Commission is charged with duty of regulating standard broadcast stations in public interest. Public interest requires that fullest use be made of all available broadcast channels and frequencies. To permit decreased hours of operation and less efficient use of broadcast channels and frequencies would not appear to be in public interest. Moreover Commission cannot guarantee any standard broadcast licensee that operation in public interest will be profitable. Nor can Commission guarantee licensee that any specific hours of operation will be profitable.

Application Granted

KSTT Davenport, Ia.—Granted application to make changes in DA and ground system and correct geographical coordinates of trans. location, subject to same eng. cond. specified in its presently authorized CP to operate on 1170 kc 1 kw, unl.

ACTION ON MOTIONS

By Comr. George E. Sterling

A. H. Belo Corp., Dallas, Tex.—Granted dismissal without prejudice of application for TV CP.

KVOG Ogden, Utah—Granted leave to intervene in hearing upon applications of KCSU Provo, Utah, KNEU Provo, Utah.

FCC General Counsel—Granted extension to April 10 to file exceptions to initial decision issued in proceeding upon application of WJOC Jamestown, N. Y.

Sandusky Newspapers Inc., Sandusky, Ohio—Granted dismissal without prejudice of application.

Easton Pub. Co., Easton, Pa.—Dismissed as moot petition filed March 10 requesting dismissal of application for consent to transfer of control of WHOL Allentown, Pa.

Gifford Phillips, Denver, Col.—Granted dismissal without prejudice of application for extension of completion date; application dismissed subject to applicant filing with Commission within 15-days from this date an affidavit establishing that no consideration has been received for the dismissal of this application.

By Examiner J. D. Cunningham

Tri-State Broadcasting Co., Summerville, Ga.—Granted leave to amend application so as to specify 950 kc in lieu of 910 kc; application as amended removed from hearing docket.

KFSA Fort Smith, Ark.—Granted petition which requests Commission accept amendment to application with reference to ant. constants in proposed DA; application as amended is retained on hearing docket; and hearing thereon will be conducted as scheduled, March 22.

Reub Williams and Sons Inc., Warsaw, Ind.—Granted continuance of hearing upon application from March 24 to May 24.

By Examiner Leo Resnick

Marmat Radio Co., Bakersfield, Calif.—Granted leave to amend application so as to reduce power applied for from 5 kw D, 1 kw N to 1 kw unl. and for other changes set forth in petition; application as amended removed from hearing docket.

Vermillion Bcstg. Corp., Danville, Ill.—Granted continuance of hearing upon application from March 27 to May 29 in Washington, D. C.

WPOR Portland, Me.—Granted continuance of hearing upon application from March 20 to April 6 in Washington, D. C.

By Examiner J. D. Bond

KTLW Texas City, Tex.—Granted continuance of hearing upon application from April 3 to April 27 in Washington, D. C.

Central Bcstg. Co., San Marcos, Tex.—Granted continuance of hearing upon application from March 21 to April 20.

By Examiner Fanney N. Litvin

Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted indefinite continuance of hearing now scheduled for April 10.

FCC General Counsel—Granted request that time for filing proposed findings in re application of WCTT Corbin, Ky. be extended from March 20 to March 30.

FCC General Counsel—Granted continuance of hearing upon application of Northwestern Ohio Bcstg. Corp., Lima, Ohio, for license WIMA and re petition of Sky Way Bcstg. Corp., Columbus, Ohio for reinstatement of its application for CP from March 27, to April 26, 1950, in Lima, Ohio.

KAVR Havre, Mont.—Granted continuance of hearing upon application and that of KOJM Havre, Mont. from April 17 to May 8 in Washington, D. C.

By Examiner Elizabeth C. Smith

KJAN Bcstg. Co., Baton Rouge, La.—Granted leave to take depositions on behalf of itself in proceeding re Dockets 9527; 9528; further ordered that petitioner be authorized to take depositions on March 25 in Baton Rouge, of Mr. Fred Parker, Chief of Police, City Hall, Baton Rouge, La., et al.

March 20 Applications . . .

ACCEPTED FOR FILING

Modification of License

WPAL Charleston, S. C.—Mod. license to change studio location from 149 Wentworth St., Charleston to 132 Montague Ave., N. Charleston.

License for CP

KGWA Enid, Okla.—License to cover CP new AM station.

KATL Houston, Tex.—License to cover CP increase power, install new trans. etc.

WJW-FM Cleveland, Ohio—License for CP new FM station.

APPLICATIONS DISMISSED

WCHF New Orleans — Louisiana Bcstg. Co. DISMISSED March 15 mod. CP new AM station for extension of completion date.

March 21 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

KSDO San Diego, Calif. — Granted mod. CP to reduce night power under authorized CP from 5 kw unl. to 1 kw-N, 5 kw on 1130 kc, DA-2.

EXTENSION GRANTED

KWBU Corpus Christi, Tex.—Granted extension of SSA on 1030 kc 50 kw using non-DA, during hours from local sunrise at Boston, to local sunset at Corpus Christi, for period of 12 mos. from March 15, pending decision in Clear Channel Hearing.

HEARING DESIGNATED

KWHK Hutchinson, Kan.—Designated for hearing on May 23 at Hutchinson, Kan. application for transfer of control of station KWHK from James E. Murray, Vern Minor and Dorothy C. Murray to The Hutchinson Pub. Co.

PETITION GRANTED

WWJ Detroit — Granted petition of WWJ insofar as it requests that issues in proceeding involving applications of WKNX Saginaw, and WKMH Jackson, Mich. be enlarged, but denied in all other respects; and Order of Jan. 18, was amended to include following issue: To determine type and character of program service presently rendered by WWJ Detroit.

REQUEST DENIED

KAMC-FM Stillwater, Okla,—Denied request for additional six mos. extension of CP for new non-commercial FM station, because it would be inconsistent with Sec. 319(b) of Communications Act to allow applicants passively to hold their FM CP against future determinations in the radio field. (Comr. Hennock dissented). Application will be designated for hearing if such request is received within 20 days.

WOOK-FM Silver Spring, Md.—Denied request for STA to operate from alternate studios in Washington, D. C., since such a grant would result in WOOK-FM for all intents and purposes being a Washington station and utilize a frequency in Washington, contrary to the Commission's rules and regulations.

BY THE SECRETARY

WRJW Picayune, Miss.—Granted license new AM station; 1320 kc 1 kw D.

WHAT Philadelphia, Pa.—Granted license to cover CP which authorized

(Continued on page 83)

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. . . so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

Page	$350
Half Page	$200
Quarter page	$120
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Sixteenth page	$45

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Colorado regional has opening for top quality commercial manager. Old established station, network affiliate. We want man capable of assuming full administrative responsibility of local and regional sales. Will provide incentive plan. Quite willing to pay well for proof of ability. Box 585E, BROADCASTING.

Experienced sales manager for 250 watt network station in good market in New York state. Give complete details first letter. Must be available for personal interview. Box 635E, BROADCASTING.

Radio advertising manager for South America. Heavy program production. Fluent Spanish. Acorn Agency, 7 Dey Street, New York City.

Salesmen

1000 watt network station in eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

Wanted—Time salesman, 500 watt daytime independent, south Texas. Draw against commission. Right man can make $500.00 monthly or better. Good regional audience. Good market. Housing available. Car necessary. Box 575E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work. 250 watt fulltime independent. Must be able to produce. Box 579E, BROADCASTING.

Wanted — salesman. Opportunity for right man. Only interested in hard worker with ability and good personal qualifications. Regional network station. Box 584E, BROADCASTING.

Man or woman to open and operate classified ad dept. city 100,000. NBC station in SE. Box 604E, BROADCASTING.

Need thoroughly experienced salesman for 250 w independent. Southern city 40,000, two station market. Unlimited opportunity for qualified man. Send complete information regarding salary, past positions, date available first letter. Confidential. Box 610E, BROADCASTING.

Announcers

Announcer with first class license, $60 per week for right man. Send full details. Box 438E, BROADCASTING.

Announcer-newsman-writer wanted by network affiliate California station. Good voice, writing ability essential. Salary about $300 monthly. Send disc, picture, background to Box 476E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong on news and part time sports. Only sober, able, experienced need apply. Box 482E, BROADCASTING.

A real deal McNeil. If you're on the ball, Paul and can run a good morning show both hillbilly and pop don't wait, contact us at once. Send all details including picture, disc and salary. Box 514E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station in west Florida. Send full details Box 515E, BROADCASTING.

One experienced commercial announcer. One sports announcer. Must have ticket. Send disc or tape. North midwest. Box 566E, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Experienced sports announcer to handle football, special events and news. First phone license desirable, but not essential. Southern network station in city of 18,000. Box 593E, BROADCASTING.

Wanted. Good announcer with first class license for CBS network station. Good voice important. Good pay and excellent working conditions. WGWC, Selma, Alabama.

Managers, salesmen and announcers, make money for yourselves and your stations while collecting the names of your audience by using new copyrighted auction-rating program. Sells easily and promotes listening. Inquire by letter only to Lee Hollingsworth, WKBS, Oyster Bay, New York.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Technical

Chief engineer for 5 kw network station in western Michigan. Give full details and salary requirements. Box 507E, BROADCASTING.

Southeastern Mutual station will soon have opening for combination engineer-announcer. Can use immediately combination writer-announcer. Box 574E, BROADCASTING.

New southern station 250 w has openings for thoroughly experienced chief engineer-announcer and combination men. Air mail disc, tape, photo, references, salary expected. Box 609E, BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Combination man with first class license needed to complete staff of new 250 w fulltime independent. Rush disc, photo and background information WRCO, Richland Center, Wisconsin.

Production-Programming, others

Important, responsible position awaits experienced mature brain with creative ability in special events, public relations, programming. NBC in SE. Replies confidential. Box 605E, BROADCASTING.

Can you write good copy? If you are a female and you're absolutely sure you know how to write copy; if you're personable and attractive, willing to work, then please send full particulars, photo and disc first letter to Larry Filkins, Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Situations Wanted (Con't)

College community sought by successful small market manager, 35, married, university degree, 12 years broadcasting. Box 572E, BROADCASTING.

Southern stations attention: Manager and chief engineer would like job in 250 or 1000-watt station with chance to buy stock through earnings. Can produce. Not clock watchers, want security. Box 580E, BROADCASTING.

Manager: Not just a salesmanager; not just a program director; not just an office manager. Successful broadcast management requires a unique combination of showmanship, powerful sales management and shrewd internal control. Presently employed commercial manager of leading 5000 watt network station located in highly competitive market. 12 years experience and training in all aspects of broadcasting. Civic leader. An organization builder. A highly successful broadcaster who offers sound, profitable management. Box 582E, BROADCASTING.

Manager with twenty years experience all phases of AM-FM operation desires change. Thorough knowledge in management to produce highest gross sales with lowest overhead. Expert on sales, programming, both local and national. Experience includes management of 1 kw fulltime station. Have contacts with top network executives and national advertising agencies. Married. Will go anywhere. Available for interview on 48 hour notice. Box 586E, BROADCASTING.

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Two men, executive capacities New York network office. Desire relocate midwest or midsouth town 25-to-50 thousand. Early thirties. Family. Yale and Northwestern. College teaching experience. Accumulated radio experience: 17 years. New York, Los Angeles, Chicago. Team capable of handling programming, production, office routine, news, special events, station operations, relations to network, tape editing, contracts, sports, newscasting, selling agency contacts. No announcing. Know network operations thoroughly. Best references in trade can verify claims. Wish to leave New York operating as team, aiming for managerial spots. Now well established. Will consider only good offers on contract basis. Box 591E, BROADCASTING.

Thoroughly experienced general manager, well known in industry with brilliant success record, now available after illness that forced his resignation from model station. This man can give your station the leadership, prestige and results you are looking for. Box 624E, BROADCASTING.

Manager, 14 years experience every phase of radio except engineering. Sober, reliable, hard worker, know sales. Minimum $100 per week. Box 626E, BROADCASTING.

Five year successful record in two top eastern seaboard metropolitan markets. One year in capacity of general manager. Thoroughly experienced in hard hitting fulltime independent field. Well known in New York representative and agency setup. Twenty years in sales, employee relations and promotion in newspaper and radio. Forty three, married seventeen years, no children, sober and completely reliable. Finest references covering entire career. Have moved only three times and am interested only in a pleasant management relationship with permanence and security if I prove out. Would desire a personal interview at your station. My background and references will prove that I would be an asset to your organization. Box 637E, BROADCASTING.

Salesmen

Sales manager — aggressive, experienced. Successful sales record with station in medium-sized eastern market. Present general manager will give excellent recommendation. Box 595E, BROADCASTING.

Best qualification—results. Zip, dash, college, brains too! Use me? Box 620E, BROADCASTING.

Sales troubles? You owe it to your ulcers, write me! Box 621E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Situations Wanted (Con't)

Combo man, independent, network experience. Heavy play-by-play in major sports. Capable DJ, announcer. Reorganization of stockholders eliminated my job. Manager confirmation and recommendation. State minimum salary. Box 385E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Experienced sportscaster. Football, basketball, play-by-play. Special events, news, staff work. Desires chance at baseball play-by-play. Box 453E, BROADCASTING.

Announcer with first class engineering license. Age 23. 20 months experience, news, sports, disc jockey, straight announcing and special events. Box 484E, BROADCASTING.

Announcer-musician, all-round man. Married, music experience, twelve years. Travel, disc, photo. Box 501E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 503E, BROADCASTING.

Announcer, college graduate '50, seeks start. Salary, location secondary. Write news and continuity. Have ideas for cheap live shows. Box 531E, BROADCASTING.

Play-by-play sportscaster and commentator. Excellent knowledge of all sports. Four years experience. Desires permanent position. College degree. Married. Box 549E, BROADCASTING.

Sportscaster. Degree in broadcasting. Capable—but inexperienced. Sincere, sober, hard working. Need only the chance. Box 562E, BROADCASTING.

Experienced announcer-engineer. News editor, sportscaster and dj. Can handle remotes and interviews. Write continuity and have excellent timing and voice. Taught radio for two years. Can furnish best of references. Box 565E, BROADCASTING.

Announcer, 2 years staff, also writer-director dramatic series. Know board. Will travel. Disc or tape, photo, references on request. Box 567E, BROADCASTING.

Staff announcer, newscaster. Available immediately. No drifter. Four years one station. One year program director. Married. Stable. References, disc, photo. Box 568E, BROADCASTING.

I've play-by-played over one hundred baseball games. Employed sports and chief announcer, three and a half years experience, former copy man, desires plenty of baseball, anywhere. All letters answered. Box 571E, BROADCASTING.

Invest $1000 to $5000 in AM operation or CP. Announcer-program director, 31, 9 years experience local indie to 5 kw net, veteran, BA Degree. Join progressive organization only. Box 578E, BROADCASTING.

Capable, experienced, announcer-program director, seeks permanent post in northeast. Box 583E, BROADCASTING.

Professionally trained announcer. Needs first job. 20. Single, disc, photo available. Box 592E, BROADCASTING.

Looking for an all-round staff announcer? I have one year of staff experience, own disc show, degree, highest references to offer. Box 596E, BROADCASTING.

Announcer. Commercials, news, acting, narration. Announcing experience small station, acting large stations. College graduate, single, prefer midwest. Box 597E, BROADCASTING.

Two-man team announcer experienced play-by-play all sports staff announcing combo or engineer. First phone, experienced, color all sports. High Hooper play and color team references. Box 599E, BROADCASTING.

Don't pass up this one. Announcer, writer, operator with experience. Working now. Wants job with western station. Box 601E, BROADCASTING.

Situations Wanted (Con't)

Attention Washington area: I have four years experience, do staff announcing, operate console and excel at baseball play-by-play. I plan to attend school in Washington approximately 6 months, starting June. Must have part time work. Available after one, weekly and all day Saturday and Sunday. Details on request. Box 602E, BROADCASTING.

Announcer, five years' general experience. Married, dependable. Age 22. Prefer southwest. $75. Box 603E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Announcer, married, good ad-lib AM or PM disc jockey. 1 year experience, operate controls. Box 608E, BROADCASTING.

Experienced newsman and play-by-play sportscaster desires position insuring permanency. Highly recommended. Box 613E, BROADCASTING.

Baseball — play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Experineced announcer, continuity writer, single veteran, 24. Seven months experience-DJ, control operation, general staff. Absolutely no floater. Will answer all replies. Available immediately anywhere. Disc and photo available. Box 615E, BROADCASTING.

Combination man, news, DJ, write copy, 23, single. Will travel. Disc, photo on request. Box 618E, BROADCASTING.

Ex-network staff announcer-newscaster. Eight years experience, including play-by-play. At present associate director at New York TV station. Must leave this area for family's health. Desire position as announcer or director AM or TV, or both. Highly capable and can offer excellent references. Will consider any locality. Available May 15th. Box 622E, BROADCASTING.

Personality announcer—special shows, including disc, news and philosopher-poetry feature that sells. Sober, 14 years experience. Minimum salary $90 plus talent. Know programming, production. Box 627E, BROADCASTING.

Announcer? No experience. No talent. Unmarried, children. Drunk. Weak on news. Desires position with backward station. Coolie wages. Box 628E, BROADCASTING.

They say my diction and delivery is perfect. Three years experience including B.B.C. Newscaster, TV producer. Interested in locating east coast. Married. Box 632E, BROADCASTING.

Go west-young man! I like the idea. Experienced announcer wants to raise family in southwest climate. Disc available. Box 633E, BROADCASTING.

Available—Combo man with 6 years experience. Good voice. Dependable hard worker. Best references. Go. anywhere if station is progressive. Box 634E, BROADCASTING.

First phone, 1 year, 10 months experience 250 watt. Recent graduate of TV course. Desire training as announcer and operator. Age 24. Box 636E, BROADCASTING.

Play-by-play sports man. Six years experience in all phases of play-by-play. Specializing in baseball. Last four years employed as sports director. Excellent references. Reply to Gene Frankel, Sports Director, WCFC, Beckley, West Virginia.

Announcer, 10 years experience, including two years television, seeks position. Sports, news, disc shows. John B. Egan, 510 Glen Allen Drive, Baltimore 29, Md.

Wanted, combination or engineering job. Experienced. First phone, good voice. College graduate. Excellent references. Available immediately. Donald Hall, 207 First Avenue, Beckley, West Virginia.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

Personality disc jockey, sportscaster, announcer. Experienced with Mutual in the Nation's Capital and Florida stations. Single, outstanding references. Available now. Details, disc or interview. Ted. Work, 3100 Connecticut Ave. Washington, D. C. Hobart 6565, Ext. 127.

Situations Wanted (Con't)

Technical

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation - maintenance - studios - transmitter. Directional system any power. 18 years experience. Excellent references. Box 458E, BROADCASTING.

Chief engineer available. Highest caliber, experienced in management as well as all phases engineering. Bears recommendation of top consultants as well as present employers. Box 506E, BROADCASTING.

Experienced young chief engineer, experienced in construction, installation, maintenance, recording, remotes, board operation, etc. First phone, class A ham, can handle light combo work. Box 513E, BROADCASTING.

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience. 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E, BROADCASTING.

Combination engineer-announcer. Age 21. Single, one year experience. As announcer—would make a better butcher. Box 569E, BROADCASTING.

First phone license, seeks experience. Graduate of AM, FM and TV technical school. Single, young, willing and able to travel. Box 573E, BROADCASTING.

Former marine radio operator. First class telegraph, first phone and amateur licenses. Graduate of FM and television school. Box 576E, BROADCASTING.

First phone license with six years experience as combination operator-announcer. I am not one of those hot shots, but I will do you an honest day's work. I can make use of my own brain when the occasion demands. Prefer network station in small town in west or southwest. Box 594E, BROADCASTING.

Chief engineer-announcer. 10 years experience. Thoroughly competent all phases engineering. Better than average announcer. Available for interview in south. $75.00 weekly. Box 600E, BROADCASTING.

Engineer, 14 years experience, AM-FM, construction, installation, maintenance, studios, transmitter. 10 kw directional, available immediately. References. Box 606E, BROADCASTING.

Experienced first class radio telephone operator currently with twenty kilowatt New York City FM station. References from same. Will travel. Box 611E, BROADCASTING.

Engineer—First class phone license, amateur. Inexperienced. Any offer considered. Box 612E, BROADCASTING.

First phone license, married, car, experienced. Want to settle in northeast. presently employed. Box 619E, BROADCASTING.

Experienced transmitter and control board engineer. Seeking position in east, single, have car. Box 629E, BROADCASTING.

Engineer—Two years combination, two and one half years as 1 kilowatt and 250 chief. Good voice, top references. Desire permanent position with right station. Will answer all offers. Box 98, Montezuma, Indiana.

Engineer, experienced. Seeks permanent position with right station. Any locality. Will answer all offers. 416 West Willis, Perry, Iowa.

Chief engineer—Graduate EE; excellent technical background. TV if and when. Some announcing. Reliable, versatile, active ham, age 26. Have car. Available May 31. Post Office Box 592, Columbia, Missouri.

Attention—Due to economic conditions competent experienced staff of four available immediately, consisting of two engineers and two announcers—one announcer doing play-by-play of all sports, special events and former PD. Other announcer doing dj, news and saleswork. Full references available. Four cars. WCFC, Beckley, West Virginia.

Situations Wanted (Con't)

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, no experience, married. Like position in Mississippi or neighboring states. No combination work. Graduate of Cook's Radio School. Clifford Chance, Oakvale, Miss.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's Graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State St., Jackson, Miss.

Experienced engineer: first phone, college graduate, presently employed. Will do combo work, travel anywhere. Have car. Richard Delanoy, 207 First Ave., Beckley, W. Va.

Engineer, first phone, no experience, looking for that first break. Vet, married, age 31, car and willing to travel. G. Elliott, 45-06 39 Place, Long Island City.

Permanent position as radio operator wanted, will travel, first class phone, RCA graduate at present working. John N. Witkowski, 444 Wyona St., Brooklyn, N. Y.

Production-Programming, others

Experienced copywriter, women's commentator desires writing job, preferably with air work and women's activities. Prefer east. Veteran. College graduate. Box 489E, BROADCASTING.

Continuity writer, excellent background, best references. Interested in progressive station. Box 511E, BROADCASTING.

Is yours a New York state station? New England? Northeastern? Need a copywriter? Available: Personable young lady, well recommended, over three years practical radio experience. Strong selling copy. Also thorough knowledge of traffic, some air work. Situated comfortably in midwest, but homesick for good old northeast. Box 560E, BROADCASTING.

Looking for the opportunity. Copy, continuity, some announcing. Anxious for a future, but wife has to eat. College graduate, young, personable, eager. Will travel. Box 561E, BROADCASTING.

Young woman seeking position in radio. Training. Experience—Radio news reporting, broadcasting, sales. Especially interested in doing women's program. Presently employed. References. Box 570E, BROADCASTING.

Promotional-publicity man knows musical production thoroughly, former professional musician, wide acquaintances with leading entertainers desires association with agency. Announcing, disc jockey, radio sales background, presently employed. 30, college graduate. Box 577E, BROADCASTING.

Experienced radio man with emphasis on programming and engineering, desires managerial connection in small but progressive Texas market. Married. Salary important but secondary to opportunity to become established in community. Excellent references. Box 598E, BROADCASTING.

Program director-announcer. Experienced in all phases broadcasting. Young family man presently employed. Desire change because of financial conditions. Box 623E, BROADCASTING.

Promotion man with excellent background wants to help make the most of your promotion budget for you, handling audience and sales promotion and merchandising. Energetic idea man, diligent producer. Experience, references, and full information from Box 625E, BROADCASTING.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

For Sale

Stations

For sale—Controlling interest of 20% of Connecticut daytime station. Give all details including financial ability in 1st letter. Write Box 631E, BROADCASTING.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Sons, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

For sale: 285 ft. guyed uniform cross-section composite tower. Complete with A-3 lighting, but less base insulator. Similar to, but stronger than any made. First class condition. In use until Oct. 17, 1949. Priced to sell complete $1,500 with lighting. Box 411E, BROADCASTING.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E, BROADCASTING.

RCA BTF-250A FM transmitter and GE type BM-1-A frequency and modulation monitor with following UTC transformers: LS-83; LS-99; LS-105; three LS-93; PA-309 plate transformer, DC output, 3000-2500-2000 volts and 1 amp. Also centrifugal blower used to cool four 4x500 A Tubes. All used two years, in practically new condition. Make an offer for any or all of this equipment. Box 485E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

RCA distortion and noise meter, type 69-C. Used very little. Priced at $150.00 for quick sale. Current factory price is $400.00. WBOC, Radio Park, Salisbury, Md.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

New Jersey FM station wanted by experienced broadcaster. Will buy control or outright. Replies strictly confidential. Box 581E, BROADCASTING.

Equipment, etc.

One used 1000 watt AM transmitter. Send details, price. Box 590E, BROADCASTING.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. Box 617E, BROADCASTING.

Help Wanted

Managerial

WANTED
MANAGER

For only station serving industrial community of over 75,000 people.

Fulltime station on excellent frequency.

Only capable, qualified and aggressive applicants will be considered.

Good salary to right man.

Send photo and complete letter.

BOX 616E, BROADCASTING

(Continued on next page)

Help Wanted

Salesmen

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

Situations Wanted

Announcers

AVAILABLE

Announcer — Chief Engineer

Network voice and ability

Ten years experience. Married. Sober. Prefer Texas or Florida.

BOX 588E, BROADCASTING

Technical

ARE YOU READY FOR THE THAW?

Or the clear channel decision? Position wanted as director of engineering or chief engineer with progressive broadcast organization now in TV or planning for TV. Fourteen years all phases broadcasting including administrative engineering and TV operational experience with major network in New York where now employed. Excellent references. Age 35, EE, family. Box 564E, BROADCASTING.

School

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
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"established in 1934"

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3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

For Sale

Stations

MIDWEST OPPORTUNITY

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for lease with option to buy or attractive terms. BOX 555E, BROADCASTING.

New York State

Radio Station

FOR SALE

$125,000

Fulltime 1000 watts located in city of over 100,000. Good earnings, good radio opportunity. Will finance.

Principals or qualified buyers only.

BOX 589E, BROADCASTING

Miscellaneous

Custom "Jingle"—$37.!

RICHARD Strout PRODUCTIONS

Write 507 Fifth Ave., New York City HOLLYWOOD

Employment Service

WANTED AT ONCE

ANNOUNCER-ENGINEERS

with 1st Class Ticket

TIMES SALESMEN

with experience

Edward C. Lobdell Associates

17 East 48th St. New York 17, N.Y.

KTRE Baseball

EXCLUSIVE broadcast rights of all home and away games of the Lufkin (Tex.) Angels baseball club have been acquired by KTRE that city, Richman Lewin, station manager, has announced. KTRE also will broadcast all week night games of the Angels, he said. Roger Sizoo is station's sports announcer.

SAVANNAH CASE

Rivers Answers Protests

E. D. RIVERS Jr., grantee for a new AM station in Savannah, Ga., told FCC last week that the protest which existing Savannah stations registered against his grant was based on a desire to keep competition down.

The protest, filed by the Savannah Radio Council, claimed Mr. Rivers had not operated WEAS Decatur in the manner he told the Commission he would, and that there is a "serious question" as to his qualifications to operate a station in Savannah [BROADCASTING, March 13].

Mr. Rivers replied, in an answer filed by Philip M. Baker, Washington attorney, that WEAS has not failed to keep FCC informed of its program policies; that the station has "gone beyond [its] promises" with respect to service to Negro listeners and has built up a wide following for its religious programs; that it has emphasized "race, rural (programs) and religion," and that Mr. Rivers made clear in his application that he planned to "build the same type of public service in Savannah."

Mr. Rivers contended each of the stations in the Savannah Radio Council—WCCP WDAR - AM - FM WFRP WSAV - AM - FM and WTOC-AM-FM—has "found it necessary to depart from previous representations" with respect to program service.

Cites Constitution

He also claimed the council's constitution provides that the members "agree to abide by decisions and policies" of the council. This, he said, raises a question as to "whether there has been an unlawful delegation of the licensee's sole responsibility to operate their facilities in the public interest," and "whether the Savannah Radio Council is a combination in restraint of trade."

Mr. Rivers also claimed that as late as last December he was approached as a possible purchaser of WDAR and of WFRP. That, he noted, was before he got his grant for a new station in Savannah.

The grant, issued March 6, was for 900 kc with 1 kw, daytime only. The council asked FCC to set the grant aside and designate the application for hearing.

WRSW 'Moved'

BY INADVERTENCE, and at no cost to the management, FCC moved an Indiana FM licensee to Europe fortnight ago. An FCC motions calendar recorded a request of Reub Williams & Sons, operator of WRSW (FM) Warsaw, Ind., for continuance of the March 24 hearing on its application for a daytimer on 1050 kc with 250 w directionalized. The address given by FCC: Warsaw, Poland.

CIVIL DEFENSE

C. of C. Issues Report

BASIC STEPS for adequate wartime civil defense are proposed by a national defense committee of the U. S. Chamber of Commerce in a report, "Civil Defense in Your Community," released last Monday.

Communities should take an inventory of such existing facilities as "communications when normal means have been disrupted," transportation and other resources, the committee suggests. Appointment of a civil defense director by the mayor of each community also is recommended. (Forty-one of the 48 states now have such directors and 17 have provided for legislation to set up planning, it is pointed out.)

H. L. Tallman

H. L. (Mac) TALLMAN, 58, manager of WALB Albany, Ga., for the past two years, died of a chronic heart ailment on March 16. Born in Pennsylvania, Mr. Tallman had spent his adult life in the entertainment world and for many years conducted theatre pit orchestras. James H. Gray has been named acting manager of WALB.

Southern California
Fulltime Regional
$135,000.00

This kilowatt fulltime regional is located in a city of over 50,000 with retail sales $66,000,000.00 and area with three times that volume of sales. Commission growing. Good living conditions. Approximately $50,000.00 required for down payment with financing out over a short period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 76)

unl. time, 250 w employing presently licensed vertical ant.

Following were granted licenses for new remote pickups KOA-503 KA-3893 Intermountain Bcstg. and Television Corp., Salt Lake City, Utah; KA-3361 KKB-980 KA-3857 KA-3858 3859 3860 Frontier Bcstg. Co., Waco, Tex.; KA-2068, KA-2067, KA-2066, Colorado Bcstg. Co. Inc., Pueblo, Col.

KFXD-FM Nampa, Ida.—Granted mod. of license to change studio location of FM station to trans. site; also waiver 3.205(a) to continue announcing as Nampa station.

The Yankee Network, Boston—Granted mod. of license to change frequencies from 31.62, 35.26, 37.34 and 39.62 to 26.19, 26.29 and 26.39 mc KA-5617.

The W. H. Greenhow Co., Hornell, N. Y.—Granted CP's and licenses for new remote pickups KA-4013, KEA-513, KA-4012, KEA-514.

Murphy Bcstg. Co., Des Moines, Ia.—Granted CP's and licenses for new remote pickup KA-3128.

Richmond Radio Corp., Richmond, Va.—Granted CP and license for new remote pickups KA-2041, KA-2040.

Following were granted CP's for new remote pickups KA-2849 Heart of the Black Hills Station, Deadwood, S. D. KA-6096 Asheboro Bcstg. Co. Asheboro, N. C.; KGA-558 KGA-559 Hagerstown Bcstg. Co., Hagerstown, Md. KA-3311, The Constitution Pub. Co., Atlanta, Ga.

Airfan Radio Corp. Ltd., San Diego, Calif.—Granted CP to make changes in existing remote pickup KA-3008 to change frequencies from 31.22, 35.62, 37.02 and 39.26 mc to 26.15, 26.25 and 26.35 mc and power from 30 w to 75 w.

Gila Bcstg. Co., Safford Ariz.—Granted CP to make changes in existing remote pickup KA-5498 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 1606, 2074, 2102 and 2758 mc, and change equipment.

Sarkes Tarzian and Mary Tarzian Area, Bloomington, Ind.—Granted CP for new Experimental TV relay KA-6097.

KDIA Auburn, Calif.—Granted mod. CP to change type trans. and increase height of vertical ant.

KICA Clovis, N. M.—Granted mod. CP to change type trans.

KDON Palm Beach, Calif.—Granted mod. CP to change type trans. and make changes in ground system.

WABA Aguadilla, P. R.—Granted mod. CP change type trans. and studio location.

Following granted mod. CP's for extension of completion dates as shown: WPAR Parkersburg, W. Va. to 9-12-50; WKNE Keene, N. H., to 9-19-50; KGVO Missoula, Mont. to 6-11-50; WKVM Arecibo, P. R. to 6-15-50; WJBC-FM Bloomington, Ill., to 9-14-50; WIBA-FM Madison, Wis. to 10-11-50; WDAK-FM Columbus, Ga. to 9-30-50; WAFM Birmingham, Ala. to 10-1-50.

WMBR-TV Jacksonville, Fla. to 10-17-50; KRNT-FM DesMoines, Ia., to 9-30-50; WGBS-FM Miami, Fla., to 10-12-50; KSFH San Francisco to 10-5-50; KFLW-FM Klamath Falls, Ore. to 9-7-50 on condition that construction be completed by that date or an interim operation provided by then; WFMX La Salle-Peru, Ill. to 9-6-50 on condition that construction be completed or an interim operation provided by that date.

WKWF Key West, Fla., to 5-11-50; KSLH St. Louis, Mo., to 4-30-50; WGNR New Rochelle, N. Y., to 9-30-50; WMIN-FM St. Paul, Minn. to 9-30-50; WEOL-FM Elyria, Ohio, to 9-16-50; WFMZ Allentown, Pa., to 8-22-50; WSYR-FM Syracuse, N. Y. to 9-1-50.

KFXJ Grand Junction, Col.—Granted license install. new trans.

WTTH Port Huron, Mich.—Granted license change frequency, hours of operation, increase power and install DA-1; 1380 kc, 1 kw unl. DA-1.

WKAB Mobile, Ala.—Granted CP to install composite trans. at present location of main trans. to be operated on 840 kc, 250 w for aux. purposes only.

WJMX Florence, S. C.—Granted mod. CP to change from one guyed and two self-supported towers to three guyed towers.

WIEL Elizabethtown, Ky.—Granted mod. CP for approval of ant. trans. and studio locations.

WTSA Battleboro, Vt. — Granted mod. CP for approval of ant. trans. and studio locations and change type of trans.

WPMP Pascagoula, Miss.—Granted mod. CP for extension of completion date to 9-7-50.

WFIR Danbury, Conn.—Same to 8-23-50.

WKMH Dearborn, Mich.—Same to 9-14-50.

WHAS Inc., Area Louisville, Ky.—Granted license for new Exper. TV Relay KA-4884.

Stromberg-Carlson Co. Area, Rochester, N. Y.—Granted CP and license for new Exper. TV Relay KA-6058.

Following granted CP's and licenses for new remote pickups: KA-6065, KA-6066, KA-6067, KA-6068 Pikes Peak Bcstg. Co., Colorado Springs, Col., KA-2349 Missoula, Mont., Western Montana Assoc.

Silver City Crystal Co., Meriden, Conn.—Granted CP for new remote pickup KA-6069.

WFBL-FM Syracuse, N. Y.—Granted request to cancel license for CP for new FM station.

KALW San Francisco, Calif.—Granted mod. CP to change trans. site; ERP from 1.5 kw to 1.25 and make changes in ant. system, subject to condition that prior to issuance of station license equipment performance measurements be submitted which indicate that operation of station is in conformance with Commission's Standards.

WBCO Bessemer, Ala.—Granted mod. CP to change type trans. and change studio location.

Nichols & Warinner Inc., Area Long Beach, Calif.—Granted request to cancel license for remote pickup KA-3410.

WEXI St. Charles, Ill.—Granted license new FM station. Chan. 292, (106.3 mc) 235 w 257 ft.

WTHI-FM Terre Haute, Ind.—Granted license for new FM station; Chan. 260, (99.9 mc) 7.4 kw, 330 ft.

Madrazo & Diaz, Fajardo, P. R.—Granted license for new remote pickup KA-5318.

Following granted licenses for new remote pickups: KA-5243 Southern Tier Radio Service Inc., Binghamton, N.Y.; KA-3224 Monahans Bcstrs., Monahans, Tex.; KA-3598, KKA-861, McKinney, Tex. McKinney Air Enterprises Inc.

Following granted CP's and licenses for new remote pickups: KA-3286 Voice of Alabama Inc., Birmingham, Ala.,; KA-3821 Oil Center Bcstg. Co., Odessa, Tex.; KA-2028 K P O J Inc., Portland, Ore.; KA-3287 Voice of Alabama Inc., Birmingham, Ala.; KA-2223, Southwestern Bcstg. Co., Little Rock, Ark.

United Bcstg. Co., Inc., Montgomery, Ala.,—Granted CP for new remote pickup KA-6044.

KFVD Los Angeles—Granted request for voluntary assignment of CP and license to newly formed partnership—J. Frank Burke, Sr., Mabel S. Burke and J. Frank Burke, Jr. and Betty Jane Burke as joint tenants, A partnership d/b as Standard Bcstg. Co.; no monetary consideration involved.

WJLK Asbury Park, N. J.—Granted mod. CP to change from alternate main trans. to aux. trans.

KNED McAlester, Okla. — Granted mod. CP to change type of trans.

Because we SELL—
We're 65% SOLD!
WGRD
GRAND RAPIDS, MICH.

W. VIRGINIA MEET

Clinton Named President

GEORGE H. CLINTON, vice president and general manager, WPAR Parkersburg, and general manager, WBLK Clarksburg, both in West Virginia, was elected president of the West Virginia Broadcasters Assn. at the annual business meeting held March 18 in the Chancellor Hotel, Parkersburg.

Mr. Clinton succeeds John S. Phillips, WCAW Charleston general manager, who has been president for the past two years. Other officers named were Joe L. Smith Jr., president, WJLS Beckley and WKNA Charleston, vice president, and Alice Shein, general and commercial manager, WBTH Williamson, secretary-treasurer.



Mr. Clinton

Five directors at large elected included William Rine, WWVA Wheeling; F. J. Evans, WPLH Huntington; Emile Hodel, WCFC (FM) Beckley; George Gray, WKNA, and Marshall Rosene, WSAZ Huntington. Mr. Rine was designated large station director; Mr. Evans, small station director; Mr. Hodel as FM station head; Mr. Gray, medium station director, and Mr. Rosene as TV director.

Nearly 40 West Virginia broadcasters and wire service representatives attended the business session which dealt with current activities of the WVBA. During the meeting, new district directors were appointed and a committee was formed to work with the West Virginia State Newspaper Council in arranging a program for the annual council conference slated for Oct. 19-20 at Morgantown. A broadcasters' clinic will be held at the conference.

Principal business at the session concerned the moving of the West Virginia group from the fourth district of the NAB to a more suitable location. A resolution will be sent to Judge Justin Miller, NAB president, urging such a move.

March 21 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WTAD Quincy, Ill.—CP AM station to change from 930 kc 1 kw unl. to 930 kc 5 kw unl.

AM—850 kc

WKBZ Muskegon, Mich.—CP AM station to change from 850 kc 1 kw unl. DA-1 to 5 kw-D 1 kw-N DA-2 AMENDED to request 5 kw unl. DA-1.

AM—800 kc

KREI Farmington, Mo.—CP AM station to change from 1350 kc 1 kw D to 800 kc 1 kw D.

License for CP

KXRO Aberdeen, Wash.—License to cover CP to change frequency increase power, install DA etc.

KGIB Bremerton, Wash.—License for CP new AM station.

License Renewal

WBAA W. Lafayette, Ind.—Request for license renewal AM station.

License for CP

WJAC-TV Johnstown, Pa.—License to cover CP new commercial TV station to change studio location from Tribune Annex-Locust St., Johnstown to 329 Main St., that city.

March 22 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

N. M. College of Agriculture & Mechanical Arts, College Station, N. M. and KOB Alburquerque, N. M. — By order denied joint petition requesting reconsideration of Commission's Memorandum Opinion and Order of Nov. 16, 1949, and grant of previous petition for waiver of Sec. 3.109 of rules or in alternative afford them oral argument; granted KOB extension of time to and including June 1 within which to comply with Sec. 3.109.

STA Granted

WKPT-FM Kingsport, Tenn.—Granted STA to go on air to April 1, pending action on application for renewal of license, when it is received. Station had failed to file for renewal of license, which expired March 1 but has advised Commission it wishes to continue, and is preparing renewal application.

March 22 Applications . . .

TENDERED FOR FILING

AM—1490 kc

WAPF McComb, Miss.—CP AM station to change from 1010 kc 250 w D to 1490 kc 250 w unl.

AM—930 kc

KIUP Durango, Col.—CP AM station to change from 1400 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

AM—1280 kc

WSAT SALISBURY, N. C.—CP AM station to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

Action Set Aside

KPLW Plainview, Tex. and KCBD Lubbock, Tex.—On own motion, Commission set aside action of March 6, which designated for consolidated hearing application of KPLW for mod. CP to change frequency from 1570 kc to 900 kc, and change location of trans. and studio to Floydada, Tex. with application of Tul'e Bcstg. Co. for new station at Tulia Tex. on 900 kc 250 w daytime only, and removed applications from hearing docket. On petition of KCBD set aside action of Oct. 21, 1949, which granted without hearing application of West Texas Bcstrs. Inc. for station on 1570 kc 250 w D and designated same for hearing on June 21 in Washington, and made KCBD a party to proceeding.

ACCEPTED FOR FILING

License for CP

WSAZ-TV Huntington, W. Va.—License for CP new commercial TV station to change studio location to W. Va. Bldg., Huntington.

AM—970 kc

Marmat Radio Co., Bakersfield, Calif.—CP new AM station 970 kc, 5 kw-D 1 kw-N DA AMENDED to request 970 kc 1 kw unl. DA.

AM—950 kc

North Cambria Bcstrs. Inc., Barnesboro, Pa.—CP new AM station 950 kc

(Continued on page 84)

Gates has it
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Docket Actions . . .

INITIAL DECISIONS

WBUD Morrisville, Pa. and WTNJ Trenton, N. J.—Initial decision by Examiner J. D. Cunningham to grant application of Morrisville Bcstg. Co. to change from 1490 kc, 250 w unlimited to 1260 kc, 1 kw unliminted directional and change transmitter and studio location from Morrisville to vicinity of Trenton, N. J. and to deny application of WOAX Inc., to increase power of WTNJ Trenton from 250 w and to continue operation during daytime hours only on 1260 kc in lieu of 1300 kc. See story Broadcasting March 20, p. 90. Initial decision March 17.

Mid-Island Radio Inc., and Patchogue Bcstg. Co., Patchogue, N. Y.—Initial decision by Examiner Hugh B. Hutchison to grant application of Mid-Island Radio Inc. for new station on 1580 kc, 250 w daytime at Patchogue, N.Y. and to deny application of Patchogue Bcstg. Co. for same facilities. See story this issue. Initial decision March 20.

KBIG Des Moines, Ia.—Initial decision by Examiner Hugh B. Hutchison to deny as in default application of Radio Station Des Moines Inc., for extension of construction permit authorized No. 13, 1947 on 740 kc, 250 w daytime. See story this issue. Initial decision March 21.

OPINIONS AND ORDERS

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Adopted memorandum opinion and order denying motion to set aside order appointing hearing examiner in proceeding involving renewal of licenses for said stations. Order March 22.

Olney Bcstg. Co., Olney Tex.—Adopted memorandum opinion and order denying petition of Olney Bcstg. Co. for reconsideration of initial decision which denied application for default and adopted Examiner's decision and denied application for new station on 1590 kc, 250 w daytime. Order March 23.

John Townsend, North Platte, Neb., and Nebraska Rural Radio Assn., Lexington, Neb.—Adopted memorandum opinion and order granting petitions of John Townsend and Rural Radio Assn., for review of Examiner's opinion and order of Jan. 18 which denied John Townsend leave to amend application; vacated and set aside order and granted Townsend application to request 1280 kc in lieu of 1010 kc and both applications removed from hearing. Order March 23.

Lakeland Bcstg. Corp., and John R. Tomek. Wausau, Wis.—Adopted memorandum opinion and order granting petition of Lakeland Bcstg. Corp., to review Examiner's opinion and order of Sept. 16, 1949; set aside order and granted in part Lakeland's motion of Sept. 14, 1949 for leave to amend application; denied petition for enlargement of issues in this proceeding; denied petition of Sept. 27, 1949 to set for further hearing application of John R. Tomek for new station at Wausau, and supplementary petition of Nov. 7; on own motion Commission ordered further hearing in proceeding to be held at Wausau, Wis. April 12. Order March 23.

Non-Docket Actions . . .

AM GRANTS

Houlton, Me.—Northland Bcstg. Co. granted new station on 1400 kc, 250 w fulltime. Construction costs: $13,510. Lieut. Hale N. Tongren, stationed at Navy's electronic supply office Great Lakes, Ill., is 51% owner. He will be president and treasurer. There are 11 stockholders with minor interests. Granted March 20.

Richlands, Va.—Clinch Valley Bcstg. Co., granted new station on 1050 kc, 1 kw daytime; estimated construction cost: $31,775: Co-partnership includes J. H. Horne, coal business, and John C. Gillespie, farmer, Jesse F. White, merchant, and J. Powell Royal Jr., grocer. Granted March 20.

WTOB Winston-Salem, N. C.—Granted switch in facilities from 710 kc 1 kw daytime to 1380 kc 1 kw unlimited, directional. Granted March 20.

WGBI Scranton, Pa.—Granted application to operate on 910 kc 1 kw day, 500 w night unlimited time instead of present sharing time with WQAN Scranton. Subject to condition that WGBI does not commence unlimited operation until WQAN is licensed to operate on 630 kc. Granted March 20.

KYMA Yuma, Ariz.—Granted switch in facilities from 1240 kc 250 w unlimited to 1400 kc 250 w unlimited. Granted March 20.

FM GRANTS

Andalusia, Ala. — Andalusia Bcstg. Co. Inc., granted Class B FM station on Channel 251 (98.1 mc). ERP 10.5 kw, ant. 160 ft. Andalusia Bcstg. Co. Inc., is licensee of WCTA AM outlet that city. Granted March 21.

Muncie, Ind.—Wilson Jr. High School, granted noncommercial educational FM station on Channel 218 (91.5 mc) ERP 10 w. Granted March 21.

ALLOCATION PLAN AMENDED

Revised tentative allocation plan for Class B FM stations amended to allocate Channel 251 to Andalusia, Ala. to make possible grant of application for that city. See FM grants this issue.

TRANSFER GRANTS

WHIT New Bern, N. C.—Granted assignment of license from Coastal Bcstg. Co., licensee, to Harmon L. Duncan for consideration of $75,000. Mr. Duncan's other radio interests include WDUK Durham, N. C., general manager and vice president, 451 sh.; WGTN Georgetown, S. C. 33⅓% interest. WHIT is assigned 1450 kc, 250 w unlimited. Granted March 20.

KWNW Wenatchee, Wash.—Granted transfer of control of Apple-Land Bcstrs., licensee, through issuances of new stock and several minor transfers since 1948. J. B. Hatfield, president and 16% owner, and Fred J. Schaaf, secretary-treasurer and 28% owner, were original incorporators. Other present stockholders and interests include: A. L. Anderson, 15%; James P. Parks, 16%; Anthony J. Sternling, radio technician 7%; Vera J. Sternling, 5%; Robert E. Stickel, 6%; Irma Sutton, 2%; Clyde B. Kellogg, 0.4%; Frank E. Smith, 3% and Thomas Roberts Jr., 2%. KWNW is assigned 250 w on 1340 kc. Granted March 20.

KOWL Santa Monica, Calif.—Granted acquisition of control of KOWL Inc., licensee, by Arthur H. Croghan, manager and 50% owner, through purchase of 50% interest from Gene Autry for $80,000 original purchase price. KOWL is assigned 5 kw day on 1580 kc. Granted March 20.

KNAF Fredericksburg, Tex.—Granted transfer of control of Gillespie Bcstg. Co., licensee from Gerald P. Fisher to Walter T. McKay and Arthur Stehling. In 1948 Mr. Fisher transferred his 5,000 sh. or 36.34% stock to Mr. McKay and Mr. Stehling bringing their interests to 50% each. KNAF is assigned 1340 kc, 250 w unlimited. Granted March 20.

WVSC Somerset, Pa.—Granted assignment of construction permit from Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney d/b as Somerset Bcstg. Co. to new firm of same name. Mr. Cooney sells his ⅓ interest which constituted his original investment in CP to Mr. Oppegard and Mr. Lee for $500. WVSC is assigned 250 w day on 990 kc. Granted March 21.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 23

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,112	2,081	186		302	266
FM Stations	711	494	265	*4	47	24
TV Stations	102	35	74		347	182

* Two on the air.

CALL ASSIGNMENTS: KACE Dallas, Tex. (Texas Star Bcstg. Co., 740 kc, 10 kw day, 5 kw night); KATI Los Angeles (Coast Radio Bcstg. Corp., 1540 kc. 5 kw day); KAVL Lancaster, Calif. (Antelope Bcstg. Co. Inc., 1340 kc, 250 w unlimited); KBKH Pullman, Wash. changed from KPMN (Bayton & Hicks); KOLS Pryor, Okla. (Lakes Area Bcstg. Co., 1570 kc, 250 w daytime); WATG Ashland, Ohio (Beer & Koehl, 1340 kc, 250 w unlimited); WATG-FM Ashland, Ohio changed from WATG (Beer & Koehl); WGET Gettysburg, Pa., changed from WGEY (Times & News Pub. Co.); WHIP Mooresville, N. C. changed from WNES (Wayne M. Nelson); WJEH Gallipolis, Ohio (Ohio Valley On The Air Inc., 990 kc, 250 w day); WLNJ Smithfield, N. C. (Selma-Smithfield Bcstg. Co., 1270 kc, 1 kw day); WMOD Moundsville, W. Va. (James D. Sinyard 1470 kc, 1 kw day).

* * *

FCC Actions

(Continued from page 83)

Applications Cont.:

500 w D AMENDED to change officers, directors and stockholders.

AM—1390 kc

WEED Rocky Mount, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA.

Modification of License

KECC Pittsburg, Calif.—Mod. license to change name from Pittsburg Bcstg. Co. to KECC Inc.

License for CP

KCHI Chillicothe, Mo.—License for CP new AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KFI-FM Los Angeles: WELI-FM New Haven, Conn.: WCOH-FM Newnan, Ga.: WTCN-FM Minneapolis; WWOL-FM Buffalo, N. Y.; KOMA-FM Oklahoma City; WARD-FM Johnstown, Pa.

WCNT-FM Centralia, Ill.—Mod. CP new FM station to change ERP to 2 kw, ant. to 197 ft.

WHO-FM Des Moines, Ia.—Mod. CP new FM station to change ERP to 404 kw, ant. to 686 ft.

License Renewal

Request for license renewal FM station: WEED-FM Rocky Mount, N. C.; KVOE-FM Santa Ana, Calif.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date to 10-1-50.

Deletions . . .

THREE AM authorizations two FM permits and one TV permit were reported deleted last week by FCC. Total since Jan. 1, AM 20; FM 25; TV 2. Deletions and reasons for withdrawal follow:

KCOI Coalinga, Calif.—KCOI Bcstg. Co. CP. Modification not filed.

KALC Alamosa, Col.—San Luis Valley Bcstg. Co. CP. Request of permittee.

WCLB Cobleskill, N. Y.—Schoharie County Community Service Bcstg. Co. CP. Modification not filed.

KROY-FM Sacramento, Calif.—Harmco Inc. CP.

KOAD(FM) Omaha, Neb.—Mid-Continent Bcstg. Co. CP. Request of permittee.

WRTB(TV) Waltham, Mass.—Raytheon Mfg. Co. CP. Application for extension of completion date denied.

New Applications . . .

AM APPLICATIONS

Flagstaff, Ariz.—Lyle C. Treakle and Chester A. Burn, 1400 kc, 250 w unlimited. Estimated construction cost: $13,175. Mr. Treakle is president and 55% owner Radio Institute Inc. (school), Salt Lake City, Utah, and secretary-treasurer Western Radio Institute, Denver, 50%; Mr. Burn is secretary treasurer and 33% owner Radio Institute, Salt Lake. Filed March 21.

South St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 1 kw daytime. Estimated construction cost: $18,299. Application previously filed March 2 [BROADCASTING March 6, p. 87] and returned. Resubmitted March 21.

Spur, Tex.—Marshall Formby, 1260 kc, 250 w unlimited. Estimated construction cost: $21,000. Mr Formby owns 50% KPAN Hereford, Tex., 25% KSNY Snyder, Tex., KVMC Colorado City, Tex. and is 44% owner of application for new station at Floydada, Tex. Filed March 22.

Little Falls, N. Y.—Rock City Bcstrs., 1230 kc, 100 w unlimited. Estimated construction cost: $13,617. Equal partners are M. Robert Feldman, employed by retail furniture business and Arthur S. Feldman, director of special events for MBS and has 51% interest in application for AM station at Fort Wayne, Ind. Filed March 22.

Ft. Meyers, Fla.—Robert Hecksher, 1400 kc, 250 w unlimited. Estimated construction cost: $15,960. Mr. Hecksher is employed by Navy Dept. Bureau of Ships, Electronics Division, Washington, D. C. Filed March 22.

TRANSFER REQUESTS

WQUA Moline, Ill.—Transfer of control in Moline Bcstg. Co., licensee, from Bruff W. Olin Jr. to Quad-City Bcstg. Corp., for $130,000. Dalton Le Masurier is president and owns 100% of stock of Quad-City. His other radio interests include 74% owner KDAL Duluth, Minn., and interest in WIRL Peoria, Ill. He is also president and 75% owner of Red Wagon Equipment Corp. WQUA is assigned 250 w unlimited on 1230 kc. Filed March 17.

KNOW Austin, Tex.—Acquisition of Frontier Bcstg. Co., licensee, by Wendell Mayes through retirement to treasury of 5 sh. or 50% of stock held by C. C. Woodson. Mr. Woodson sells his interest for $40,450.83 plus 50% of profits of operation from Sept. 1, 1949 to April 1, 1950. KNOW operates with 250 w unlimited on 1490 kc. Filed March 17.

WVVW Fairmont, W. Va.—Acquisition of control of Fairmont Bcstg. Co., licensee, by Patrick J. Beacom. Mr. Beacom presently holds 232.37½ sh. of 550 sh. of stock outstanding. He purchases 232.37½ sh. from George J. Feinberg for $23,737.50; 24.75 sh. from Clarence

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PETER COTTONTAIL*

On Records: Roy Rogers—Vic. 21-0173; Mervin Shiner—Dec. 46221; Johnny Lee Wills—Bullet 700; Frank Luther—Dec. 88034; Curt Massey—Lon. 668; Two Ton Baker—Mer. 5397; Jack Day—Coral 64036; Gene Autry—Col. 38750; Jimmy Wakely—Cap. 929; Derry Falligant—MGM 10675; Guy Lombardo—Dec. 24951.

On Transcription: George Wright—Thesaurus; Bob Crosby—Standard.

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1950 **March 27** 1950

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Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

E. Smith for $2,500; 24.75 sh. from Robert L. McCoy for $2,500. WVVW is assigned 1490 kc, 250 w unlimited. Filed March 22.

KSTN Stockton, Calif.—Assignment of license from Dr. Harry Morgan, Knox LaRue, N. John Anton and Dwight Newton, a partnership to new corporation San Joaquin Bcstg. Co. Corporation has identical members and same percentage of ownership as did partnership. KSTN is assigned 1420 kc, 1 kw unlimited directional. Filed March 22.

WSHB Stillwater, Minn.—Assignment of license from St. Croix Bcstg. Co., licensee, to William F. Johns Sr., William F. Johns Jr., and Penrose A. Johns, partnership d/b as St. Croix Bcstg. Co. Corporation desires to operate as partnership with present stockholders having same proportionate interests if application is approved. WSHB operates with 250 w daytime on 1220 kc. Filed March 22.

WJJD Chicago, Ill.—Assignment of license from WJJD Inc., an Illinois corporation to WJJD Inc. a Delaware corporation. Stock in WJJD is wholly owned by Field Enterprises Inc., Delaware corporation and counsel for Illinois corporation suggested place of organization be changed to effect economies in state taxes. WJJD operates with 50 kw L on 1160 kc, directional. Filed March 20.

WMRY New Orleans and KCIJ Shreveport, La.—Transfer of control in Southland Bcstg. Co., permittee, through retirement to treasury of 765 sh. or 51% of stock held by Joe Darsky. Mr. Darsky had paid $1,912.50 into company or half the amount subscribed, but now wishes to withdraw and parties agree to free him from obligations under contract. WMRY is assigned 500 w day on 600 kc; KCIJ operates with 5 kw D on 980 kc. Filed March 20.

WCIF Madisonville, Ky.—Assignment of license from Madisonville Bcstg. Co. Inc. to Pierce E. Lackey individual. Application filed simultaneously for assignment of license from Pierce E. Lackey to Messenger Bcstg. Co. for a consideration of $60,000. Messenger Bcstg. Co. is licensee of FM outlet WFMW Madisonville and was preparing to apply for AM station. Both parties feel that town size of Madisonville could not support two stations. WCIF is assigned 250 w daytime on 1230 kc. Filed March 20.

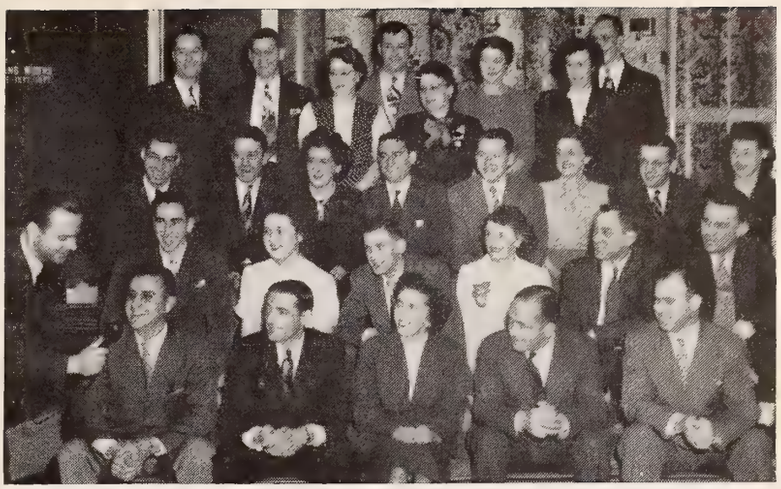
KOSE Osceola, Ark.—Assignment of license from H. F. Ohlendorf, licensee, to Osceola Bcstg. Corp. for $45,000. Principals in new corporation include Mr. Ohlendorf who retains 51% and is president; J. C. Buchanan, 50% owner Buchanan Chevrolet, vice president 11% plus; Dr. George Cone, dentist, 3½%; J. T. Cromer, ⅓% Cromer Milling Co., 5½%; H. A. Segraves, farm manager, 5½%; Richard Cromer, farm manager 5½%; Sam M. Hodges, publisher Osceola Times, weekly newspaper, 5½%; G. B. Segraves, attorney, 2½%; E. H. Burns, farm manager 2%; and Julia M. Morrison, secretary, ⅔%. KOSE is assigned 1 kw unlimited on 1360 kc. Filed March 6.

WDXB Chattanooga, Tenn.—Assignment of CP from Joe V. Williams Jr., to WDXB Inc. Mr. Williams desires to devote his time to his law practice and sells for $50,000. Principals in WDXB Inc. include: Joseph Bloom, who with wife is owner of Forjoe & Co., president 50%; David Cohen, vice president and ¼ owner Cohen Bros. real estate holdings, vice president 50% and Charles Gullickson, secretary. WDXB is assigned 1490 kc with 250 w unlimited. Filed March 15.

KTKT Tucson, Ariz.—Assignment of CP from Thomas J. Wallace, permittee, to KTKT Inc. Mr. Wallace believes that corporation is more adaptable method of handling business than individual proprietorship. Principals in corporation include Mr. Wallace who retains 33⅓%; Gail Hummel, owner of Gadsden Builders, general contractors and Hummel Motel, 33⅓%; Philip R. Hurlbut, independent applicant for new AM station at Flagstaff, Ariz., 16⅔% and Bernice Hurlbut, housewife, secretary-treasurer, 16⅔%. Mr. Hummel and Mr. Hurlbut to bear expenses of incorporation. KTKT is assigned 1490 kc, 250 w unlimited. Filed March 15.

Norton Recovered

ED NORTON, chairman of the board of the Voice of Alabama (WAPI, WAFM (FM) and WAFM-TV Birmingham, Ala.), last week returned to his desk following an operation a fortnight ago and two weeks convalescence in the hospital.



BOB BURGER (l), WCAX man-on-the-street in 1949, meets and interviews division managers of Sears, Roebuck & Co., Burlington.

* * *

When Burlington Buys

(Continued from page 23)

guide our efforts to get comments from our audience on how they liked the program and what suggestions they might have for improvements.

"In order to accomplish this, small prizes were offered for questions submitted for use on the program provided they were submitted with comments regarding the program. A first prize of $10 in Sears Credit Coupons was offered for the best question, two second prizes of $5 in Credit Coupons and $1 for every question used on the program. This offer was made for three weeks. In that three-week period over 400 entries were received. Praise for the program was more than abundant. Though the audience was instructed to send its entries to WCAX, well over a third of them were directed to Sears, Roebuck."

That description by Mr. Truedel of program acceptance and sponsor identification is backed up by his version of the institutional results attained by the broadcast series:

Results Attained

"The institutional objectives are being accomplished. We are being kept in the public mind day in and day out. We have created goodwill because of the public acceptance of our program. Our slogans are becoming common knowledge. Our credit plans and credit coupon plan are kept before the public.

"Four out of five days a week we draw a crowd in front of our store. Five days a week an average group of 10 persons comes into our store to listen to their voices on our Sears Silvertone wire recorder. Identification of our principal brand names has improved measurably. In short, the initial objectives for which this program was started have been met beyond our expectations.

"One specific institutional value is worth mentioning. Because of the arrangement of having the people interviewed on the program come into the store to hear their voices, the m. c. has the opportunity to say as he completes each interview, 'Be sure to come upstairs and hear your voice on the Sears Silvertone wire recorder.'

"This has meant that our brand name Silvertone has become as familiar in the public mind in this area as any of the nationally advertised radio brand names. We cannot imagine the accomplishment of the same result in any other way or through any other medium or combination of media without a tremendous expenditure far and above the cost of the program which, as we have explained, served many other purposes."

Results General

These results are of a general nature. Getting down to cases, Mr. Truedal lists a few examples of merchandising projects. Here is the way he put it in the NRDGA entry:

"The first specific results which made us wonder if we weren't underrating radio came after devoting one program to announcing that the new Sears catalog was available. We had placed a newspaper ad on this the day before and had gotten some action. We put it on the radio the next day just as a matter of course. The response was immediate, and all catalogs were ordered by mid-afternoon.

"For the past three months we have been regularly using radio to sell merchandise. The results have been more than satisfactory in relation to the cost of promotions. Three specific results follow where no other advertising was used.

Pinking shears were advertised for three successive days—Monday, Tuesday and Wednesday. By the end of the week our complete stock of 187 was sold.

Our department had a vacuum cleaner promotion which was supported twice by our radio program. Twenty-seven units were sold and the department had a 28.7% increase over last year for this period.

We carried a special traffic-getting rose promotion, and in one day sold the complete stock of 500 dozen roses.

"In most instances we tie our radio in with the rest of our advertising and have been aware of the real sales help it has been. However, in these instances it is difficult to assess the relative results of different media. For that reason we have confined our examples to the few instances where radio has been exclusively used or its results could be specifically ascertained."

Long-Range Aspect

That's Mr. Truedel's summary of some of Sears' specific promotions. Summarizing the long-range aspects of the broadcast, he says:

"Our Sears, Roebuck store in Burlington has had a good growth these past few years. Though logically we cannot attribute this in any major portion to our radio program—there are too many other factors—we do feel that our *Sears Man-on-the-Street* program has been a major factor in our public relations and hence our sales effort.

"The things that we have been able to accomplish by this program could hardly be accomplished so neatly and easily by any other program or any medium at such a cost. *Sears Man-on-the-Street* program has become a part of Sears, Roebuck and a part of the public consciousness of Sears in this area."

Is Sears satisfied to sit back and remain satisfied with these results, good as they are? Not at all. Looking forward Mr. Truedel says, "We have been pleased to discover the merchandising possibilities of our program and intend to explore these further."

RAZOR BLADES BY THE MILLIONS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

At Deadline...

RCA'S NEW COLOR TV TUBE DEMONSTRATED FOR FCC

POTENTIAL SOLUTION of some of color television's fundamental technical problems seen Friday after closed-door demonstration of RCA's new single tri-color picture tube to FCC and staff members. Demonstration of awaited tube, first outside laboratory, was held Thursday night and reported to other participants in color hearing at Friday session. FCC meanwhile set April 6 as date for official demonstration for record of hearing.

Although details of tube and its performance were not disclosed officially, it was known RCA presented two types of tri-color tube—one single gun and one triple gun, with latter said to give rendition most nearly approaching perfomance of RCA's present three-tube color system. Some observers considered new tube to be "great stride" in color development, emphasizing its usability in all color systems and removal of restrictions on screen size.

Both tube models shown were 16-inches, longer than RCA's present monochrome kinescopes of that size and hence said to present unique conversion problem in that they protrude from rear of set. RCA witnesses already have testified they can build large tri-color tubes easier than small ones. Single-gun tricolor picture tube was said to require about 10 receiver tubes more than monochrome sets, plus accompanying extra circuitry, while trigun picture tube adds still another 10 tubes plus circuitry. Rough estimate of $10 was cited as cost for "adding a tube" and its circuits, making single-gun sets cost some $100 above monochrome, not considering cost of tri-color picture tube itself.

FCC color hearing continued Friday with CBS showing off-tube 16mm films of 525-line monochrome transmission, black-and-white pickup of 405-line CBS color, and CBS color TV medical demonstration at Atlanta [TELECASTING, Feb. 6, 14].

ABC STORE SPONSORSHIP

EXPERIMENTAL techniques that ABC-TV believes may set pattern for future use of television by department stores will be used in special half-hour program sponsored by Arnold Constable, New York store, on WJZ-TV New York, ABC station, March 29, 4:30-5 p.m. Program will be telecast live from store itself, with store's buyers appearing in person to talk about products advertised.

EASTON-ALLENTOWN PLEA

SECOND petition for writ of mandamus against FCC in Easton-Allentown, Pa., case filed in U. S. Court of Appeals for D. C. by Allentown Broadcasting Co. (WHOL Allentown), winner of FCC decision which court remanded for further action. In sequel to rival Easton Publishing Co.'s petition for writs of prohibition and mandamus [BROADCASTING, March 20], Allentown Broadcasting asked court to issue mandamus requiring FCC to comply with court decision and issue findings on basis of original hearing record rather than hold further hearing which FCC has scheduled.

NBC SATURDAY CHANGE

ALTHOUGH not abandoning entirely original plan to sell one-minute announcements in its 2½-hour Saturday night television show, NBC-TV now offering half-hour blocks of show for single sponsorship as well.

HUGO REYER APPOINTED TO NEW POST AT FCC

HUGO REYER, FCC's executive assistant chief accountant, appointed Friday to be assistant chief accountant under Chief William J. Norfleet in Commission's new Office of Chief Accountant [BROADCASTING, March 13, 20]. Hyman H. Goldin, acting chief of economics and statistics division, to be chief of new Office's Economics Division. John J. Nordberg, chief of original cost and depreciation branch of present accounting regulation division, named chief of new Office's Accounting System Division.

Following appointments announced for FCC's new Common Carrier Bureau under Chief Harold J. Cohen, now assistant general counsel in charge of law bureau's common carrier division:

Jack Werner, assistant chief of law bureau's common carrier division, to be assistant chief of Common Carrier Bureau; Marion H. Woodward, now assistant chief engineer and chief of present common carrier division of Engineering Bureau, to be chief of International Division; John R. Lambert, now chief of tariffs and telephone rates branch of Accounting Bureau, to be chief of telegraph division; Curtis M. Bushnell, now in Accounting Bureau's field division, to be chief of telephone division; Charles R. Makela, now chief of Accounting Bureau's field division, to be chief of field coordination unit; Alexander Ueland, now in common carrier branch of Accounting Bureau's economics and statistics division, to be chief of Common Carrier Statistical Division.

All appointments effective April 3.

ALLOCATION PROPOSAL ADDS 10 TV CITIES

TV ALLOCATION proposal which it said would provide 10 cities with their first VHF channels without robbing any other community was filed with FCC Friday by WBTM Danville, Va.

Station said its plan would revise but not curtail FCC's own proposed allocation for 17 cities in eight states and that one VHF channel would be provided for each of following communities omitted from FCC's VHF proposal: Durham, Greenville, and Raleigh, N. C.; Zanesville, Ohio; Greenville, S. C.; Johnson City and Kingsport, Tenn., and Charlottesville, Danville, and Winchester, Va.

WBTM's proposal, filed by Washington Attorney John H. Midlen and Consulting Engineer George C. Davis, "can be effectively accomplished without any serious problems of co-channel or adjacent-channel interference to the Grade A or B service of the respective assignments," FCC was told. WBTM said it would apply for Channel 7, which its plan would move to Danville from Roanoke. Roanoke would get VHF Channels 9 and 11 in lieu of Nos. 7 and 10 as proposed by FCC.

EXAMINER REVIEWS ORDER

EXAMINER J. Fred Johnson Jr., conducting FCC hearing on news-slant charges against G. A. (Dick) Richards, agreed Friday to take under further consideration his order that FCC counsel permit Mr. Richards' attorneys to examine so-called "confidential" affidavits filed by Robert Horn, former newsman for Mr. Richards' KMPC Los Angeles. Decision to reconsider came at urging of Frederick W. Ford, FCC's chief counsel in hearing (early story, page 24).

Closed Circuit

(Continued from page 4)

George Sadowski's (D-Mich.) measure to set up an overall frequency allocations board is being laid aside in favor of immediate study of Senate-passed McFarland Bill (S 1973) to reorganize FCC procedures. Group also expected to carefully digest FCC criticisms of McFarland measure as set down in "model bill" [BROADCASTING, March 6].

BATTLE of Johnson (Sen. Ed. C., D-Col.) vs Johnston (Eric, president of Motion Picture Assn.) can be expected to take new and more satisfactory turn. They met in Washington last Tuesday for hour's huddle on Senator Ed's bill to license motion picture industry as means of attacking "moral turpitude" aspects. It's presumed hearings will be held on bill (S-3237) but that it will wind up with motion picture industry agreeing to police itself.

GENERAL MILLS, Minneapolis, looking over new Dave Garroway NBC-AM show, slated to be aired five weekly, 9:30 to 10 a.m. (CST) from Chicago starting April 3.

NOT BROADCASTING, but safety and special services functions probably will be next survey subject in FCC's gradual staff-wide functional reorganization. Surveys will be directed by Charles Koblentz, in management programming and personnel work in Government for past 11 years, most recently with War Assets Administration, who was hired for reorganization job and did one which was basis for recent Common Carrier realignment. He's now assistant to FCC Executive Officer William K. Holl.

INTEGRATION of NBC's KNBH (TV) Los Angeles into network's Owned and Operated Stations Division, reporting to James M. Gaines, division director, foreseen in report on impending assignment of Thomas B. McFadden, now manager of NBC's New York stations, as manager of KNBH (TV). Los Angeles station now reports through Sidney N. Strotz, administrative vice president in charge of Western Division, to Charles R. Denny, executive vice president.

McCANN-ERICKSON, New York, and Chrysler Corp. awaiting end of United Auto Workers strike to start sponsorship of half-hour video program. Agency so far has submitted variety and dramatic type shows to advertiser.

NATION's smallest television city, Bloomington, Ind., may soon have direct link with coaxial cable (see network story page 59). Present plans of Sarkes and Mary Tarzian WTTV (TV) Bloomington owners, understood to call for installation of microwave relays to link station with cable at Cincinnati. Station affiliated with ABC-TV, CBS-TV and DuMont.

MRS. GARDNER COWLES SR.

MRS. GARDNER COWLES Sr., 88, mother of Gardner Cowles, president of Cowles Broadcasting Co. and of Des Moines *Register* and *Tribune*, died Wednesday in Des Moines. Widow of publisher of *Register* and *Tribune*, she is survived by six children.

CCIR GREETING VIA TV

DELEGATES of International Radio Consultative Committee (CCIR) meeting today (Monday) in Statler Hotel, New York, to be greeted via TV by FCC Chairman Wayne Coy and Undersecretary of State James V. Webb, both speaking from Washington. Messages to be transmitted via WABD (TV), DuMont station in New York, 2:45-2:55 p.m.

THE KANSAS CITY TRADE AREA

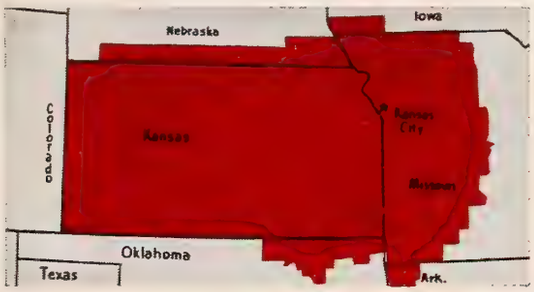
Does Not Run in Circles!



Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been *custom-built* to serve this area—*without waste circulation!*

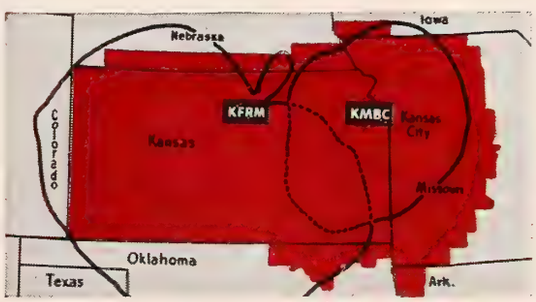
The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.



Ask for a Copy of The Kansas City Trade Area Study

The True Area is an East-West Rectangle and . . .

Only The KMBC-KFRM Team Covers it Effectively and Economically



Contours are 0.5 mv/m Daytime



The KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Capture the Beeline and you capture a big, fat *market*. One that takes in all of *inland* California plus western Nevada — with more people than Los Angeles . . . twice the buying power of Baltimore.*

But don't expect to cover this *inland* market with outside radio. Because the Beeline audience *naturally* finds its favorite listening on its *own* on-the-spot stations . . . the five BEELINE stations.

With all five, you cover *all* the Beeline . . . at combination rates. And you choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, for top coverage of any major Beeline shopping area.

*Sales Management's 1949 Copyrighted Survey

Here's what you should know about KERN Bakersfield

The CBS station for 59,000 Kern County radio families. Last Hooper shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1210 kc.	5000 watts 580 kc.


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